# NEWRED

# WalkMe
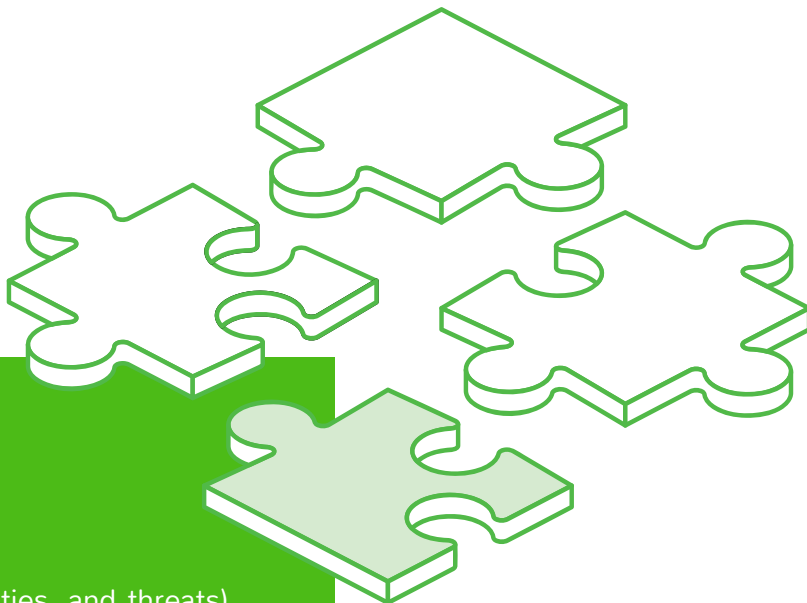## Competitive Review

Author: Jiri Walek

# SWOT Analysis

A SWOT (strengths, weaknesses, opportunities, and threats) analysis to identify where Newired is doing better, and what are its weaknesses in comparison with WalkMe, as well as what opportunities Newired can pursue and where risks for the future lie.

## Executive summary
## SWOT Newired over WalkMe

### Comparison methodology
Our competitive review of Newired and WalkMe compares and analyses both solutions using a SWOT (strengths, weaknesses, opportunities, and threats) model.

### SWOT parameters
We considered both solutions in terms of robustness, usability, pricing and licensing models, as well as feature coverage, mobile support and market position.

### Conclusions
The conclusion is that both solutions are reputable, and that a well-founded choice for a Digital Adoption Solution or Platform will depend on the customers' needs.

### Who should consider Newired?
Newired should be considered by customers looking for a product which provides multi-language support, easy authoring by non-developers, and a transparent and predictive pricing model, including an OEM pricing model for platform and portal vendors. In addition, customers with a high need for data protection will appreciate Newired's on-premise installation option.

# STRENGTHS of Newired over WalkMe

■ **Robustness:** Newired has succeeded in making sure the linkage between overlay (tips, steps, ..) and the target application is reliable. WalkMe users, on the other hand, claim "The system relies on static 'tags' that our software doesn't have."
Or: "We had to abandon WalkMe, ... as our platform changed so frequently, the navigation steps got outdated quickly and required constant review and reassessment."
Or: "Lots of set up required on the back end and if you move fields around, won't capture those changes" (all taken from reviews on Capterra).
This may happen also to Newired (but only when the application changes significantly), but Newired is truly more advanced in having multi-level element selectors that make the binding between steps/ tooltips and elements more reliable.
It may happen that it is hard to show, but it is truly a game-changer if the linking is robust or not.

■ **Content Authors can truly be non-developers:** This is related to the feature above,  how the overlay links to the target app. With Newired, the algorithms are more advanced and do not require you to write any code. On the other hand, WalkMe users quote: "Unless you're a javascript and CSS pro, you will probably struggle with getting the jQuery selectors right".  Or: "...require you to learn Jquery to build every single step." Or: "I would recommend any user attempting to write engaging walk-throughs for the web to have a basic understanding of CSS and Jquery selectors." (Capterra reviewers)

■ **Multi-language support:** on major capabilities level, WalkMe (to our surprise) still misses a coverage for translations of the overlay content AND binding of the overlay to multi-lang web-apps. Depending on the client, this can be an absolute dealbreaker to consider WalkMe.

■ **Pricing:** Newired has a better pricing model. And even more, Newired pricing is open and transparent, available on our website and includes an on line price calculator. Moreover, our pricing is often considered fair and good value for what it offers. On the contrary: WalkMe users say: "Pricing is not very clearly mentioned on the website". Some customers say "It is also a pretty expensive solution" Or "Very expensive they should have proper slicing of features to make it cost-effective (Capterra reviewers)

■ **OEM Licensing available:** with this license model, Newired allows software vendors of web applications, platforms and portals to embed Newired content for in-app guidance into their product and sell it to their customers under a specific OEM license and pricing. As the OEM license and pricing are flexible and adaptable, it allows even young and small software vendors to add value to their solutions, and thus makes Newired and its benefits accessible to more users.

