



Service Description Document for:

WalkMe Digital Adoption Platform (DAP) and WalkMe Learning Arc – Licensing, Implementation and Workflow Automation

28 January 2026 | Document Version 0.01

NTT DATA Business Solutions is a Global Value-Added Reseller of SAP and provides all SAP products in the same form as if they had been purchased

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1. Introduction to NTT DATA Business Solutions

We Transform. SAP® Solutions into Value

We understand the business of our clients and know what it takes to transform it into the future. At NTT DATA Business Solutions, we drive innovation - from advisory and implementation, to managed services and beyond, we continuously improve SAP solutions and technology to make them work for companies - and for their people.

Aiming to transform, grow and become more successful? We provide you with more than in-depth expertise for SAP solutions: As your passionate partner, we connect your business opportunities with the latest technologies – and offer you a unique approach to get the job done as smoothly as possible. Our close ties to SAP and other partners give you access to innovative solutions and developments. Being part of the global NTT DATA group enables us to master any scope of project.

With operations in more than 30 countries, we have enabled thousands of companies become more efficient and effective during the last three decades. Our more than 14,000 experts around the world will also accompany you on your journey toward a truly intelligent enterprise – wherever you want to start! We have specialised in making SAP solutions work for companies – and for their people: We Transform. SAP® solutions into Value.

We are proud to be consistently recognised within the SAP ecosystem, having won multiple SAP accolades over the years. We are also delighted to announce our recent achievement of four SAP Pinnacle Awards in the categories of GROW with SAP, SAP Business AI Customer Adoption, Business Transformation Management, and Cross-Portfolio Success. These awards celebrate the exceptional performance of the world's foremost SAP partners, underscoring our commitment to excellence and innovation. With four wins and five finalist positions, we stood out as the leading winner in 2025. Additionally, our greatest asset and our most significant differentiator is our people. In 2025, the NTT DATA Group was named a Global Top Employer in 33 countries by the Top Employers Institute. This award highlights our dedication to creating a thriving work environment and confirms our status as a choice destination for IT professionals.

For the purposes of this G-Cloud service, NTT DATA Business Solutions acts as the contractual supplier to buyers and is responsible for the delivery, onboarding, support, and governance of the WalkMe Digital Adoption Platform (DAP) and WalkMe Learning Arc services. The underlying WalkMe software platform is provided as a Software-as-a-Service (SaaS) offering by WalkMe Ltd and is delivered under back-to-back contractual arrangements.

NTT DATA Business Solutions has experience supporting public sector and regulated organisations with cloud-based services that require strong controls around security, accessibility, auditability, and data protection. Services are delivered using structured methodologies, defined service boundaries, and documented governance models aligned with Crown Commercial Service (CCS) expectations.

2. Introduction to WalkMe

WalkMe is a Digital Adoption Platform (DAP) that supports public sector organisations in designing, delivering, and continuously improving digital services. It enables Government departments and agencies to help users effectively adopt and consistently use enterprise applications that underpin critical business processes.

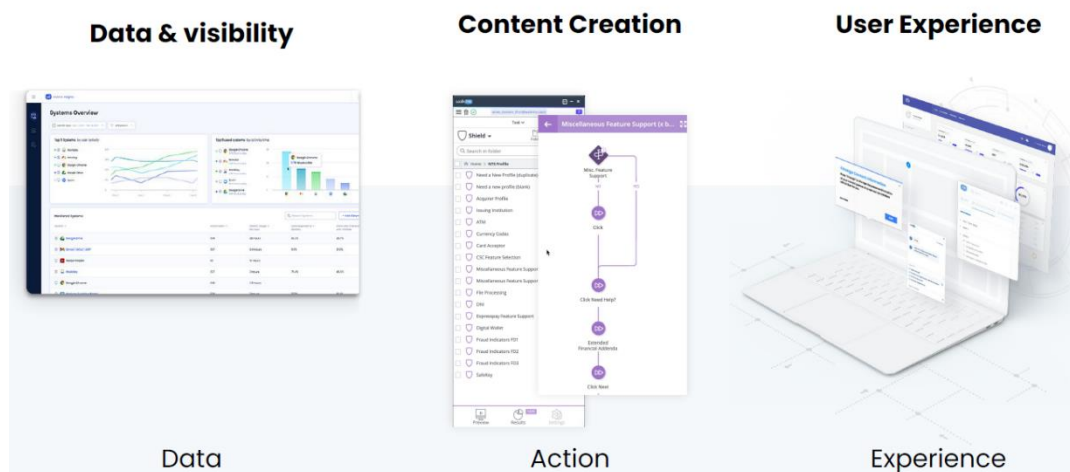
Large-scale digital transformation initiatives commonly introduce new platforms, reconfigured processes, and evolving ways of working. In these contexts, organisations frequently encounter two persistent challenges:

- End Users experience difficulty navigating and completing processes within enterprise systems, leading to inefficiency, rework, and inconsistent outcomes
- Limited evidence is available on how applications and processes are used in practice, reducing the organisation's ability to assess adoption, identify risk, and target improvement

While digital platforms provide significant functional capability, their value is realised only when users adopt them as intended. In complex public sector environments, often characterised by legacy systems, multiple suppliers, hybrid working models, and ongoing policy change, there is a need for a consistent and user-centred approach to digital adoption.

WalkMe addresses this need by providing a configurable experience layer that operates across existing applications and devices. It combines in-application guidance with behavioural analytics to support evidence-based service design decisions, improve user experience, and embed continuous improvement into day-to-day operations.

| The WalkMe Platform

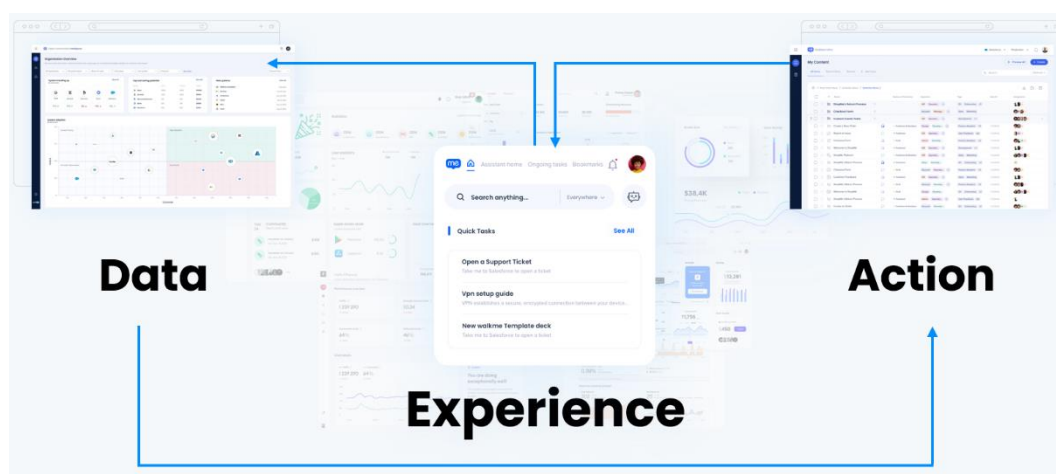


2.1. WalkMe as a Digital Adoption Platform

WalkMe's Digital Adoption Platform is a comprehensive solution built on proprietary technology that helps organisations optimise the use of their digital services. Rather than replacing existing systems, WalkMe helps enhance usability, consistency, and transparency across the application landscape.

