



Intensity in the Enterprise

Intensity has a featherlite app that accumulates data on Windows computers (servers, PCs, laptops) without human effort. The resulting data can be delivered in secure, web-based reports or piped into any other reporting or business intelligence format.

The featherlite Intensity app is installed on any Windows machine and thereafter measures what we call the **TickStream™**-- all computer activity, both on- and off-web, including use of 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**.

Commercial and government organizations are using Intensity to:

1. Continually validate computer usage: For example, are telecommuters effective? Are Customer Service Reps using Oracle CRM a solid eight hours a day?
2. Finding productivity improvements: Getting the right computing tasks to the right employees; keeping them focused.
3. Discover under-utilization of software/SaaS/database licenses as part of what's called Spend Management.

Enterprises either push the featherlite Intensity app on to Windows PCs and laptops via their System Center Configuration Manager or the equivalent, or by having employees download from a secure Intranet page.

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

Moreover, we have a set of controls that allows management to customize this lens into desktop computing. For example, management can see web use as a broad category, or individual URLs visited. Management can choose to see when computers are on-and-active, or on-and-idle, or off, and restrict this view to certain work hours if desired. And Intensity reports can show all activity on- and off-web, or just register the use of pre-determined local or networked software, or websites/SaaSes.

The TickStream data can be stored at our data center ("the cloud"), or at the customer's premises on a rackable NT appliance running SQL Server. Data can be archived for a settable period at the aggregate level only, or also with individual detail.



Sample RoI: The Intensity app is deployed on 500 desktops, where the average software/SaaS/database spend is \$200/month per seat, and the average loaded employee cost is \$4,000/month. The Intensity canned, web-based report called PREDOMINANT USE helps the organization achieve a 5% productivity gain, or \$200/month per seat. And the Intensity canned, web-based report called SPEND MANAGEMENT finds 15% savings in software/SaaS/database expenditures, or \$30/month savings per seat.

GRAND TOTAL effect from deploying Intensity on 500 desktops is thus 500 x \$230/month, which is \$115,000 per month or \$1,380,000 for the year-- \$2,760 per seat. The cost of the Intensity service is a fraction of these savings

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