

# ActivTrak: Workforce Intelligence That Drives Results

ActivTrak is the undisputed leader in workforce analytics, dedicated to helping organizations make performance management more effective and business operations more productive.

Led by a seasoned team of software industry veterans, ActivTrak has shaped the workforce analytics space — defining the category and developing its best practices. These efforts have earned the recognition of experts and end-users across industries, resulting in numerous awards and accolades for innovation, expertise and ROI.

With more than 9,500 customers and a portfolio of top technology solution partnerships, ActivTrak has proudly achieved inclusion on the Deloitte Technology Fast 500 and Inc. 5000 lists of fastest-growing companies.

## The Problems We Solve

Today's workplace is distributed and mostly digital, limiting the visibility needed to accurately measure and manage productivity and performance.

With labor and related expenses comprising more than 75% of business costs, it's staggering how many leaders struggle to understand if workforce investments actually deliver the desired results. *That's where ActivTrak comes in.*

## What Sets Us Apart

Unlike traditional employee monitoring tools, ActivTrak is the only complete solution with employee monitoring, productivity and performance management, and workforce planning capabilities that deliver measurable ROI in just weeks.

Powered by AI analytics and a prescriptive methodology, ActivTrak quickly unlocks workforce value while safeguarding employee privacy through transparent, ethical data use. It is one of the few platforms that is GDPR, HIPAA and SOC 2 Type 2 compliant, ensuring the highest levels of security, privacy and governance.

**40%** of company work is **wasted productivity**<sup>1</sup>

<sup>1</sup> PwC's 27th Annual Global CEO Survey (2024)

“One of the biggest differentiators I observe in vendors is how well they adapt to the sophistication level of their client. And that's been true of my experience with ActivTrak right out of the gate.”

Scott Friesen  
**VP of Strategic Analytics**  
 Echo Global Logistics



## How We Deliver

ActivTrak converts massive streams of work activity data into actionable insights that drive productivity, performance and planning decisions. These real-time and historical insights reveal patterns and trends, offering a comprehensive view of workforce optimization opportunities.

### Employee Monitoring

Including employee productivity monitoring; time tracking and auditing; and schedule and policy adherence.

### Productivity & Performance Management

Including remote workforce management; productivity measurement; performance optimization and coaching; and employee engagement and burnout.

### Workforce Planning

Including capacity and headcount planning; technology optimization; and office space planning.

## Our Unique Expertise

Analyzing workforce productivity and performance can be a challenge. The **ActivTrak Productivity Lab** makes it easier.

Our dedicated team of experts in change management, performance management and organizational effectiveness has deep experience using to unlock productivity potential and drive tangible results.

That value is delivered through customized onboarding, benchmarks and best practice assessments, along with the Productivity Lab's annual State of the Workplace Report — a go-to industry resource featured in *Bloomberg*, *Forbes*, *Fortune*, *The Wall Street Journal*, *US News & World Report*, *Yahoo Finance* and more.

## ActivTrak ROI

Real customers, real results

**\$4.2M** in unlocked productivity

**\$500K** in avoided contractor overages

**\$800K** in CRM license savings

# What Our Customers Say

"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."

Kasey Konkright  
 Head of Talent & HR  
 51-500 employees  
 Retail



"We measure revenue by headcount and have had a constant increase in that, translating to \$2.5M in added value through expense reduction and revenue gain. We're talking about a 45X ROI which is practically unheard of."

John B. Fraser  
 CIO  
 501+ employees  
 Manufacturing



"One of the biggest differentiators I observe in vendors is how well they adapt to the sophistication level of their client. And that's been true of my experience with ActivTrak right out of the gate."

Scott Friesen  
 VP of Strategic Analytics  
 2,500+ employees  
 Transportation/Logistics



## Our Awards & Accolades

The results speak for themselves. No other vendor matches ActivTrak's awards and accolades across product reviews, industry analyst reports and media coverage.

"It is the best of the products we tested, with a clear focus on employee productivity and team behavior analytics."

