

CIO Overview of Intensity Analytics

A single, feather-lite software solution to meet three critical business needs

1. **Information Assurance** via better biometrics. The software monitors the cadence and habit of PC users typing to augment multifactor authentication, both at logon time to prevent unauthorized access, and CONTINUOUSLY thereafter, to assure no change in users.
2. **Compliance and Security Measurement** via digital behavior analytics. The software monitors which apps are used in what sequence, for how long, and by whom. Managers can see what's hiding in plain sight, identify productive workflow patterns and spotlight virtually all aspects of system usage, providing leading indicators which enable critical insight in time to make better or preventative decisions.
3. **Software Spend Management** via tracking of actual usage. As a byproduct of the above two main purposes, Intensity provides reports on which apps actually get used, how often, and how intensely. Software typically accounts for about 50% of IT spend. Forrester reports that about 30% of software is never used. Why spend the money for no benefit? Intensity enables managers to manage costs of unused software that most users are reluctant or otherwise unable to report.

The technical overview

1. Intensity lives in three implementation spaces: (a) user's PC, (b) cloud-based server, and (c) in "reports" which is inclusive of any type/extent of returned information, running from single analytics (e.g., Pass/Fail on login) through complex, major reports delivered to visualization products like SAP or Oracle/OBIEE.
2. Windows (XP or later) desktop client app. Click to download, or available for inclusion as a standard MSI package (e.g., as a part of the usual "desktop image" which IT deploys).
3. Uses fractions of 1% of available CPU (about 2 minutes per month) for a machine running 24/7.
4. Communicates exclusively through web services to a standard Microsoft IIS/SQL backend deployment.
5. Easily runs in a cloud environment or on private LAN's. Average disk storage is about 5Mb per user per month.
6. Average web service payload is about 100 bytes per transmission, with the frequency (typically one minute) configurable by administrators, along with many other operating characteristics.
7. Intensity ships with a wide variety of standard reports, which are viewable on virtually all devices ranging from cell phones through managers' desktops. Reports can be both web-based and also available as client apps. As desired, all report data can surface in common desktop applications such as Crystal Reports or Microsoft Excel, where they can be viewed with engines and graphs that we provide. Alternatively, all native reporting data is user-accessible, so that users can build their own dashboards, etc.
8. All Intensity reporting data are available via standard XML web services. These streams can be transported by either via standard SSL format, or further encrypted via a user's own protocol choice, such as 3DES.
9. All software is 100% Microsoft .Net — following best practice and current.

A company summary

We have three decades and more than 500 projects of experience in developing advanced software. We have delivered vital applications to all three branches of the Federal Government, several states, and many of the Fortune 100 companies. We have authored some of the most successful software in industry history, such as InputAccel, now a prominent part of EMC's offerings. We are well-known for our particular experience in critical content management applications, having pioneered much of the processes used in legal applications.

We have expert systems designers, solution providers, and work well "behind the scenes" with large companies and on very large projects. Please see our website for more: www.intensityanalytics.com.