At an organisational level, WalkMe provides insights across multiple platforms, helping decision-makers understand technology usage and identify areas where intervention may be beneficial. At a user level, it supports productivity and confidence by delivering contextual, in-application guidance that aligns with defined business processes.

WalkMe supports integration with third-party tools and enterprise systems, allowing the platform to be tailored to organisational needs and aligned with existing digital strategies. This approach is designed to remain scalable, maintainable, and resilient as applications, processes, and policies evolve over time.



2.2. WalkMe Editor and Creating Content

The WalkMe Editor is the primary tool used to design, manage, and deploy digital adoption content. It is a no-code interface that allows authorised users to create in-application guidance without the need for software development skills.

Using the editor, organisations can develop a wide range of content to address operational needs, including support for new starters, process changes, system upgrades, and areas where digital capability varies across user groups. This enables targeted support to be delivered at the point of need, directly within the application being used.

As adoption content grows, maintaining quality and accuracy becomes increasingly important. WalkMe includes automated capabilities, such as WalkMe Shield, which monitor applications for changes that may affect guidance and alert administrators when content requires review. This enables support to remain reliable and up to date.

Digital adoption is not a one-off activity but an ongoing process. WalkMe's tooling is designed to support continuous improvement by enabling organisations to create, refine, and govern content as business requirements change.

2.3. WalkMe Analytics & Dashboards

WalkMe provides a comprehensive analytics capability that combines qualitative and quantitative data to support informed decision-making. Through its Insights and analytics features, organisations gain a clear view of how users interact with applications, processes, and digital guidance.

These insights help identify where users encounter difficulties, deviate from intended processes, or experience inefficiencies. By understanding these patterns in real time, organisations can address adoption issues proactively rather than relying on assumptions or delayed feedback.

WalkMe analytics support both immediate operational needs and longer-term optimisation. By analysing trends over time, organisations can anticipate future challenges, embed continuous improvement into standard operating practices, and work towards consistent and compliant process execution.

Key analytics capabilities include:

- Insight into usage and performance of underlying applications (such as SAP S/4HANA, SuccessFactors, ServiceNow, and others)
- Analysis of user interaction with WalkMe guidance to support optimisation of adoption content
- Configurable and custom reporting aligned to organisational requirements
- Cross-application journey analysis through the WalkMe Digital Adoption Center

The WalkMe Digital Adoption Center provides a consolidated view across systems, highlighting where users spend time, where adoption is low, and where applications may be underutilised. This enables organisations to:

- Monitor engagement with critical systems
- Track and evaluate key business processes
- Identify underused or redundant software
- Make evidence-based decisions to improve efficiency and value for money
- Continuously refine digital adoption strategies

3. Service Overview

3.1. Purpose and scope

The service provides:

- Guidance overlays within web-based and cloud applications, tailored to user context.
- Automation of routine or multi-step workflows, reducing manual effort.
- Analytics capturing adoption and engagement insights to inform optimisation.
- Learning journeys aligned to organisational roles and processes.

3.2. Delivery Model

The service is offered **exclusively as SaaS** and accessed through standard web browsers. Configuration and content creation are performed through a browser-based editor; End Users receive guidance via the WalkMe Player (extension or snippet).

3.3. Non-functional overview

- **Availability:** High-availability architecture and CDN-based content delivery; specific commitments in Section 7.
- **Performance:** Asynchronous loading designed to avoid impact on application responsiveness.
- **Security:** Data encrypted in transit and at rest; role-based access controls; independent testing and monitoring.
- **Scalability:** Elastic cloud infrastructure; tenant isolation to prevent cross-customer impact.
- **Accessibility:** Interfaces and documentation aligned to recognised accessibility standards (see Section 16).

3.4. Service Responsibility Model

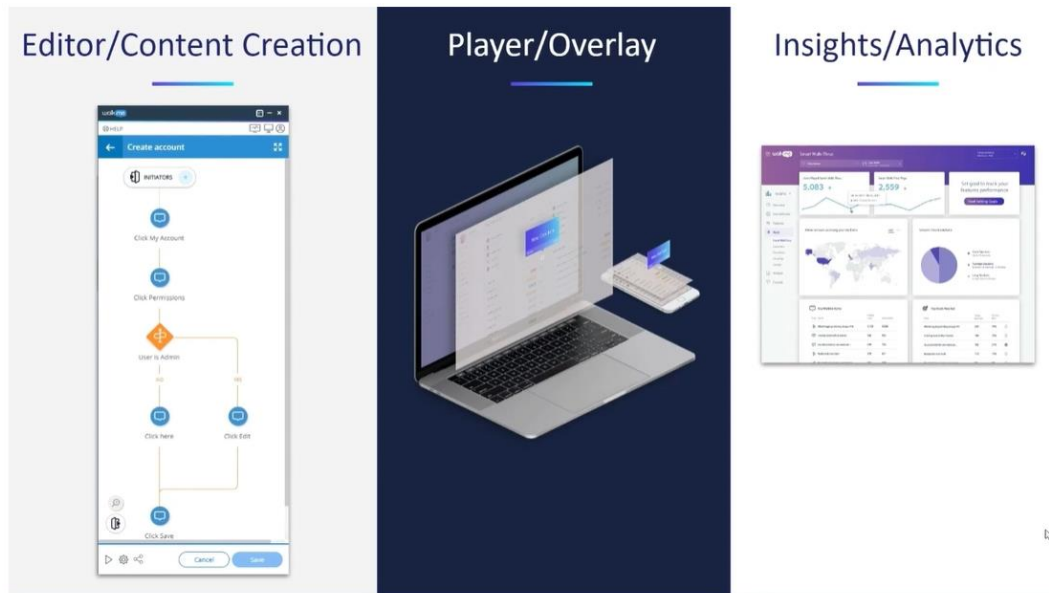
NTT DATA Business Solutions is the contractual supplier to Crown Commercial Service buyers and is responsible for service delivery, onboarding, support, and service governance.

WalkMe Ltd provides the underlying Software-as-a-Service (SaaS) platform, including hosting, infrastructure, and core platform security controls, under back-to-back supplier agreements.

Buyers contract with NTT DATA Business Solutions, and all services described in this Service Definition are delivered and supported through this contractual relationship.

4. Features & Benefits

4.1. Key Features



The WalkMe Digital Adoption Platform (DAP) and Learning Arc provide a comprehensive set of capabilities to guide, educate, and optimise user adoption:

- Real-time in-application guidance: Contextual walkthroughs and tips to simplify complex tasks.
- Workflow automation: Automates supported multi-application steps where technically feasible.
- Behavioural analytics: Tracks adoption, task completion, and areas of friction.
- Role-based learning paths: Structured guidance aligned to processes and competencies.
- No-code content creation: Visual editor for rapid development and updates.
- Integration with enterprise SaaS applications: Operates seamlessly across commonly used cloud systems.
- Mobile support: Optimised experiences for compatible mobile browsers.
- Segmentation & targeting: Deliver guidance to defined user groups based on rules.

