



Solution Provider Profile

ActivTrak



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September 2020



Company At-a-Glance	
Name of Product/Offered	ActivTrak Advanced
Headquarters	Austin, Texas
Year Founded	2009
Number of Employees	75
Geographic Coverage	US, LATAM, EMEA and APAC
Top Customers	Larson Electronics LLC, US Xpress, Brown and Crouppen Law Firm, and York International
Total Users (Cloud)	7,500-plus subscription customers, 100,000-plus freemium users and tens of thousands of users worldwide
Solution Name	ActivTrak
Current Version	N/A (SaaS)
Date Version Was Released	SaaS product is updated approximately every two weeks
Year Product Was Originally Launched	2012
Website	www.activtrak.com



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ActivTrak Solution Overview and Value Proposition

Companies of all sizes struggle to measure and manage their increasingly distributed workforces to fully engage employees and achieve business goals.

Today, the key to understanding productivity lies in a new set of metrics based on user interactions with applications and websites, and how those actions tie to desired outcomes. These metrics benefit both employees looking for job enrichment and improvement, and employers looking for employee engagement and improved results.

ActivTrak is an award-winning workforce productivity and analytics software company that provides insights into how employees work, whether in the office or remote, enabling companies to identify patterns that improve collaboration, increase productivity and ensure operational compliance.

Overview/Use Cases

ActivTrak's cloud-based user activity monitoring platform collects and analyzes workplace data and provides insights that help mid-market enterprises be more productive and compliant. Specifically, organizations leverage the platform to:

- Gain immediate visibility and insights across distributed teams (in office, remote)
- Optimize productivity and ensure operational compliance
- Put workforce data in context with other business metrics
- Facilitate open dialogue around performance goals and outcomes
- Build a culture of trust and transparency

Customer Use Cases

- Workforce Productivity
- Remote Workforce Management
- Operational Efficiency
- User Activity & Employee Monitoring
- Workforce Analytics
- Data Privacy & Compliance

Key Insights Uncovered

- Are teams aligned and making progress to goals?
- What is employees' level of engagement?
- Which apps and sites consume most of their time?
- What are their distractions?
- What bottlenecks are in their way?
- Who are top performers and what success patterns are repeatable?
- Who might be on the verge of burnout?
- Where are potential compliance risks?

Source: ActivTrak



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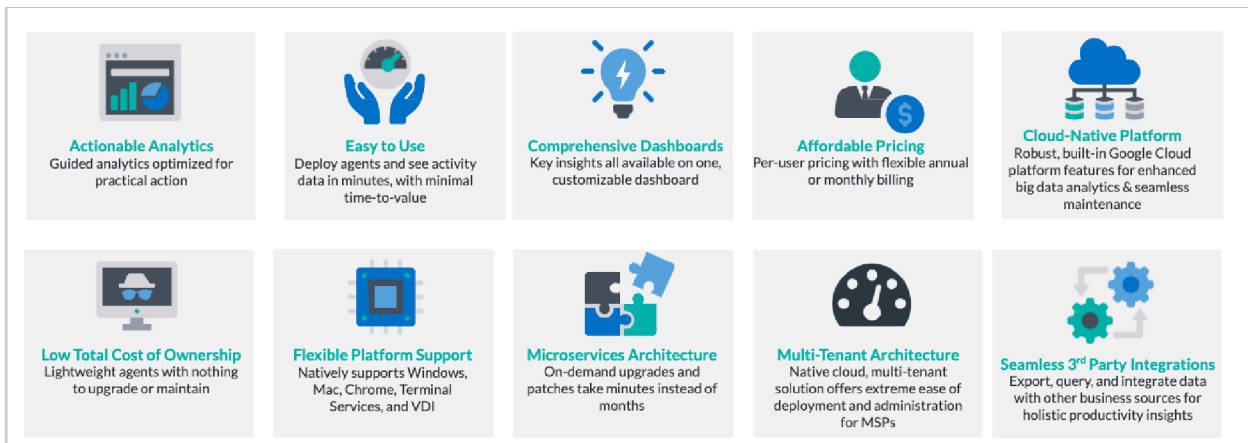
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A Differentiated Approach

Unlike other siloed solutions with limited analytics capabilities, ActivTrak's flexible platform delivers workforce productivity analytics at scale with minimum friction and rapid time-to-value.

Key differentiators include:



Source: ActivTrak

Key Features and How They Work

ActivTrak is a cloud-native, SaaS application that is easy to deploy and can be configured in just minutes. A lightweight agent architecture allows for rapid deployment and data collection on the user endpoint (Windows, Mac or Chrome). Key features of the platform include:

- **Activity Dashboard** — Get bite-sized business intelligence of workforce activity analytics such as top users, top applications and websites usage patterns.
- **Team Pulse** — Immediately see team productivity metrics, availability status and real-time activity via an at-a-glance dashboard throughout the day.
- **Productivity Reports** — View a variety of analytical reports to drill-down into valuable team productivity insights for comparative analytics.
- **Auto-Classification** — Leverage ActivTrak's intelligent engine that automatically builds a library of apps and sites employees use and classifies productivity categories with Aldriven algorithms.
- **Real-Time Activity Monitoring** — Understand employee workflows, uncover compliance risks and more. Create custom schedules for monitoring user activities for teams in different locations and time zones worldwide.



