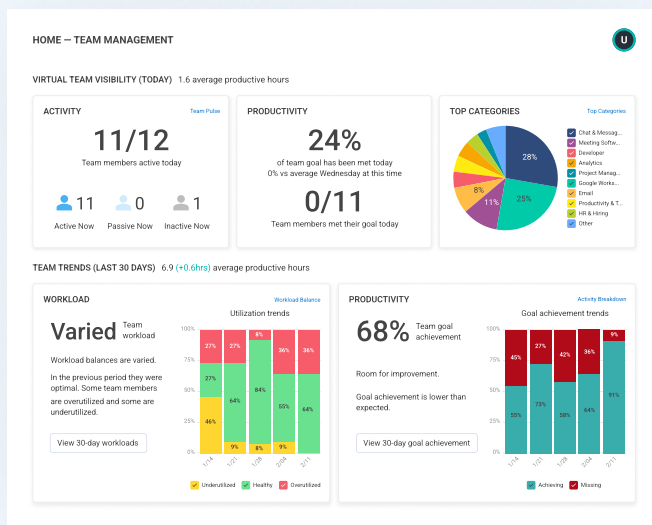


# Maximize Workforce Productivity. Optimize Performance Outcomes.

ActivTrak unlocks productivity potential. Our award-winning workforce intelligence platform analyzes employee work data to deliver actionable insights that drive business results. It is the only solution that combines **employee monitoring, productivity and performance management, and workforce planning capabilities** into a single platform to help you:

- Accelerate time-to-value with enterprise-class scale
- Prioritize actions with AI-powered insights
- Ensure data privacy with an employee-centric approach
- Optimize outcomes with best-in-class expertise



**Coaching Guidance by Team Member**

User	Productive Hrs/Day	Delta vs. Goal	Core Activity Hrs/Day	Delta vs. Goal	Core Activity Efficiency	Performance Assessment
William	6.3	-0.2	3.8	-0.7	61%	Intervene
Tamika	5.6	+0.1	3.5	-0.3	63%	Increase Core Activity
Farrah	5.6	+0.1	3.9	0	69%	Praise & Support
Daron	6.6	+0.1	4.8	+0.3	73%	Praise & Support
Hank	6.7	+0.2	3.6	-1	53%	Increase Core Activity

**Category Breakdown**

Category	Type	Productive Hrs/Day	Productive Time
Google Workspace	Core	2	31%
Chat & Messaging	Non-Core	1.9	30%
Meeting Software	Core	1.2	18%
Productivity & Time Tracking	Core	0.4	6%
Email	Non-Core	0.4	6%

Activities to Maximize	Core (mins)	Activities to Minimize	Non-Core (mins)
Google Docs	1,602	Slack	2,128
Zoom	1,320	Gmail	422
Google Calendar	590	YouTube	97
Google Drive	398	LinkedIn	31
Power BI	43	Google Search	21

## How It Works

Fast deployment with enterprise scale. Privacy-first, employee-centric approach.

ActivTrak’s agent-based data collection process is highly scalable, reliable and accurate, featuring built-in data privacy controls that promote transparency and meet regulatory requirements.\* That means no keystroke logging, content scraping, camera access, video recording or mobile device monitoring.

AI-powered analytics augment digital activity data with rich context and pattern matching to support anomaly detection, coaching recommendations and benchmarking, while also automating activity classification and user management.

And our flexible API integration framework connects workforce data with other business apps and metrics for broader context and analysis.

\* ActivTrak is CCPA, GDPR, HIPAA & SOC 2 Type 2 compliant

ActivTrak's real-time and historical patterns and trends provide a comprehensive view of how work gets done and where to optimize productivity and performance. Key capabilities include:

### Employee Monitoring

- **Automatic time tracking** — get detailed insight into work hours and time spent on tasks, categorized by productivity levels.
- **Schedule & policy adherence** — monitor attendance with real-time and historical data to verify hours worked and reduce gaps in shift coverage.
- **Contractor billing reconciliation** — match hours worked to hours billed to catch discrepancies and prevent overcharges.

### Productivity Management

- **Productivity goal tracking & coaching** — use AI-powered insights to understand and improve team performance, and inform alignment on daily activities and best practices.
- **Disengagement & burnout detection** — assess employee utilization to detect burnout and balance workloads by redistributing tasks or adding resources.
- **Hybrid policy management & adherence** — compare in-office and remote productivity, ensure policy compliance and validate remote employee performance.