■ **On-Premise installation:** Newired enables customers to install the solution on-premise. Whereas WalkMe's authoring environment is available as a SaaS solution only. Although WalkMe makes it possible to install exported guidance on premise, some customers though are still in favor of having all their data on-premise.

■ **Newired listens to you:** We are still a relatively small and young company, so our customer's requests are thoroughly considered. Our customers can confirm that we listen and respond to their concerns or needs quickly.

# WEAKNESSES of Newired over WalkMe

- **Really broad feature set:** for sure WalkMe provides a lot of features on every level: to author, to manage, to report, etc. "The features are amazing and really helpful to users on your website once implemented." (Capterra reviewer). On the other hand, this can be sometimes more than your user needs: "The only thing is that because there are so many options, it sometimes takes time to learn all the bells and whistles. Really keep focus on onboarding and continuing support." (Capterra reviewer)

- **Mobile support:** Newired does not provide support for mobile devices, yet this is in the planning for future releases.

- **Themes - be able to change the style of the overlay:** Newired does not provide UI to change styles. This is now possible though and easy CSS configuration and will be totally code-free by H1-20.

- **WalkMe Editor easy updates:** WalkMe offers the editor interface as a browser add-on, which makes the updates to be distributed automatically. With Newired Editor, updates need to be downloaded and installed with every new release. This was an initial important architectural choice in Newired, as it prevents security risks often implied by browser add-ons.

# Opportunities for Newired to succeed over WalkMe

- **Make it easy on the user:** Newired is placing significant effort into making the product, specially Newired Editor, easy and intuitive, so that every author, not just developers, can build the content for in-app guidance. With WalkMe, we have seen some reviews emphasizing the difficulty to use the solution:

  "WalkMe is a software that makes it easy to show visitors how to use any product. Unfortunately, their product is prohibitively hard to use. They have set up a "WalkMe university" and require 10 hours of training and watching videos just to get started. They typically give you a CSM for 3 months to help you onboard and throw in free professional services because most things are too hard to figure out." (Capterra reviewer)

  Newired is working on continuous useability improvements. To see the status and progress, everybody can download the Newired Editor for free.

- **Make it easy to evaluate and install:** Newired makes it easy for prospects to evaluate the technology. They can just download the free Newired Editor and start with creating content for Journeys and Tips to see how easy it goes to build in-app guidance.
For small departments and companies, Newired provides free subscriptions. On premise installations are coordinated with the customer and Newired's customer success manager. On the contrary, we have an example WalkMe review which says: "I dislike how picky and problematic it can be to set up."

- **Application profiles:** Newired will continue to provide application profiles to separate the technical and the non-technical steps in the in-app guidance. This will make the content more robust and the link between in-app guidance and application easy and fast to maintain.

- **Editor easy updates:** For its enterprise customers, Newired will provide the ability to version the overlay, in-app guidance and provide reliable audit trails. This is important for enterprise customers in regulated industries.

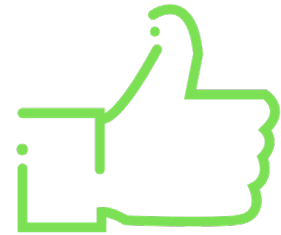| Streghts | Weaknesses | Opportunities | Threats |
|---|---|---|---|
| Robustness | Really broad feature set | Make it easy on the user | Big company approach |
| Content Authors can truly be non-developers | Mobile support | Make it easy to evaluate and install | |
| Multi-language support | Themes | Application profiles | |
| Pricing | Walkme Editor easy updates | Audit Trails & Versioning | |
| OEM Licensing available | | | |
| On-premise isntallation | | | |
| Newired listens to you | | | |

# Threats for Newired to lose over WalkMe

- **Big company approach:** WalkMe, as a large company and one of the pioneer solutions for digital adoption, has undeniably built a reputation in the market. This can of course be a very important factor for large companies who have no budget constraints. "WalkMe definitely lives up to its name." (Capterra reviewer) However, having this position, it is also easier for WalkMe to promise and even over-promise to its customers, which is not always positive. Newired, on the other hand, is a younger company. But this is not necessarily a disadvantage, as it can listen to its customers and act fast and agile.
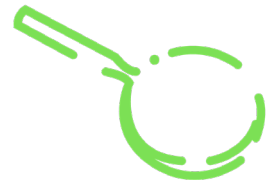
# Conclusion

WalkMe is a very respectful solution, it is on the market for quite a long time and has a very rich feature coverage. On the other hand, there are cases when Newired solution should be considered:

Customers looking for an **easy to use and set-up** product, to build fast in-app guidance without being a developer or needing to invest a significant amount of training and support time.

**Price sensitive customers,** who are looking for a transparent and predictable pricing model and policy.

Customers who like to **evaluate immediately,** download the product fast and easy and start testing and building in-app guidance by themselves to make a well-founded, experience-based decision.

For customers with high expectations regarding **security and flexibility**, Newired offers flexible deployment schema. Customers can install everything on-premise, or in-cloud, or they can decide for a mixed deployment model with authoring environment in-cloud and export the overlay to be installed on-premise  Customer looking for a **close relationship with a vendor**.

**※NEWIRED**