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- **Activity Logs** — Reference detailed logs of user activities and events collected to better understand what transpired, when and by whom for audit trails.
- **Alarms** — Utilize pre-built alarms and create your own with any combinations of conditions to fit your operational compliance needs. Configure automated reactions such as email notifications or notifications to external messaging apps such as Slack or Microsoft Teams.
- **ActivConnect** — Leverage a powerful add-on analytics tool that provides direct access into key ActivTrak user behavioral activity data to query and integrate with external BI data visualization tools and other business data sources.

Availability

ActivTrak offers three versions of their platform: freemium, advanced and MSP (for Managed Service Providers), all of which are accessible on the ActivTrak website. This flexibility allows companies to choose the right plan for their business.

ActivTrak's MSP plan provides partners with features that can be integrated into an existing portfolio of services or delivered as a standalone offering. ActivTrak's MSP Command Center is a single-pane-of-glass management console that allows partners to deploy and manage multiple customer instances. From the Command Center, MSPs can:

- View and log into customer accounts via single sign-on (SSO).
- Quickly investigate and address alerts and operational activities.
- Drill into individual accounts to configure the application and troubleshoot issues.
- Streamline billing and account management with up-to-date usage data.

Other MSP benefits include a usage-based model with consolidated monthly billing; dedicated sales enablement, technical support and marketing resources; and priority support and hands-on training to help partners develop expertise, grow business opportunity, increase customer satisfaction and maximize profitability.



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What ActivTrak Customers Have to Say

In addition to over 100,000 freemium users, more than 7,500 organizations around the world subscribe to and trust ActivTrak to help them achieve their workforce management goals.

- *“ActivTrak’s new features help us correlate data, identify new opportunities for operational improvement in-context with the way our teams work. It’s an invaluable tool that gives us the visibility and insights we need to make smart business decisions.” — Larson Electronics LLC*
- *“ActivTrak gives us the tools to slice and dice data in countless ways depending on the goals we have, and the teams working to support them. It’s a powerful platform for fostering dialogue, trust and transparency between managers and employees alike.” — US Xpress*
- *“We utilize ActivTrak across our entire organization to monitor and ensure compliance with corporate and client requirements regarding activities performed on behalf of the client. ActivTrak allows us to monitor real-time and historical performance which allows us to allocate work load more appropriately. ActivTrak also allows us to identify risks which might otherwise be unidentifiable given our hybrid organization of both office-based and remote employees.” — Capital Claims Management LLC*



