

# What is Userlane?

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Userlane is the platform for enterprise software performance. It combines Application Intelligence to show where software creates friction with Contextual Assistance to help people get work done.

## Our all-in-one solution

### Application Intelligence

See how software is actually used. Find what's underperforming. Know where to focus.

- Gain full visibility of your organization's technology stack with Userlane's App Discovery. Track and reveal which applications are used by employees across the organization quickly and easily by securely deploying our Browser Extension without any need for interaction with end-users or any integrations. Reduce shadow IT, uncover duplicate software and pinpoint areas for improved software adoption.
- Understand value drivers by monitoring usage, identifying points of friction and understanding interaction patterns with Userlane's HEART analytics. It allows you to measure the success of digital transformation initiatives across your organization by tracking user behavior across software applications. Our Platform Reporting tracks the performance and engagement of your support content, so you can iterate faster and drive further software adoption.

### Contextual Assistance

Help that reaches people in the moment. Guidance that adapts. Automation that works.

Improve value realization by engaging users, driving software usage and increasing proficiency with Userlane's in-app Engagement Suite.

Our content creation engine enables you to create interactive step-by-step guides, tooltips and tags in your live app within minutes. Instantly announce updates, start surveys and promote specific topics.

## Who can use it

Userlane can be used by any organization that wants to:

- **Experience the value** of their organizations' technology investments
- Improve **employee productivity and efficiency** when using digital tools
- **Facilitate** web-based software rollouts or **streamline training**
- **Empower employees** to learn better and faster

If you are new to Userlane and want to learn more about how we can support you in unlocking the full potential of your software, see how our customers have seen success with Userlane:

[www.userlane.com/success-stories](https://www.userlane.com/success-stories)

## **Learn more**

To help you get started, you can refer to our other Get Started help articles to learn more about our features. If you want to speak with us about how Userlane can answer your needs, why not [book a demo](#) with one of our product experts. We are always happy to help.

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