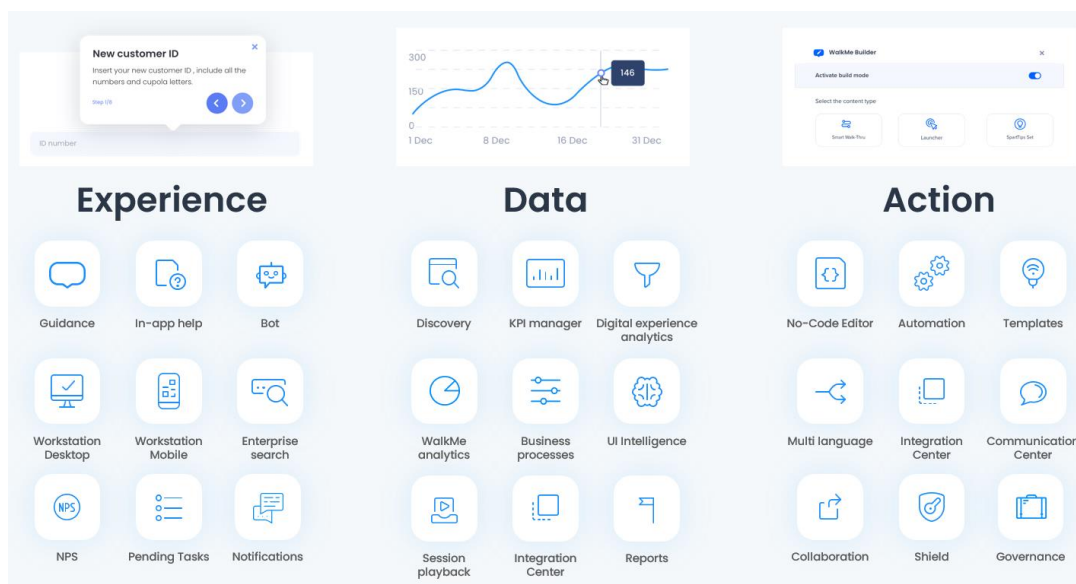
4.2. Benefits to Public Sector Buyers

- Accelerated onboarding for new users, reducing time to competence.
- Reduced support demand and helpdesk queries through contextual guidance.
- Supports improved process accuracy and consistent execution of defined workflows.
- Data-driven optimisation via engagement and adoption analytics.
- Sustainable capability building through Learning Arc and in-house content ownership.
- Increased productivity by automating routine manual tasks.
- Consistent user experience across web applications.
- Provides tools and guidance to support the effective adoption and use of SaaS services, enabling users to follow defined processes and best practices.

For full details of all features, modules, and capabilities, please refer to the G-Cloud 15 Submission Form.

5. Service Scope

5.1. Included Components



The service provides a comprehensive set of tools to deliver, manage, and measure digital adoption and learning:

- WalkMe Player: Delivers in-app guidance to End Users via snippet or browser extension.
- WalkMe Editor: Web-based interface for building, publishing, and governing guidance content.
- WalkMe Insights: Analytics platform for engagement, adoption, process completion, and learning outcomes.
- ActionBot: Conversational assistant to expedite tasks using natural language processing.
- Shield: Automated testing to detect content breakage caused by application or browser changes.
- TeachMe: Learning console for curated content, quizzes, and progress tracking.

5.2. Service Operation

- Standalone or overlay: WalkMe can operate independently or as an overlay on existing web-based applications without requiring modifications to underlying systems.
- No-code configuration: Customers can manage content creation, deployment, and updates internally.
- Integration flexibility: Supports integration with multiple enterprise SaaS platforms where technically feasible.

Optional add-ons and modules are limited to those referenced above. Full module and feature details are available in the G-Cloud 15 Submission Form.

5.3. Out of Scope

The service does not include:

- Modification or development of underlying customer applications
- Provision or support of End User devices or local IT environments
- Bespoke software development beyond WalkMe configuration and content creation
- Responsibility for customer data quality or business process design
- Regulatory approval or assurance activities

These responsibilities remain with the buyer unless explicitly agreed otherwise.

6. Technical Requirements

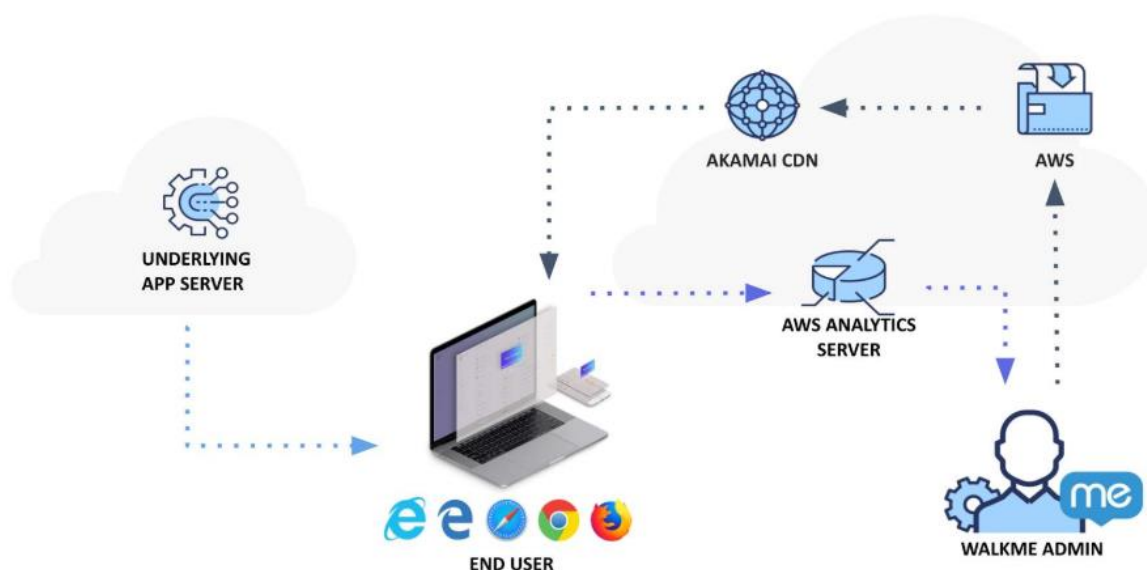
This section outlines the technical prerequisites for delivering WalkMe Digital Adoption Platform (DAP) and WalkMe Learning Arc services. It covers platform architecture, client-side integration, End User environment specifications, content authoring requirements, and deployment options. These requirements facilitate the reliable and secure delivery of services, with minimal effort for customers.

6.1. Platform Architecture and Delivery Model

WalkMe is a cloud-based Software-as-a-Service (SaaS) solution hosted on industry-standard cloud infrastructure. The platform is designed to operate without requiring customers to install or maintain servers. Key aspects include:

- Core application services are hosted on cloud compute and database services.
- Guidance content and configuration data are stored securely and distributed globally via a Content Delivery Network (CDN) for fast delivery to End Users.
- The architecture supports elastic scaling, high availability, and consistent performance across regions.

Customers are not required to manage server infrastructure. Access is enabled through lightweight client-side integration, allowing organisations to start using WalkMe with minimal implementation effort.



6.2. WalkMe Player

The WalkMe Player is a client-side component that delivers interactive guidance and analytics by overlaying content on top of web applications.