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Screenshots

Figure 1: At-a-Glance Views of Productivity, App Usage and Top Users

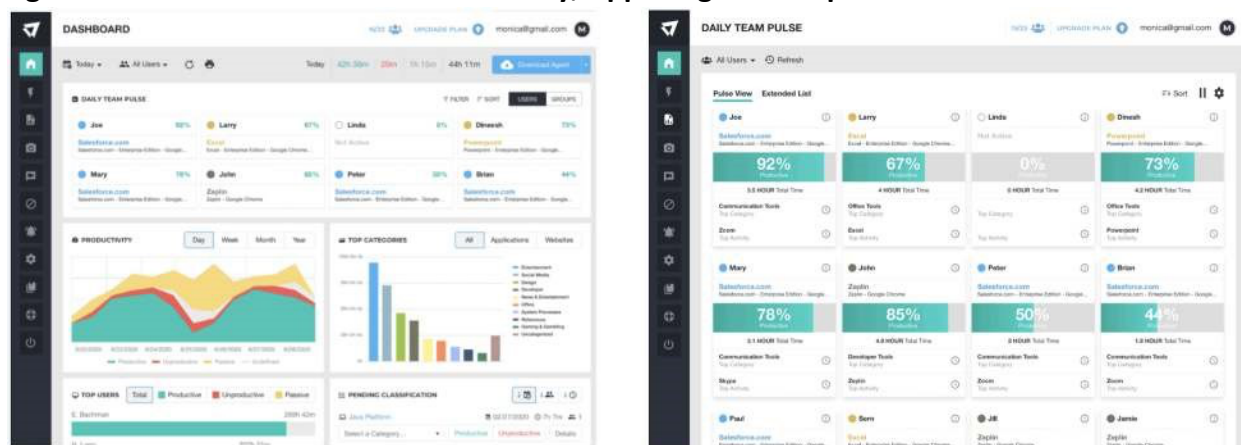
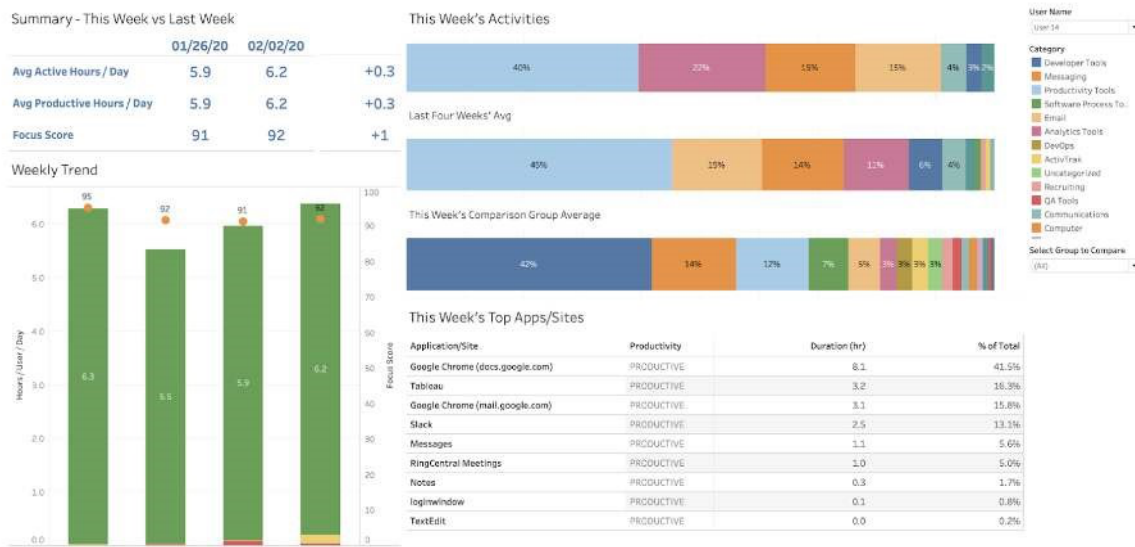


Figure 2: Detailed Productivity Trends Reports



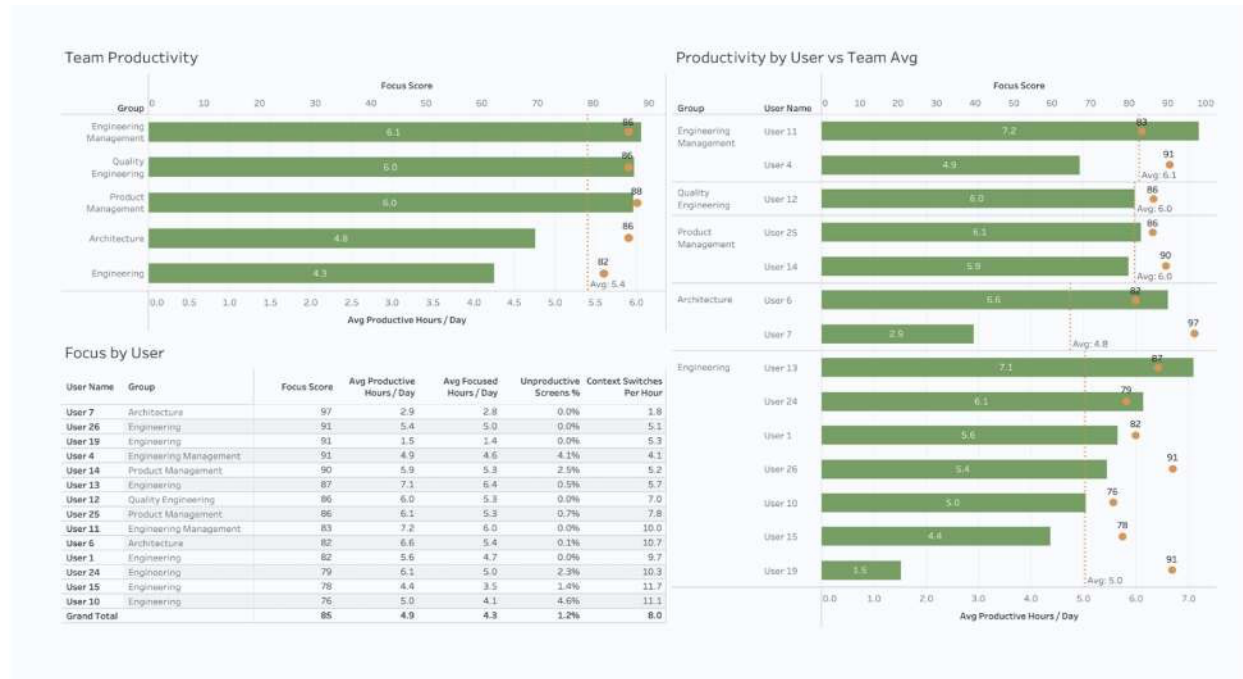


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Figure 3: Comparison Views by Individuals and Groups



