

# Solution Provider Profile

## ActivTrak

April 2023



Company At-a-Glance	
Name of Product/Offered	ActivTrak
Headquarters	Austin, Texas
Year Founded	2009
Geographic Coverage	US, LATAM, EMEA and APAC (106 countries)
Website	<a href="https://activtrak.com/">https://activtrak.com/</a>

## ActivTrak OVERVIEW AND VALUE PROPOSITION

Hybrid work has placed a unique demand on the digital workplace. With what was already a relatively opaque environment, the flux of a mobile workforce has made it nearly impossible to understand the inter-workings of employees.

Enter ActivTrak. ActivTrak pulls back the layers of opacity and provides real visibility into the workforce through evidence-based data-driven insights. Uncertain times make certainty in decision-making tantamount to the success of an organization.

ActivTrak offers a unique approach to understanding the time and motion of people and their impact on processes and use of technology. This highly robust analytics platform unveils the ways employees approach their work and how behavior patterns impact their performance and experiences. ActivTrak empowers organizations to monitor employee work progression in relation to their goals in a real-time, minute-by-minute framework. In essence, ActivTrak provides a real-time view of workforce activities, giving an organization a dynamic view of goal achievement. ActivTrak is not just the guardian of productivity. It is also an invaluable tool for managing the well-being of the employee.

Naturally, you could be concerned about monitoring technology. ActivTrak has spent a considerable amount of time addressing employee privacy. The company has perfected its data anonymity process and created highly advanced privacy controls that alleviate this concern. In fact, it is one of few providers to achieve Soc 2 Type 2 certification, considered one of the highest standards for security accreditation.

This is not the keystroke logging, camera access, video recording, email reading or counting spyware found in some other solutions. ActivTrak's mission is to provide breakthrough insights into the relationship between human behavior and work for the betterment of all.

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

ActivTrak has three key areas of focus which include:

### **Workforce Productivity**

Create a culture of continuous productivity improvement by measuring and optimizing results across people, processes and technology.

- Work Patterns and Trends
- Productivity Management
- Manager Coaching

### **Employee Engagement**

Leverage quantifiable data to assess engagement and burnout risk, help employees protect focus time and ensure healthy workload balance.

- Burnout and Quiet Quitting
- Employee Retention
- Healthy Work Habits

### **Workplace Efficiency**

Model impact from different workplace scenarios and manage application proliferation.

- Impact Analysis
- Workforce Capacity Planning
- Technology Usage and Adoption

In the last year, ActivTrak introduced multiple new capabilities, integrations and certifications that include:

- [Location Insights](#) that give leaders visibility into how employee productivity varies by location to develop workforce policies and determine office space requirements
- [Workforce Capacity Planning](#) that helps leaders make data-informed decisions about headcount planning, workload balancing and resource allocation
- [Impact Analysis](#) that helps organizations assess the effects of organizational change by conducting before-and-after analyses or A/B tests of different work programs

- [Privacy-first analytics](#) that are the default mode for all product packages and exclude sensitive Personally Identifiable Information (PII)
- Integration with [Google Workspace](#) that empowers employees to improve digital work habits and wellness as part of daily workflows
- Integration with [Salesforce](#) that allows organizations to combine productivity data from ActivTrak with sales rep activity data from Salesforce
- [SOC 2 Type 2 certification](#) that validates ActivTrak's operational processes and controls meet the highest levels of security, privacy and governance

The ActivTrak Productivity Lab also launched new initiatives including the [ActivTrak Academy](#) and [Productivity Lab assessments](#) that surface insights to drive better decision-making and help employers communicate the value of workforce analytics to employee.

The Productivity Lab's second annual [State of the Workplace](#) report examined two years of anonymized insights based on 134,260 employees, 911 customers and 173,983,200 hours worked, representing one of the most direct and objective studies of productivity based on actual behavioral data (vs. self-reported surveys).

## How ActivTrak Works

ActivTrak is a cloud-native application that is easy to deploy and can be configured in just minutes.

The product leverages robust, built-in Google Cloud platform features for enhanced security, data redaction OCR and big-data analytics; and a lightweight agent architecture that allows for rapid deployment and data collection on the user endpoint (Windows, Mac, Chrome).

It is available in Free, Essentials, Professional and Enterprise versions that allow companies to choose the right plan for their business.

Additionally, ActivTrak is available to Managed Service Providers (MSPs) with MSP-specific features that can be integrated with an existing portfolio of services or as a standalone offering.