- Loaded via a single JavaScript snippet inserted into HTML, similar in approach to common analytics tools.
- Retrieves configuration and content from the CDN and caches them in the browser for efficient loading.
- Automatically updates cached content when changes are detected, minimising bandwidth use.
- Operates asynchronously to avoid impacting page load times or application performance.

Where editing of HTML is restricted, the Player can also be deployed using a lightweight browser extension, which injects the necessary snippet automatically.

6.3. Deployment Methods

The WalkMe Player can be integrated using one of the following methods, depending on IT access and policy:

6.3.1 HTML Snippet Injection

- Added once to the header of relevant web pages.
- Typically required once per service instance and valid for the duration of the service
- Suitable where organisations have access to source code.

6.3.2 Browser Extension

- Injects the WalkMe snippet into applications without modifying source code.
- Recommended for SaaS or third-party applications that cannot be edited directly.
- Can be deployed via enterprise IT tools (mass deployment), requiring no End User action.

Benefits of mass deployment using the browser extension:

- No action required from End Users
- Increases adoption rates
- Centralised management by IT teams

6.4. End User Environment Requirements

The following specifications facilitate optimal user experience for WalkMe guidance and analytics:

- Browsers: Current versions of Chrome, Microsoft Edge, Firefox, Safari. Internet Explorer is not actively supported and should only be used where unavoidable due to legacy constraints
- Connectivity: Stable internet connection; indicative minimum 5 Mbps up/down recommended.
- Player Delivery: Snippet added to HTML or browser extension deployed, depending on client architecture.
- Device Display: Minimum screen resolution appropriate to the target applications.
- Security Tooling: Up-to-date antivirus and firewall protections required.

6.5. Content Authoring and Administration

To manage WalkMe content effectively, organisations require:

- Permissions: Access to relevant environments for configuration, testing, and publishing.
- Roles: Nominated WalkMe administrator to manage governance, permissions, and content lifecycle.
- SSO Integration: Optional SAML 2.0 single sign-on where supported.
- APIs: Supported APIs for analytics extraction and integration with other systems (see Section 11).

6.6. Additional Installation Scenarios

- Browser Extension: Used where HTML modification is restricted; can be deployed centrally for all users.
- Desktop Applications: WalkMe Desktop may be used in certain environments to provide guidance on desktop applications.

6.7. Mobile Support

WalkMe supports mobile browser environments for compatible applications. UI components are optimised for smaller screens, with feature parity depending on mobile operating system and browser capabilities.

6.8. Summary

- No server-side installation is required by customers.
- Multiple deployment options accommodate a wide range of technical environments.
- End User devices must meet minimal connectivity, display, and security standards.
- Authoring and administration require appropriate access and governance controls.

By meeting these technical requirements, customers are provided with a reliable, secure and high-performance delivery of WalkMe Digital Adoption services.

7. Service Constraints

WalkMe is a mature, enterprise-scale digital adoption platform designed to operate with high availability and minimal operational limitations. The platform supports large-scale usage across global organisations and high transaction volumes.

By way of illustration, WalkMe platform usage metrics recorded during a representative operational period included:

- Hundreds of millions of unique user interactions
- Tens of millions of automations triggered
- Billions of guided interactions delivered
- Extensive use of conversational automation (ActionBot)
- Sustained, long-term daily usage across customer environments

The platform is built using industry-leading cloud architecture and best practices to enable strong performance, scalability, and resilience for End Users.

However, the following constraints apply:

- WalkMe operates as a non-intrusive overlay and therefore depends on supported browsers and the configuration of the target applications.
- Automation capabilities are subject to the technical limitations and exposed integration points of the underlying applications.
- Internet connectivity is required for delivery of real-time guidance, analytics, and reporting.
- Content development activities require appropriate access to systems, environments, and business stakeholders for discovery, build, and testing.
- Organisations are responsible for ensuring appropriate internal governance, security, and privacy approvals, particularly where behavioural analytics and learning data are used.

8. Maintenance

8.1. Maintenance and Release Management

WalkMe follows a structured and predictable release cycle to introduce new features, performance improvements, and security updates.

- Platform releases are typically delivered on a quarterly basis (approximately every 90 days).
- Updates are deployed using silent upgrades, designed to avoid service disruption or End User downtime.
- The WalkMe Player loads asynchronously and does not require local maintenance by customers.
- Editor updates are applied automatically, ensuring authors always work on the latest supported version.
- Customers are notified in advance of upcoming releases and provided with information on new functionality.

8.2. Maintenance Windows

Planned maintenance is scheduled and communicated in advance to minimise impact on service availability and End Users.

- Planned maintenance is scheduled for Sundays at 00:00 PST, approximately once every three months.
- Maintenance windows are short in duration (typically around 10 minutes).
- Customers are notified in advance of any planned maintenance activity.
- Maintenance activities are designed to minimise disruption to End Users. Where customer impact is anticipated, advance notice is provided.

Where maintenance activity may impact availability, this is communicated in line with agreed service communications.

9. Service Levels and Service Level Agreements (SLAs)

Each customer engagement is governed by a contractually agreed Service Level Agreement (SLA), which defines the scope and quality of service to be provided. The SLA sets out the expected standards for service availability, support responsiveness, and incident handling, ensuring transparency and accountability throughout the service lifecycle.

The SLA includes commitments relating to platform availability (as provided by WalkMe), as well as defined response and resolution targets for support requests submitted by customers. Service performance is measured against these agreed thresholds to provide consistent and reliable delivery.

9.1. Support Hours and Channels

Support services are available through the following channels:

- Telephone support: Available Monday to Friday, 09:00–17:00 (UK time).
- Web chat: Available during UK business hours for non-mission-critical issues (where enabled).
- Email and online ticketing: Available for logging, tracking, and managing support requests. Customers can view ticket status, assign priorities, and monitor progress throughout the resolution process.

9.2. Incident Prioritisation and Initial Response Times

Support requests are categorised according to business impact and urgency. Initial response times are as follows:

- Priority 1 (P1): Initial response within 1 hour of case submission.
- Priority 2 (P2): Initial response within 4 hours of case submission.
- Priority 3 (P3): Initial response within 1 business day of case submission.
- Priority 4 (P4): Initial response within 2 business days of case submission.

Response times are measured from the point at which a support case is logged via an approved support channel.

9.3. Outage and Incident Reporting

Service incidents and outages are managed through established support and communication processes:

- Incidents are recorded and communicated through the support ticketing system and associated notifications.
- Major or widespread incidents may be proactively communicated to affected customers where appropriate.
- Post-incident reports, including details of root cause, impact, and corrective actions taken, can be provided upon request.

These processes are designed to keep customers informed and provide clear visibility of service performance and issue resolution.

9.4. SLA Scope and Dependencies

Response times refer to the time taken to acknowledge and begin investigation of a support request once logged through an approved support channel.

Resolution times may vary depending on the nature of the incident, buyer configuration, and any third-party dependencies, including the underlying WalkMe SaaS platform.

Full service level commitments, including availability targets and resolution objectives, are defined in the applicable contract and SLA schedule agreed with the buyer.