All screenshots provided by ActivTrak

Analysis by Brandon Hall Group

Situational Analysis

Organizations are faced with a lot of changing conditions in the job market. It's not enough that there's the COVID-19 pandemic, but there are also shifting age demographics, a rise of contingent workers, and more and more remote workers than ever before. With all of this in mind, companies are faced with some core interests:

- Getting a strong handle on cost/return when it comes to employee productivity.
- Making a clear analysis of current team productivity so any future interventions can be measured for success.
- Providing a clear view not just of employee activity, but the usefulness of that activity and the engagement driving it.

Challenges to the Business

Without a clear handle on the current state of the current workforce, many companies are struggling to see if efforts made by themselves or a third party are having any effect. To that end,



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one of the most powerful tools a service provider can supply a client is a clear, accurate view of the current state of the workforce landscape and their current productivity levels, allowing organizations to see that improvements made to their own processes are having a positive effect.

Implications for the Business

Actions taken to address those challenges have both positive and negative implications. On one hand, negative implications can come not only from competitive pressures, but also from illegal or unethical use of employee monitoring and tracking — even if that is done out of ignorance or with good intentions that had unintended consequences. The positive implications are not just seeing which jobs employees are shirking, but a gaining a better understanding of the who, what, when, where and why of work being performed. A good system needs to be fully integrated and allow for forward-thinking analysis — because the ultimate goal is a more human workplace through advanced understanding.

Questions to be answered by the Business

Organizations need to improve in three areas: the process in which they measure employees, the culture and mindset of the employees in their current processes, and the tools and technology that they use to make this happen.

The key questions for the business are:

- What are the best practices for more effective human capital management processes?
- How do we refine the process of measuring, engaging and developing employees so that it is a benefit to the employee and to the organization?
- How do we create an immersive employee experience that strengthens our brand and provides job satisfaction for our teams?

ActivTrak as the Answer

ActivTrak can be viewed as an analytics and data-collection tool, but is more akin to a heads-up display on an advanced aircraft or the dashboard of a Tesla. What sets this product apart is that the data collection and analysis of employee activity is happening in real-time and in-context with other business performance metrics.

Of course, all of that is meaningless without knowing what the “good” activity looks like. That is why ActivTrak focuses on three pillars to establish benchmarks: effort, alignment and focus.



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The most pressing consideration is how your organization plans to use this platform and analytics because, at the end of the day, it is humans who have to take the actions. Coming into any

personnel decision with the right lens is just as important as the insights and the information in the workflows. That information is what can be used to help focus that lens.

One of the central themes of Brandon Hall Group's research is that organizations have to make sure their decisions are data-driven. If businesses are using instinct, experience or a mindset of "that's the way it's always been done," they lack the objectivity that good decisions require in a digitally transformed world.

What ActivTrak really does is provide visibility and analytics into how employees actually work. And one of its key tenets is a theme of trust and empowerment, rather than suspicion and control. That is extremely important because of the power of this software.

Standing out from many competitors, ActivTrak has a freemium model so you can experience the product for free (with some limitations). That will certainly give an idea of the capabilities. As with any powerful tool, the caveat for the advanced model is that it's only as useful and safe as the operator intends it to be. If used with transparent and helpful intent, ActivTrak has the ability to connect, communicate and engage employees. The right outcomes must be kept in mind — those that help both the organization and the employee without taking anything away from either side.

Imagine being able to see what team members are working on in real-time and what they are stuck on — and then being able to allocate resources on the fly to give employees the ability to help each other out, creating bonds and helping projects run more efficiently. The promise of ActivTrak is vast but it is easy to see how it could be used simply for monitoring without understanding motivations — that would be helpful for neither employee nor company. As long as the focus remains on positive business outcome, however, ActivTrak has the potential to be a game-changer for any organization.

—Cliff Stevenson, Principal Workforce Management and TA Analyst, Brandon Hall Group

—Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group



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About Brandon Hall Group

With more than 10,000 clients globally and 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Some ways we can help ...



MEMBERSHIP PACKAGE

Includes research library access, events, advisory support, a client success plan and more.



ADVISORY OFFERINGS

Custom Research Projects, including surveys and focus groups interviews. Organization Needs Assessment for Transformation, Technology Selection and Strategy.



EXCELLENCE AWARDS

Global recognition showcasing leading programs and practices with a library of case studies.



PROFESSIONAL DEVELOPMENT

Virtual and on-site certification programs, workshops and webinars supplemented with research-driven assessments and tools.



ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.



SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's quarter of a century's experience in evaluating and selecting the best solution providers for leading organizations around the world.