



apty

D.R. HORTON
America's Builder

Laying the Foundation for Operational Consistency: D.R. Horton's Digital Adoption Journey

EXECUTIVE SUMMARY

D.R. Horton, America's largest homebuilder, needed to unify onboarding and drive system efficiency across a workforce of more than 100,000. Faced with multiple complex applications and constant process changes, traditional training couldn't keep pace.

By partnering with Apty, D.R. Horton embedded in-app support across their application ecosystem—resulting in faster onboarding, more consistent execution, and greater operational agility across construction, sales, and financial reporting.

THE HUMAN IMPACT

Construction teams and sales staff found themselves spending more time navigating systems than doing their jobs. Updates often arrived faster than training could adapt. The result? Frustrated employees, operational delays, and gaps in execution that risked project timelines.

“Even small errors caused by misusing a platform like DHI Sales can ripple across a construction timeline or impact a customer's buying journey.”

THE SELECTION JOURNEY

D.R. Horton recognized that traditional training methods—such as documentation, onboarding programs, and support resources—were not enough to support their growing, cross-functional workforce.

The company needed a scalable solution that could:

- Deliver real-time, contextual guidance within complex applications
- Centralize operational knowledge and announcements
- Streamline training without requiring platform changes
- Support diverse business functions in construction, sales, and finance

Support desks were overwhelmed with repeated queries. Meanwhile, training teams struggled to revise documents and onboarding content fast enough for a growing, distributed workforce.

After evaluating several digital adoption platforms, D.R. Horton selected Apty for its ability to address these needs across JSA, DHI Sales, PeopleSoft, and other core systems. Apty's strong track record in operational industries and its implementation speed were decisive factors in the selection.

THE IMPLEMENTATION JOURNEY

01	D.R. Horton began with regional rollouts across key workflows in JSA and VendorSuite
02	Apty's tooltips and announcements helped communicate new policies in real time
03	Their internal SMEs authored guided content tailored to real-world operations
04	Knowledge centers were created for scalable, always-on training
05	System-wide adoption data provided visibility into process gaps and compliance

THE BUSINESS TRANSFORMATION

- Employee onboarding time dropped across business units
- Fewer support tickets on "how-to" queries meant leaner IT ops
- Complex process compliance improved in construction and sales tools
- Employees felt more confident using platforms like Cognos and PeopleSoft
- Process changes could be rolled out quickly and at scale



THE PATH FORWARD

D.R. Horton is continuing to scale Apty across more tools and business regions. They are integrating adoption metrics into operational dashboards and exploring new use cases like role-specific learning paths and AI-powered content suggestions.

Spotlight Quote

"Apty helped us preserve operational quality even during high-growth periods. It's now embedded in how we scale—without slowing down our teams."

— Operations Excellence Leader, D.R. Horton



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