10. Service Availability, Backup, Disaster Recovery, and Operational Resilience

10.1. Service Availability

NTT DATA Business Solutions delivers WalkMe Digital Adoption Platform (DAP) and Learning Arc services by leveraging the fully managed, globally distributed infrastructure provided by WalkMe. WalkMe operates multiple cloud regions and availability zones worldwide, ensuring high resilience and minimal disruption.

Key points:

- The WalkMe platform is designed to achieve up to 99.99% availability, as defined in WalkMe's standard SaaS service level commitments.
- The platform loads asynchronously to client applications, meaning temporary unavailability does not affect website or software performance.
- Multi-region deployment and redundancy provides service continuity during localized outages.

NTT DATA Business Solutions relies on WalkMe's infrastructure to provide secure, uninterrupted service to customers.

10.2. Backup

WalkMe performs regular backups to safeguard platform data:

- **Daily Backups:** All databases are backed up using cloud-native tools.
- **Secure Storage:** Backups are stored in dedicated cloud storage with strict access controls.
- **Disaster Recovery Replication:** Data is replicated to DR sites adhering to the same security and physical standards as the primary environment.
- **Retention:** Backups are retained for a defined period (e.g., 30 days).

Services and customer content are protected through WalkMe's backup procedures, ensuring quick restoration if required.

10.3. Disaster Recovery

WalkMe maintains a disaster recovery (DR) strategy designed to minimise service interruption.

- **Redundant Data Centres:** Services are deployed across multiple data centres to reduce the risk of single points of failure.
- **Regional Failover:** In the event of a full regional outage, WalkMe can restore services in an alternative region. Recovery objectives are defined at the platform level and are subject to the service tier and regional configuration.
- **Recovery Objectives:** Recovery Point Objective (RPO) and Recovery Time Objective (RTO) are defined and maintained by WalkMe and form part of the platform's service resilience controls.

By leveraging WalkMe's disaster recovery capabilities, NTT DATA Business Solutions supports continuity of customer-facing services without requiring buyers to manage infrastructure or recovery processes directly.

10.4. Business Continuity

A Business Continuity Plan (BCP) is a documented strategy that outlines how services and operations continue during and after a disruption (e.g., natural disasters, cyber incidents, or pandemics).

WalkMe maintains a formal BCP to support platform availability under a variety of scenarios.

NTT DATA Business Solutions aligns with WalkMe's BCP to maintain customer service delivery.

Operational processes, including content creation, training, and support, are structured to continue remotely if required, reducing dependency on physical office locations.

10.5. Operational Resilience and Remote Working

10.5.1 Remote Service Delivery

All customer-facing services can be delivered securely from remote locations:

- Team members access WalkMe systems and content through secure, encrypted connections.
- Cloud-based collaboration tools support virtual workshops, training, and meetings.
- Remote delivery provides continuity during office closures, travel restrictions, or other disruptions.

10.5.2 Staff and Knowledge Resilience

To avoid single points of failure:

- **Dual-Operator Control:** Critical activities, such as content deployment or updates, require participation by at least two authorised staff members.
- **Knowledge Sharing:** Standard operating procedures and documentation are maintained centrally.
- **Cross-Training:** Staff are trained across multiple roles to provide coverage and operational flexibility.

10.5.3 Continuity in Daily Operations

- Operational planning includes contingencies for project timelines, training sessions, and content updates.
- Monitoring and escalation procedures enables issues to be addressed quickly.
- Clear communication channels keep customers informed of any operational impact and mitigation steps.

10.5.4 Key Benefits for Customers

- Continuous service delivery, even in emergencies or remote working scenarios.
- Reduced risk of delays in training, content updates, or platform use.
- Strong operational governance and controls promote service quality.
- Alignment with WalkMe's high-availability infrastructure and disaster recovery strategy.

NTT DATA Business Solutions' service delivery model combines WalkMe's robust platform-level resilience with our own operational continuity practices, giving customers confidence that training, content, and support services remain uninterrupted under any circumstances.

11. Onboarding and Offboarding

This section describes how NTT DATA Business Solutions supports WalkMe onboarding and offboarding processes, including implementation, training, knowledge transfer, and secure data handling. Our services provide a smooth start to digital adoption initiatives and a controlled, compliant offboarding process when a contract concludes.

11.1. Onboarding

Onboarding is delivered using an adapted SAP Activate methodology for digital adoption and learning, structured to provide clarity, governance, and measurable adoption outcomes.

A dedicated customer team provides a seamless implementation and adoption of WalkMe DAP and Learning Arc:

- **Customer Success Manager (CSM):** Main point of contact for account management, ensuring alignment of WalkMe solutions with business objectives.
- **Digital Adoption Consultant (DAC):** Manages rollout, provides technical guidance, and supports adoption initiatives.
- **Professional Services:** Supports implementation, content development, and customised training for business processes.

11.2. Onboarding Methodology (SAP Activate for Digital Adoption)

The onboarding process follows six structured phases:

Phase	Tasks
Discover	Establish objectives, success measures, priority processes, personas, and project scope.
	Identify critical workflows for initial adoption.
Prepare	Confirm environments, access permissions, governance roles, and non-functional constraints.
	Define project plan and resource allocations.
Explore	Conduct detailed process discovery.
	Define guidance patterns, segmentation rules, and learning outcomes.
	Capture content requirements for WalkMe guidance and Learning Arc journeys.
Realise	Build and configure WalkMe content (Smart Walk-Thrus, SmartTips, Launchers, etc.), automation logic, and Learning Arc journeys.
	Complete unit testing to facilitate correct behaviour.
Deploy	Conduct User Acceptance Testing (UAT) and shield testing.
	Finalise content and deploy in a controlled release.
	Prepare promotion and awareness materials for End Users.

Phase	Tasks
Run	Monitor WalkMe Insights dashboards to track engagement and adoption.
	Execute optimisation sprints.
	Embed business-as-usual governance and transfer operational capability to customer teams.

11.3. Indicative Timelines and Resource Commitments

- Project Management & Governance: Weekly cadence; service delivery governance board with defined RACI responsibilities.
- Discovery Workshops: Typically 2–4 half-day sessions to define initial scope.
- Build Sprints: Timeboxed iterations aligned to priority processes (commonly 2–3 weeks per tranche).
- UAT & Shield Testing: 1–2 weeks per release cycle, depending on scope.
- Knowledge Transfer: Rolling enablement sessions for administrators and builders; handover materials and governance playbooks provided.

Exact durations may vary depending on the customer’s application estate, number of target systems, and implementation scope.

11.4. Training and Knowledge Transfer

Our training approach is intended to develop internal capability and facilitate sustainable digital adoption, in alignment with organisational practices and processes:

- Administrator and Builder Training: Covers editor usage, content standards, governance, and analytics.
- Role-Based Enablement: Optional training for champions, local builders, or departmental leads.
- Operational Handover Materials: Playbooks covering governance, content lifecycle management, and ongoing optimisation.

11.5. Offboarding

When a customer's WalkMe engagement concludes, we follow structured offboarding procedures to secure data, preserve knowledge, and comply with regulations:

- **Data Ownership:** Customers retain full ownership of all WalkMe DAP and Learning Arc assets, including configuration, guidance, automation, and learning paths.
- **Data Export:** Content and reporting can be exported via WalkMe reporting tools and supported APIs. Knowledge transfer facilitates teams to extract and preserve assets prior to contract completion.
- **Data Deletion:** Post-contract, data is deleted following the secure processes outlined in Section 15: Data Protection and Privacy. Physical destruction of corporate systems is managed in line with industry best practices.