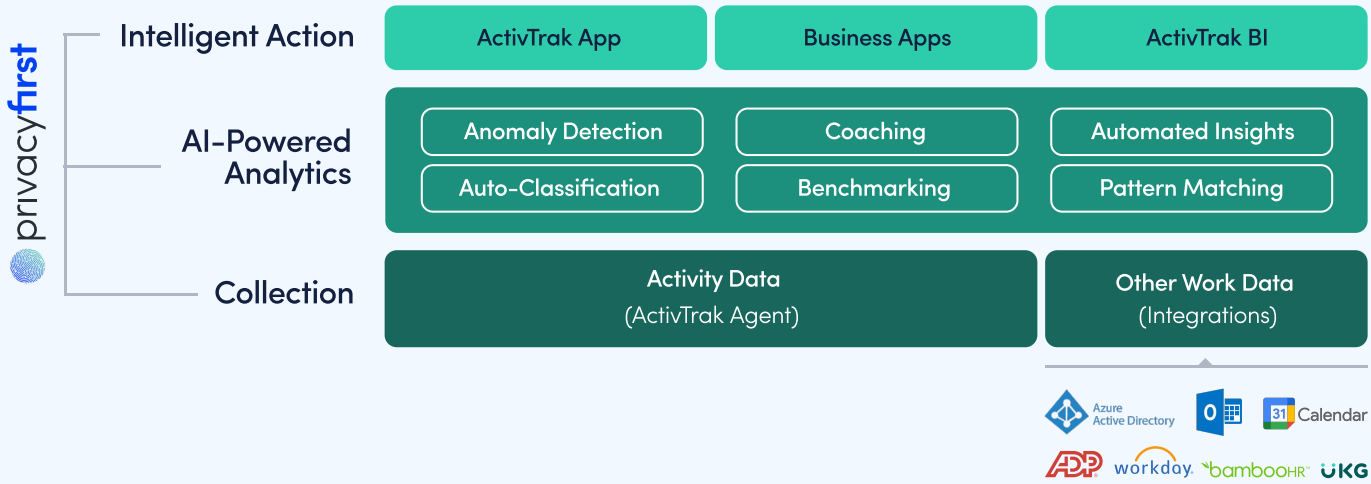
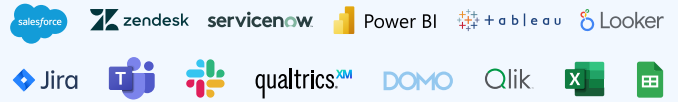
### Workforce Planning

- **Headcount & capacity planning** — analyze workload capacity to allocate resources, identify staffing needs and support teams where it matters most.
- **Tech license optimization** — track technology usage to identify unused licenses and cut unnecessary costs.
- **Office space planning** — right-size real estate investments with insights into office space utilization, attendance and employee productivity.

*ActivTrak takes data privacy security seriously by implementing frameworks for protecting personally identifiable data and avoiding intrusive data collection.*



**Forbes**  
ADVISOR



## The ActivTrak Difference

	ActivTrak	Others
Reliable, accurate data collection via a lightweight, easy-to-deploy & scalable agent	✓	heavy, unreliable, API-based
Comprehensive visibility combining digital activity, offline meetings & location	✓	no
Built-in data privacy controls for transparency & regulatory compliance	✓	limited
No keystroke logging, content scraping, camera access, video recording or mobile device monitoring	✓	invasive monitoring
Prescriptive analytics drive action & value	✓	rear-view reporting
AI-powered coaching for team productivity management & performance development	✓	no
AI-powered automation for activity classification & user administration	✓	no
AI usage monitoring for compliance & productivity impact	✓	no
Data-informed decisions based on utilization vs capacity	✓	limited
Data integration & customization to connect inputs & outputs	✓	siloes data
Productivity Lab benchmarks & best practice assessments	✓	no
US-based customer success, support & services teams	✓	overseas support
CCPA, GDPR, HIPAA & SOC 2 Type 2 compliance	✓	partial
Cloud-first architecture ensures ease of use, fast deployment & continuous innovation	✓	cloud-retrofitted*

\* Many vendors began with on-prem solutions that were later ported to the cloud.

# Trusted by 9,500 global brands & organizations



274 reviews



225 reviews



564 reviews



"ActivTrak has been a game changer in our business as it allows us to let employees work from home with the ability to know they are truly conducting business."

**General Manager of Customer Service**  
1-50 employees  
Insurance

"ActivTrak provides so many amazing tools and reports that can truly transform an employee's and team's performance."

**AVP of HR**  
51-500 employees  
Financial Services

"ActivTrak helps us identify who can take on more work and who might be maxed out, ensuring that tasks are distributed fairly and everyone is working at their best."

**Vice President**  
51-500 employees  
Insurance

"We love how ActivTrak gives us visibility into how our employees are spending their time while allowing us to be respectful of their privacy. It's the perfect balance."

**Head of Talent & HR**  
51-500 employees  
Retail

"We were looking to gain productivity and got a lot more than we expected. I recommend an ActivTrak deployment at every organization."

**Chief Information Officer**  
501+ employees  
Manufacturing

"ActivTrak is great when you need to understand what applications your employees use most and at what frequency they use them."

**Technical Support Engineer**  
501+ employees  
Insurance

## We've set the standard. No one else comes close.

Learn more about how ActivTrak can support your organization's growth and success. Visit our [website](#) or [contact our sales team](#) to get started today.