## Customer Testimonials

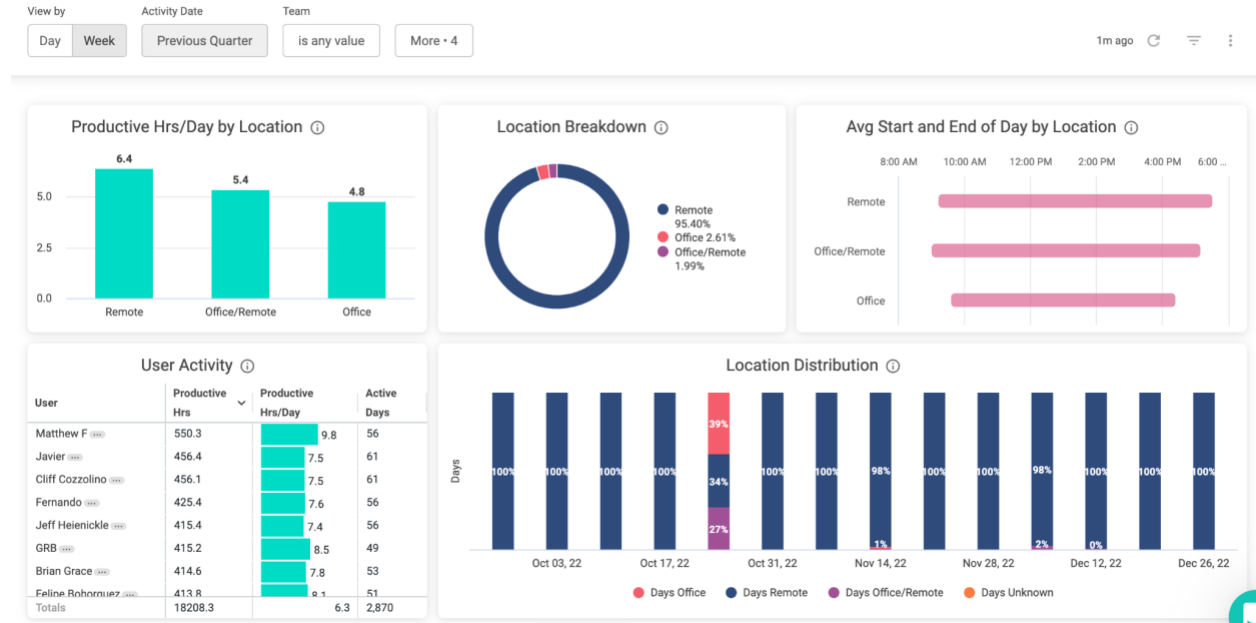
- **Manufacturing:** *"Without ActivTrak's employee productivity data for remote workers, we would have started pushing people to come back to the office. Instead, the data led us to expand our work-from-home program, and for the first time in Fam Brand's history, we're actively hiring people from other states to work from home."* — Kasey Konkright, Head of Talent & HR, Fam Brands
- **Banking:** *"Our employees have become much more productive with their time. It also allows managers to see which of their employees are close to being overworked and which have the capacity to take a larger role. Overall, ActivTrak pushed our team to be*

*more productive and provided the management team with insights into where they can provide more support.” — Manager, R&D*