These measures are designed to support secure, compliant, and flexible offboarding, enabling customers to retain or dispose of their digital adoption assets in accordance with internal policies and applicable regulatory requirements.

11.6. Key Benefits

- Structured onboarding with clear roles, SAP Activate phases, and milestones.
- Targeted content development aligned to business processes and adoption goals.
- Post-deployment monitoring and optimisation using WalkMe Insights.
- Secure, compliant offboarding with flexible data management and export options.
- Confidence in operational integrity and capability transfer throughout the engagement lifecycle.

12. Customisation

WalkMe is delivered as a cloud-based SaaS platform, with optional alternative hosting models where required. The platform provides extensive configuration and customisation capabilities, allowing organisations to tailor digital adoption content to their specific processes, branding, and user needs.

12.1. Content and Design Customisation

WalkMe includes a visual, point-and-click (WYSIWYG) content authoring tool. Authors can embed images, documents, videos, iframes, and links without coding. Rich text editing supports dynamic content and contextual messaging.

Design elements such as shoutouts, walkthroughs, and banners can be created using:

- Drag-and-drop components
- Buttons, shapes, images, and text blocks
- Layer and alignment management
- Dynamic and conditional text

12.2. Advanced Styling

Cascading Style Sheets (CSS) can be applied to enable advanced branding and layout control. CSS allows organisations to align WalkMe content with corporate branding, including colours, fonts, spacing, and layouts.

Common use cases include:

- Adding logos or images to guidance elements
- Customising welcome messages and announcements
- Adjusting navigation elements such as arrows and buttons
- Modifying layout dimensions and visual emphasis

These capabilities allow organisations to deliver highly tailored, branded digital guidance while maintaining platform stability and performance.

13. Support Structure

NTT DATA Business Solutions (NDBS) provides a structured and comprehensive support service to facilitate the effective operation of WalkMe for customers. Our approach combines proactive account management, tiered technical support, and clearly defined escalation procedures, ensuring timely resolution of issues and minimal disruption to End Users.

13.1. Support Tiers & Responsibilities

Support for WalkMe is provided through a structured, three-tiered model, ensuring that incidents are addressed efficiently at the appropriate level of expertise. The table below summarises each tier and its responsibilities:

Support Tier	Primary Responsibilities
Tier 1 – First Line Support	Acts as the primary point of contact for new incidents.
	Conducts initial triage and troubleshooting of straightforward issues.
	Clarifies the use case and gathers relevant background information.
	Provides first response to all tickets in line with agreed priority levels.
	Escalates unresolved or complex issues to Tier 2.
Tier 2 – Second Line Support	Investigates and resolves more complex technical issues escalated from Tier 1.
	Coordinates with Professional Services and technical experts.
	Escalates unresolved issues to Tier 3 when required.
Tier 3 – Third Line / Expert Support	Handles the most complex technical issues and liaises directly with development teams.
	Manages defect resolution and bug fixes.
	Keeps customers informed of progress and resolution timelines.

This tiered structure enables incidents to be efficiently routed to the right level of expertise, providing timely resolution.

13.2. Support Channels & Accessibility

Customers can access support through multiple channels:

- Email / Online Ticketing: Primary channel for incident logging and updates. Customers can track status, add notes, and adjust priorities based on agreed definitions.
- Phone Support: Available during UK business hours (09:00–17:00, Monday–Friday).
- Web Chat: Offered during business hours for non–mission critical queries, where available.
- Accessibility: Support tooling aligns with WCAG 2.1 AA and EN 301 549 accessibility standards.

No AI-driven self-service tools are included in the standard offering. Assistive technology testing can be arranged during onboarding if required.

13.3. Incident Management & Response

Support incidents are managed through a structured ticketing and escalation process:

- Incident Prioritisation & Initial Response Times:
 - P1 – Critical: Response within 1 hour
 - P2 – High: Response within 4 hours
 - P3 – Medium: Response within 1 business day
 - P4 – Low: Response within 2 business days
- Ticketing System: Incidents are logged via an online ticketing system and classified by priority. Automated escalation moves tickets between tiers when issues cannot be resolved at the current level.
- Management Escalation: Critical incidents may be escalated to management as follows:
 - Support Team Lead
 - Support Director
 - Global Support VP

13.4. Additional Support & Governance

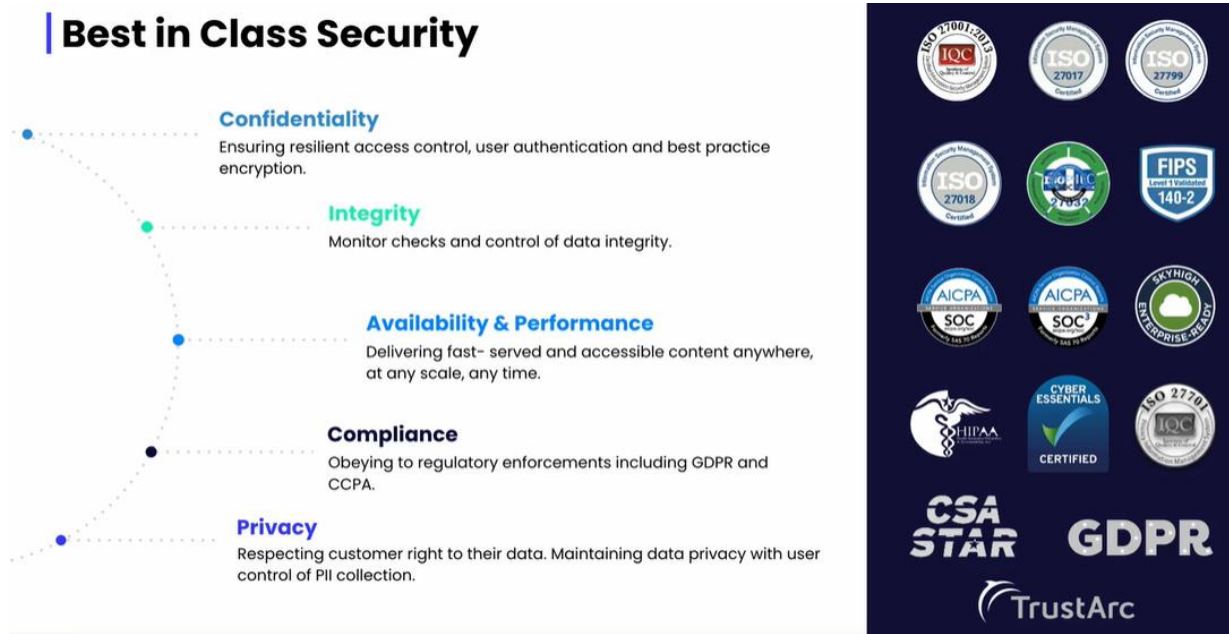
- APIs & Sandbox Access: Where available, APIs support data extraction, reporting, and integration; access requires authentication and role-based permissions.
- Tailored Support: NDBS can provide enhanced application and technical support services, leveraging decades of SAP support experience.
- Service Governance: An assigned UK Service Delivery Manager provides oversight for incident management, continual service improvement, and customer satisfaction.

