

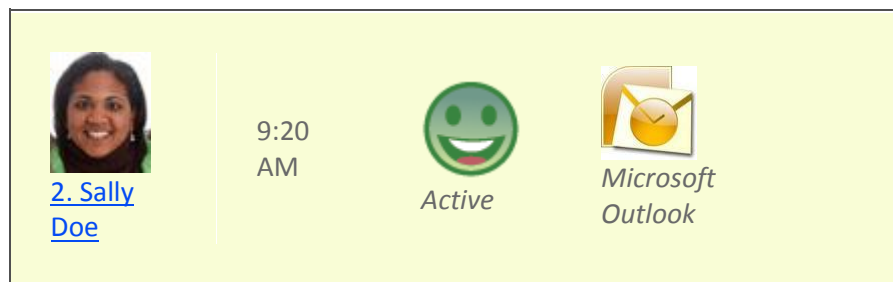
What does Intensity Analytics do?

Measuring the State

The caption on our website describes Intensity Analytics' business as Digital Behavior Analytics for the workplace. By that we mean that our products are designed to collect and present behavioral data which stakeholders – managers, supervisors and workers – can use to drive decision-making. Simplifying things quite a bit, it works like this. First, a quick standard install of TickStream® on each PC. Then ...

- ▶ TickStream watches for a change in the “state” of the machine. The simplest example: if the machine is OFF and then switched ON, the state changes from OFF to ON.
- ▶ When there is ANY change in the state of the machine, TickStream makes a note of the date/time/nature of that change. The data capture is automatic, feather-lite, unbiased and produces a stream of highly-valuable, easily-usable XML for either our own (or your own custom) reports.
- ▶ There are a large number of “state changes” that will be of value, win attention and provide critical insight for both LOB and security management personnel. Some examples: [Applications](#), Outlook to Excel; [Effort](#), Active to “Idle” in Word; [Operator](#), unexplained change in keyboard usage suggesting a different person. From that information, you can know for sure what’s going on.

Reports vary from very simple (single fact) to comprehensive summaries of parts or all of an organization’s total activities, across various spans of time, covering single/multiple applications, detailing many/every knowledge worker efforts and activities, happening on countless PC’s, both real and virtual. Here’s a single fact check example: “*What did Sally do on Tuesday?*” The TickStream report might be set to show the day and the time of her first activity:



That’s it. TickStream doesn’t collect information about what the user viewed, read, created — nor *anything* about the “content” they dealt with. We’re interested only in WHO (security), WHEN (day/date/context), WHERE (PC) and WHAT ACTIVITY (program or background process).

Our clients have their own, separate uses for the data we collect. So, while we are focused on doing one thing – presenting behavioral data -- the data presentations can look like a series of different *products*. Our website has more details about just a few of the use cases TickStream data can support.

We’d like to show you!