



The Intensity OEM Plug-In

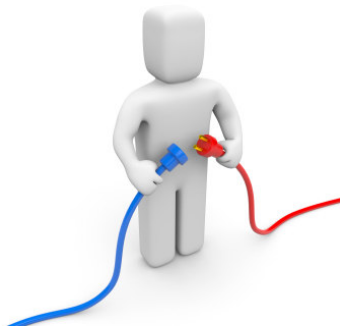
Intensity has a free, featherlite app that accumulates data on Windows computers (servers, PCs, laptops) without human effort. The resulting data from 1-n computers (real-time and historical) can be piped into existing apps or SaaS platforms. This is called Desktop Analytics.

Intensity has been designed from ground-up as an OEM plug-in.

Our app never sees what a user types, or any screen content, whatsoever.

The free, featherlite Intensity app measures what we call the **TickStream™**-- all computer activity, both on- and off-web, including local or networked software. The TickStream is about not only measuring what a user is doing *when*, but the extent to which he/she is *also* doing other computing tasks at the same time. We call this **Simultaneity & Fragmentation**.

The Intensity app can be re-branded (“white-labeled”) and seamlessly knit into a SaaS or software offering, so that you can know the circumstances in which users are accessing your software or SaaS, and (as appropriate), other software and websites/SaaSes.



The key to subsuming Intensity within your software or SaaS is making a few technical choices that conform to the **license agreement** that you have your customer sign. Here are some (but not all) of the Intensity OEM settings from which you can choose, relating to incorporating **desktop analytics** into your software or SaaS offering:

	Default	Can Change to:
Show system tray icon to end-user, and/or individual usage report	No	Yes
Show when machine is on-but-idle or off	No	Yes
Pass back only use of YOUR software or SaaS	Yes	No
Show use of other local and/or networked software	No	Yes
Show use of the web as a broad category	No	Yes
Show use of individual websites (top-level domains) or even all webpage use	No	Yes

The data resulting from the Intensity app as deployed on Windows machines in an OEM setting can be stored locally (rackable NT appliance running SQL Server) or in the cloud (your data center, or our data center). The app itself that goes on each Windows computer can be deployed from within your installer/install process, or separately.

■ Call us to learn more about the Intensity **OEM Plug-In** at 540/349-0454, email sales@intensityanalytics.com, or visit www.intensityanalytics.com.