13.5. Key Benefits

- Reliable, structured support aligned to SLA commitments.
- Clear roles, responsibilities, and escalation pathways.
- Direct access to technical expertise, professional services, and account management.
- Flexibility for standard or bespoke support requirements.
- Accessible, inclusive support interfaces meeting recognised accessibility standards.

14. Security & Compliance

This section describes the security, compliance, and data protection arrangements applicable to WalkMe Digital Adoption Platform (DAP) and WalkMe Learning Arc, as delivered and supported by NTT DATA Business Solutions. The underlying SaaS platform, hosting, resilience, and core security controls are provided by WalkMe. Our organisation operates within this framework and applies appropriate governance, delivery, and operational security controls when delivering services to buyers.



14.1. Security Governance

Security accountability for the service is formally owned at senior leadership level within both WalkMe and NTT DATA Business Solutions.

Security governance is aligned with recognised international standards and supported by independently assessed controls. Policies and procedures cover, as a minimum:

- Access control and identity management
- Encryption and key management
- Incident response and breach management
- Vulnerability and patch management
- Supplier and third-party security
- Data protection and privacy

These policies are reviewed regularly to enable continued alignment with regulatory, contractual, and industry best practice requirements.

14.2. Architecture and Security Design

WalkMe is implemented using an overlay architecture that is designed to minimise data exposure and reduce security risk. End User guidance content is downloaded securely to the user's device and executed locally within the browser or application context. User interaction logic, segmentation, and validation are processed on the End User device.

WalkMe services activate only when users access defined applications or URLs. Communication back to WalkMe services is limited to configured analytics and telemetry data, which buyers control through governance and configuration settings.

14.3. Configuration and Change Management

All service components are subject to documented configuration and change management processes.

- Changes are tracked throughout their lifecycle
- Security impact assessments are performed prior to implementation
- Changes are categorised by risk and approved through defined governance routes
- Testing is performed in non-production environments
- Post-deployment validation confirms expected outcomes

These controls help manage service updates to reduce potential impacts on availability, security, and data protection.

14.4. Vulnerability Management

WalkMe operates a structured vulnerability management programme, supported by continuous monitoring and scheduled security scanning.

- Vulnerabilities are prioritised using recognised severity models (such as CVSS)
- Remediation is managed through controlled workflows
- Industry-recognised tools are used to detect and assess risks
- Periodic reviews support the effectiveness of controls

14.5. Protective Monitoring

Security-relevant events are logged and monitored across the service, including:

- Availability and performance indicators
- Access attempts and authentication events
- System and application-level security events

Threshold-based alerts trigger defined escalation and response processes. Monitoring procedures are tested periodically, and outputs are used to support continuous service improvement.

14.6. Incident Management

Documented procedures are in place for detecting, reporting, investigating, and resolving security incidents.

- Incidents are categorised by severity and handled in accordance with predefined playbooks
- Buyers can raise incidents through the support portal
- Major incidents are escalated through agreed communication channels
- Post-incident reports, including root cause analysis and corrective actions, are available on request

14.7. Compliance and Certifications

WalkMe maintains a comprehensive compliance programme aligned to regulatory, regional, and industry-specific requirements. Certifications and attestations include, but are not limited to:

- ISO/IEC 27001 – Information Security Management
- ISO/IEC 27701 – Privacy Information Management
- ISO/IEC 27017 and 27018 – Cloud and personal data protection controls
- SOC 2 and SOC 3
- GDPR, CCPA, and other applicable privacy regulations
- HIPAA / HITRUST (where applicable to customer use cases)

Where required, WalkMe provides Data Processing Addendums (DPAs) and Standard Contractual Clauses (SCCs) to support compliant international data transfers.

14.8. Encryption

Strong cryptographic controls are applied throughout the service.

- Data in transit: TLS v1.2 or above, with insecure algorithms disabled
- Data at rest: Encrypted using cloud-native Key Management Services (KMS) with FIPS-approved algorithms
- Backups: Encrypted backups, snapshots, and disaster recovery replicas
- Portable devices: Full disk encryption enforced on corporate endpoints
- Authentication: Secure identity management with support for Single Sign-On and Multi-Factor Authentication

14.9. Post-Quantum Cryptography

The service does not currently claim compliance with NCSC post-quantum cryptography guidance. Standard, industry-accepted cryptographic controls are implemented as described in this section.

15. Data Protection and Privacy

15.1. Data Privacy Principles

WalkMe processes customer data as a data processor and applies consistent privacy protections across all regions. Privacy controls are designed to support customers operating in regulated environments, including public sector, financial services, healthcare, and government.

15.2. Data in Transit

All communications between End User devices, customer environments, and WalkMe service components are protected using TLS encryption (v1.2 or higher).

15.3. Data at Rest

Data is encrypted at rest using cloud-native encryption services and FIPS-approved algorithms. This includes databases, backups, snapshots, and disaster recovery environments.

15.4. Storage and Processing Locations

- Data is hosted within logically isolated SaaS tenant environments
- Primary hosting regions include the EU/EEA and the United States
- Buyers may specify preferred data residency options during service setup, where supported

15.5. Data Ownership

Buyers retain full ownership of their data, configuration, guidance content, automation logic, and learning assets created within WalkMe DAP and Learning Arc.

15.6. Data Sanitisation and Disposal

On contract termination or buyer request:

- Data is securely deleted using recognised methods such as cryptographic erasure and secure overwrite
- Physical destruction of storage media is handled by cloud service providers
- Disposal practices align with standards including NIST 800-88 and DoD 5220.22-M
- Audit records of disposal activities are maintained

16. Hosting Options & Cloud Locations

This section describes how WalkMe Digital Adoption Platform (DAP) and WalkMe Learning Arc are hosted and delivered. The underlying hosting, infrastructure resilience, and content distribution are provided by WalkMe as the SaaS provider. NTT DATA Business Solutions delivers implementation, enablement, and managed services on top of this platform.

16.1. Service Delivery Model

WalkMe is delivered exclusively as a Software as a Service (SaaS) solution.

The service is hosted on tier-one public cloud providers and designed using highly available, resilient architectures. WalkMe leverages leading cloud platforms, including Amazon Web Services (AWS) and Google Cloud Platform (GCP), to provide secure, scalable, and performant service delivery.

Published WalkMe guidance content is stored in dedicated cloud storage and distributed via a global Content Delivery Network (CDN). This enables fast and consistent content delivery for End Users, regardless of geographic location, while reducing latency and improving user experience.

16.2. Cloud Infrastructure and Availability

WalkMe utilises cloud availability zones to support high availability across all service components. Production environments are deployed across multiple availability zones to mitigate the risk of single-site failures.

In the event of a data centre outage, defined recovery objectives are applied:

- Recovery Point Objective (RPO): Up to four hours
- Recovery Time Objective (RTO): Up to 24 hours

These objectives support service resilience and continuity in line with enterprise SaaS expectations.

16.3. Data Centre Regions and Data Residency

WalkMe hosts its SaaS platform using tier-one cloud service providers, operating across geographically separated regions to support availability, resilience, and data residency requirements. Customer data is stored in encrypted, logically isolated tenant environments aligned to the agreed regional configuration.