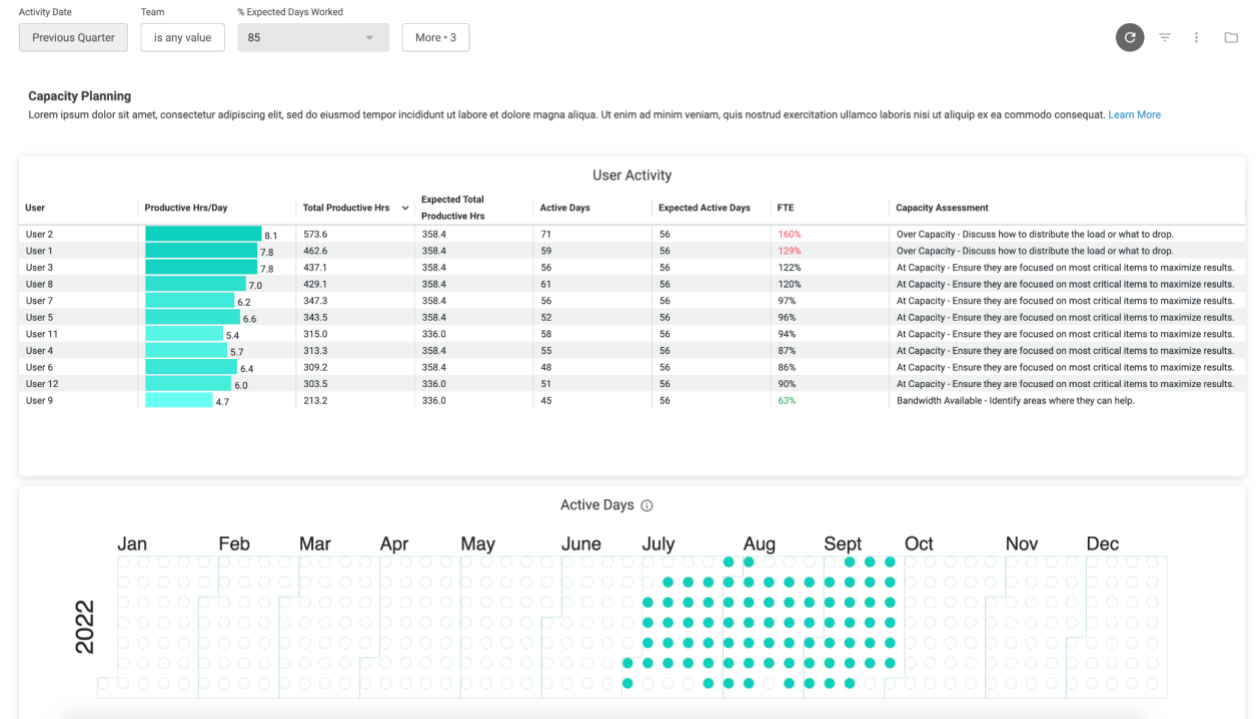
- **Insurance:** *“ActivTrak has been a game changer in our business as it allows us to readjust workloads, determine if an ‘overloaded’ employee was really overloaded, and allowed us to let employees work from home with the ability to know they are truly conducting business.” — General Manager*
- **Retail:** *“We found the impact analysis feature to be a fantastic addition to our ActivTrak reporting. Impact analysis allowed us to quickly see changes over time and across different departments letting us know that an intervention we made had a big difference on workforce analytics data and overall productivity! This feature is a great addition to a terrific workforce analytics tool!” — VP, People Operations*
- **Real Estate:** *“For newer employees who may be struggling but afraid to ask for help, ActivTrak is great at finding those people. We can see where time is spent on certain activities versus peers and offer guidance early on.” — Director, Information Technology*
- **IT Software/Services:** *“The biggest benefit we’ve seen is it’s really allowed our managers to take a look at the different business processes and tools we’ve provided our employees and have those conversations in terms of, are you spending time in the right type of tool, are you focused on what’s most beneficial to the company, or are there areas where we can improve? It really opened the line of communications, not only with the managers and the direct employees, but I would say even multiple levels up.” — VP, Chief of Staff to the CEO*

# SCREENSHOTS

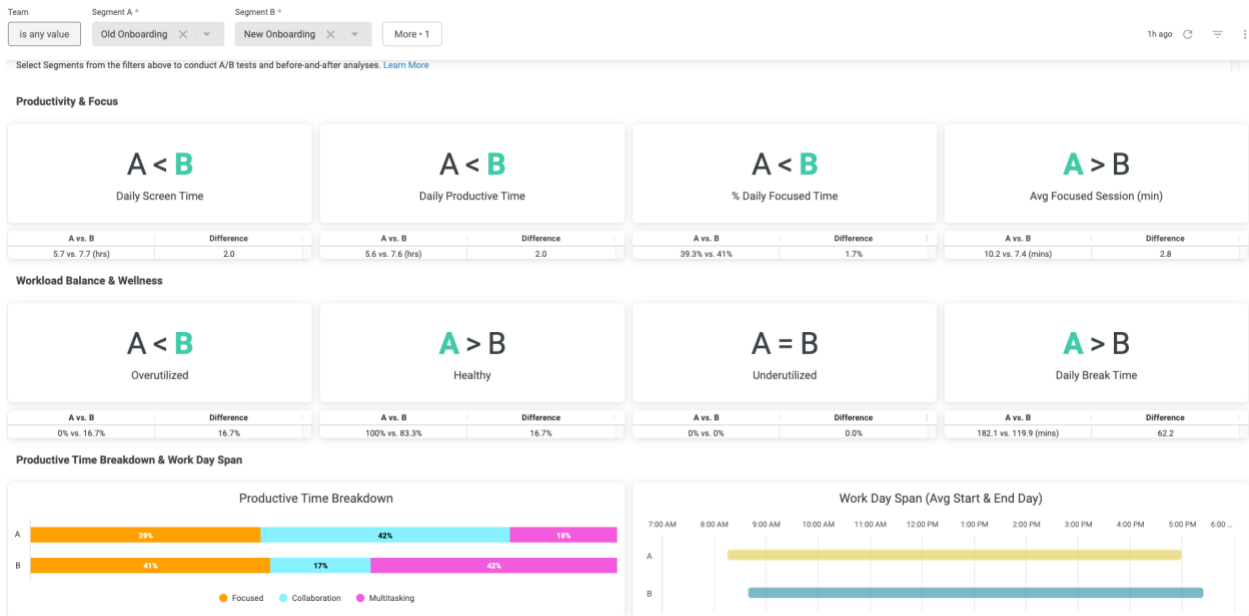
## Figure 1: Location Insights



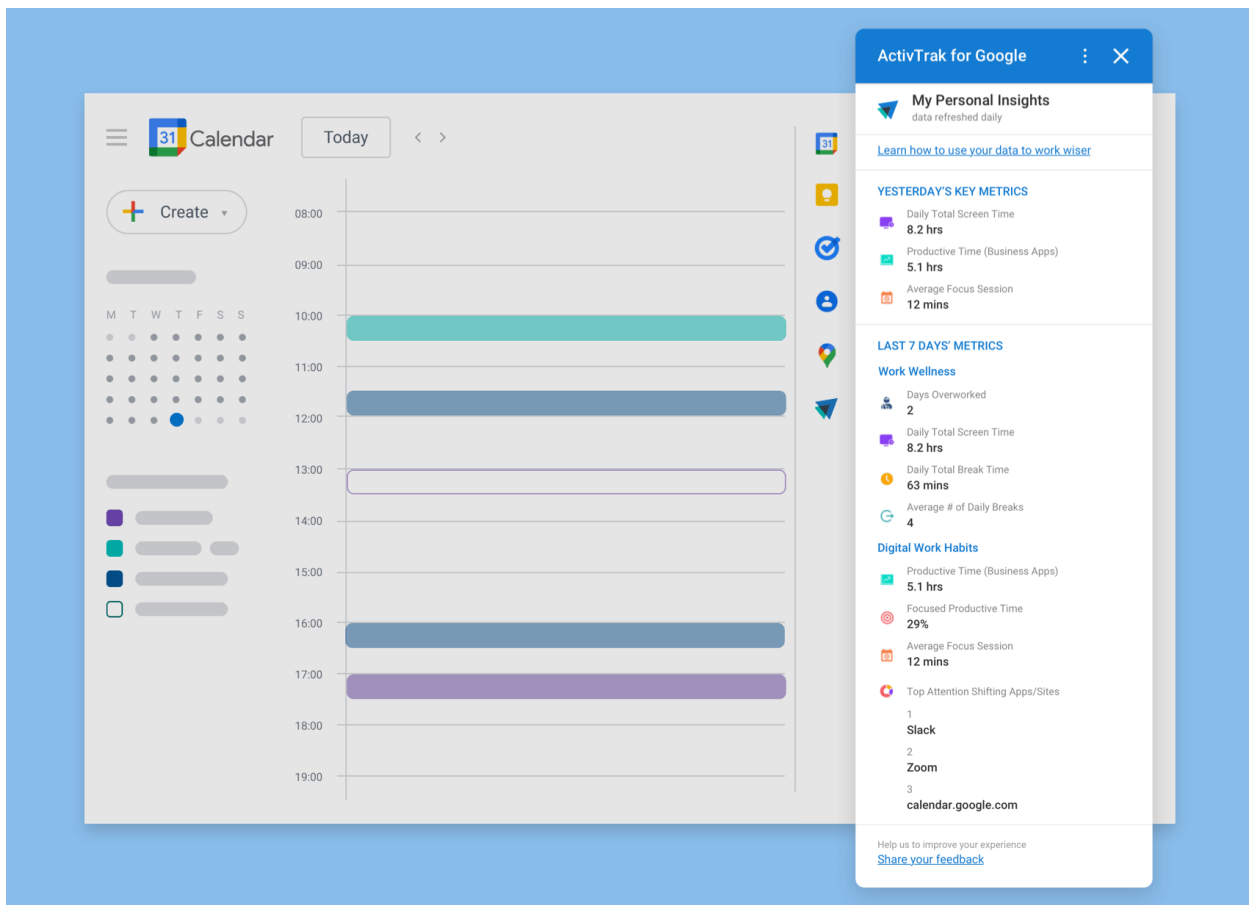
## Figure 2: Workforce Capacity Planning