16.3.1 European Union (EU) Hosting

For EU-based tenants, primary production services are hosted in European data centre regions:

- Primary production environment: AWS EU-Central region (Frankfurt, Germany) and Google Cloud Platform (GCP) Europe-West region (Frankfurt)
- Disaster recovery and backup: Hosted within the same EU geographic boundary using separate availability zones to support resilience

These environments support compliance with EU and UK data protection requirements, including GDPR, with data residency maintained within the EU/EEA where configured.

16.3.2 United States (US) Hosting

For US-based tenants or services configured to operate in the United States, WalkMe provides hosting in dedicated US regions:

- Primary production environment: AWS US West region and Google Cloud Platform US regions
- Disaster recovery and backup: Hosted in geographically separate US availability zones to support service continuity

US environments operate under the same security, encryption, and tenant segregation controls as EU environments.

Customer data is stored in encrypted, logically isolated cloud environments. Where supported by the service configuration, buyers can specify preferred data residency options during tenant setup to support compliance with data protection and sovereignty requirements.

16.4. Tenant Isolation and Independence of Resources

Each buyer is provisioned within a logically segregated SaaS tenant environment.

- Tenant isolation is designed to protect data confidentiality and maintain performance, reducing the likelihood of impact from other customers.
- Resource allocation and demand from other tenants do not impact service availability or responsiveness
- Elastic cloud capacity enables the service to scale dynamically in response to usage patterns

This approach facilitates consistent performance and protects buyer data throughout the service lifecycle.

16.5. Scalability and Performance

The WalkMe platform is designed to scale automatically to meet demand. Elastic infrastructure and CDN-based content distribution maintain service responsiveness during peak usage periods, including large-scale enterprise or public sector deployments.

17. Exit, Data Extraction & Migration

NTT DATA Business Solutions (NDBS) enables customers to exit the WalkMe service in a straightforward and secure manner, with full access to their data and support for migration to alternative solutions.

17.1. Data Retention & Deletion

WalkMe retains customer data and analytics only for the duration of the active service period. Data is stored to support the operation of the service and can be searched using metadata fields, such as client or date.

Following the end of a contract:

- Customer data, including account configuration, content, and guides, is retained for three (3) months by default, in compliance with GDPR regulations.
- Customers may request extended retention periods through contractual agreement.
- Once the retention period ends, all residual data is securely deleted in line with industry-standard procedures.

Physical and media destruction is managed by WalkMe's cloud service providers, who follow strict decommissioning processes designed to prevent unauthorized access. These include degaussing and physical destruction techniques aligned with DoD 5220.22-M and NIST 800-88 guidelines. NDBS maintains logs of media disposal activities for audit and compliance purposes. Corporate office devices are also securely wiped and destroyed following the same standards.

17.2. Access to Data

Customers retain full ownership of all data generated during their use of the WalkMe service. Upon request, data can be exported in industry-standard, non-proprietary formats, including CSV or TXT, or via supported APIs.

- Requests for data export—whether partial or complete—are routed through the assigned Customer Success Manager.
- Customers may specify if sensitive or confidential data should be included in the export.
- Data exports include all buyer-generated assets, configurations, and analytics, unless otherwise explicitly excluded.

17.3. Migration Support

To facilitate a smooth transition to alternative services:

- Guidance and best practices for migration are available on request under separately scoped support arrangements.
- Any associated costs for extraction or transition services are outlined in the relevant pricing documentation.

17.4. Data Destruction

After confirmation of successful extraction and exit:

- Residual customer data is purged and securely destroyed in accordance with the procedures outlined in Section 15: Data Protection and Privacy.
- This process helps manage the removal of customer data from service environments at the end of the contract.

17.5. Key Benefits

- Simple, transparent exit process aligned with CCS expectations.
- Full ownership and control of all customer data.
- Flexible data export options in standard formats.
- Optional migration support to alternative platforms.
- Secure and compliant data deletion post-exit.

17.6. Exit Right and Lock-In

Buyers may exit the service at the end of the contract term or in accordance with contractual termination provisions, without requiring supplier consent.

The service does not impose technical lock-ins beyond standard SaaS configuration, metadata, and content formats. Customer data and assets can be exported using supported tools and APIs as described in this section.

18. Accessibility

WalkMe is designed to support inclusive access across administrative interfaces and End User guidance.

18.1. Service Interfaces

The WalkMe Editor and Learning Arc administrative interfaces are designed to comply with WCAG 2.1 AA and EN 301 549 accessibility standards.

End User guidance overlays are designed with accessibility considerations. Overall accessibility is dependent on the accessibility of the underlying application being guided.

18.2. Documentation

Buyer-facing documentation is available in PDF or HTML formats and is prepared to meet WCAG 2.1 AA / EN 301 549 accessibility standards.

18.3. Assistive Technology

Where required, specific testing with assistive technologies can be conducted during onboarding, leveraging proven patterns from prior customer implementations.

19. Audit & Governance

WalkMe provides comprehensive tools and processes to support audit, reporting, and governance obligations.

19.1. Buyer Audit of User Actions

Buyers can access real-time audit and usage data via Insights dashboards and reporting tools.

Audit records are retained for at least 12 months to support investigation and compliance needs.

19.2. Supplier Audit Records

Internal access logs and platform activity records are maintained for at least 12 months and can be provided to buyers on request, subject to appropriate controls.

System logs, backups, and monitoring records are retained to support security operations and incident investigations.

19.3. Governance Alignment

WalkMe security governance follows recognised best practices and relevant government guidance for secure software and cloud operations.

Processes include defined roles, responsibilities, and accountability for data protection, operational compliance, and continuous service improvement.

20. Consumer Responsibilities

To achieve the intended outcomes and maximise the value of WalkMe services, buyers can take the following steps, which help ensure effective adoption and use of the platform:

- **Role Allocation:** Nominate roles such as service owner, administrator, and content builder/champion, ensuring appropriate time is allocated for discovery, build, testing, and governance activities.
- **Environment Access:** Provide access to relevant SaaS environments and test data required for configuration and User Acceptance Testing (UAT).
- **Privacy & Compliance:** Complete internal privacy impact assessments and obtain necessary data protection approvals for analytics use.
- **User Communications:** Support promotion, awareness campaigns, and launch activities to drive adoption across the organisation.
- **Governance & Optimisation:** Maintain business-as-usual governance for content lifecycle management, review, and ongoing optimisation using Insights dashboards.

21. Glossary & Definitions

Term	Definition
ActionBot	Conversational interface that accelerates process completion using NLP
BAU	Business as usual; the steady state operational phase
CDN	Content Delivery Network used for efficient global distribution of static content
DAP	Digital Adoption Platform; provides in app guidance and automation
DR	Disaster Recovery; measures to restore service after disruption
Insights	Analytics suite measuring adoption, completion rates, and engagement
Learning Arc	WalkMe learning capability for role-based pathways and progress tracking
Player	The component that renders guidance to End Users (via extension or snippet)
RPO/RTO	Recovery Point Objective / Recovery Time Objective
Shield	Automated testing capability for content resilience
SSO	Single Sign On; SAML 2.0 federation with buyer identity providers
UAT	User Acceptance Testing prior to production release