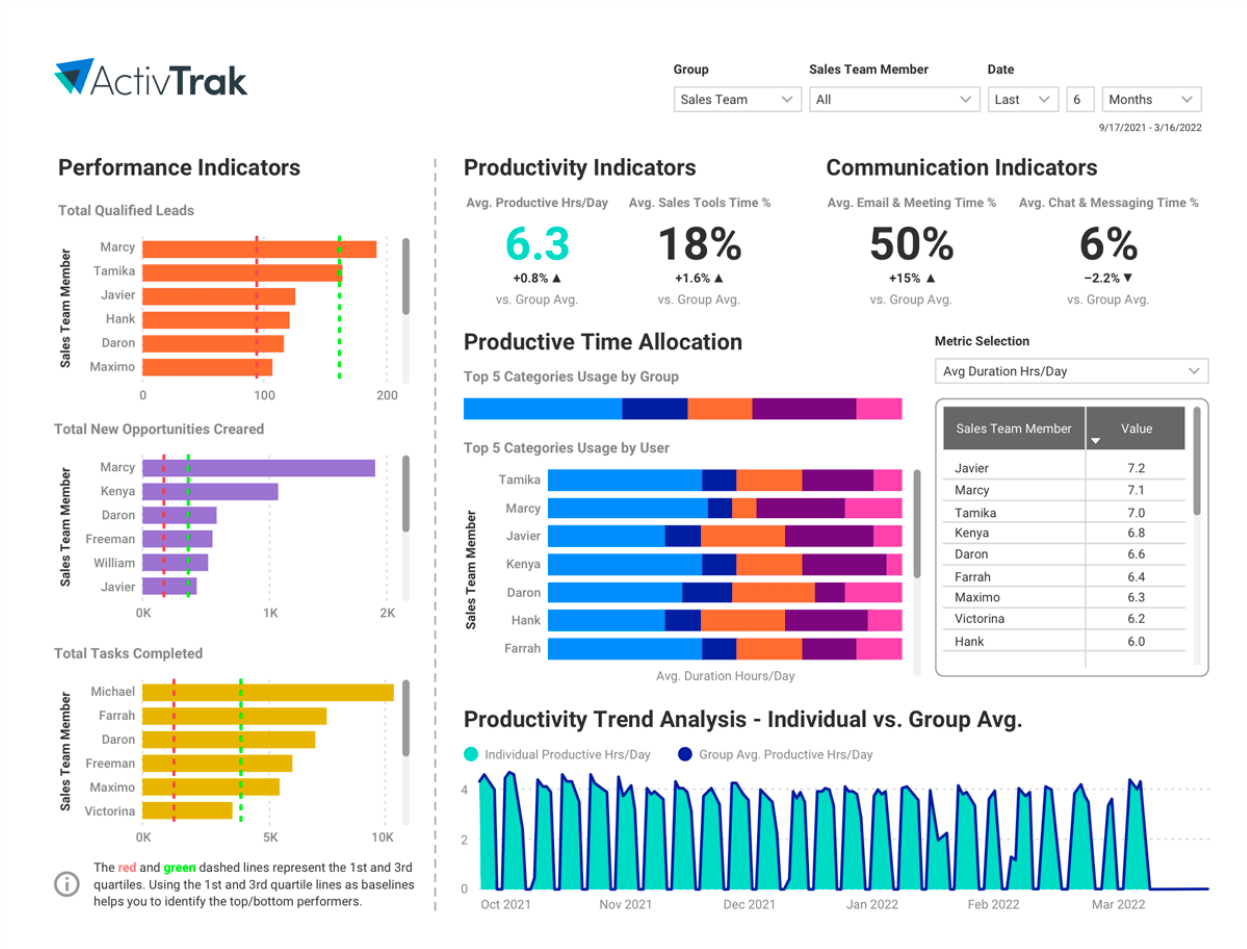
**Figure 3: Impact Analysis**



**Figure 4: Google Workspace Integration**



**Figure 5: Salesforce Integration**



All screenshots provided by ActivTrak

## About Brandon Hall Group™

With more than 10,000 clients globally and 30 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.



### 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 twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.