– Editor's Choice Award, PCMag

"ActivTrak offers a compelling suite of services sure to benefit many businesses looking for a competitive edge to increase their productivity."

– TechRadar

"ActivTrak remains one of our favorite employee management software platforms."

– BusinessNewsDaily

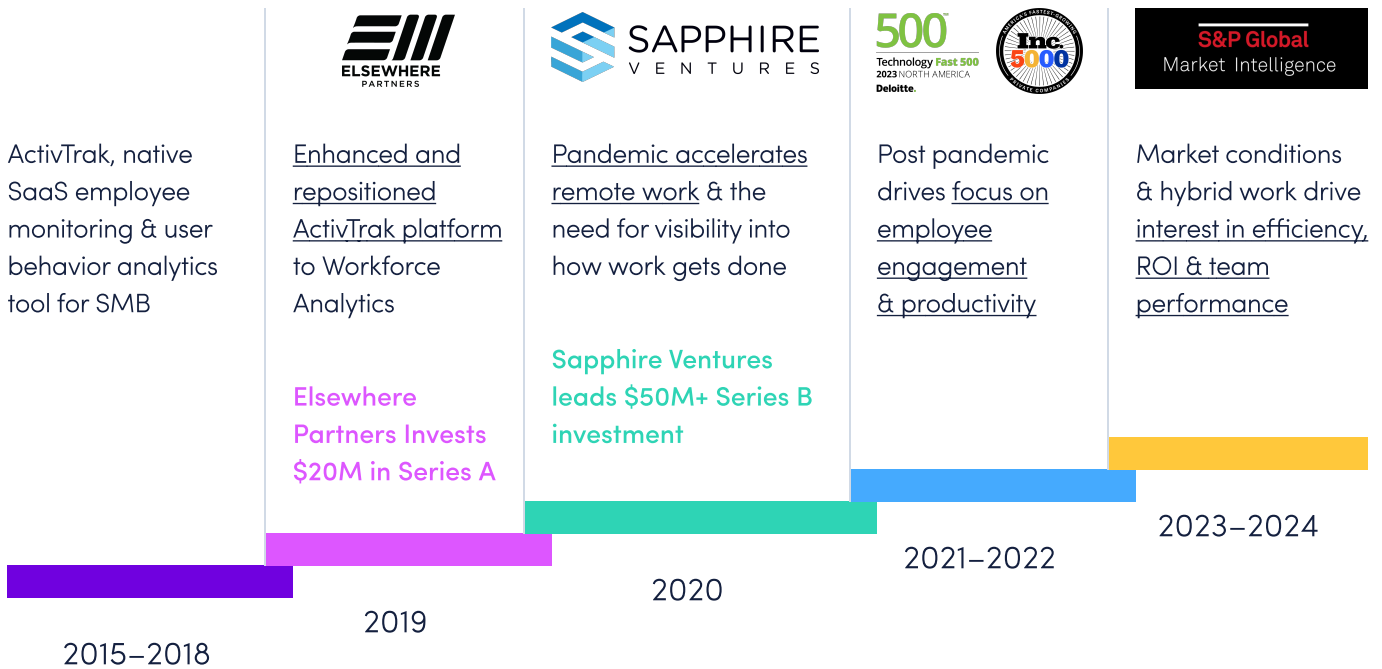


- Deloitte Technology Fast 500
- Inc. 5000
- Great Place to Work
- Brandon Hall Excellence in Technology
- Fortune Best Workplaces in Technology

- TrustRadius Top Rated
- G2 Leader
- Capterra Short List
- Forrester Landscape: People Analytics Solutions
- Gartner Hype Cycle Reports

# Our Journey

Employee Monitoring → Workforce Insights → Workforce Optimization



## Trusted by 9,500+ global brands and organizations

- **Financial Services:** Exeter, Findex, SitusAMC, Oppenheimer
- **Insurance:** IOA, ISI, MetroPlusHealth, Security Mutual Life of NY
- **Healthcare:** CarepathRX, Health Admins, MSN Healthcare, Ovation Healthcare
- **Manufacturing:** Parts ASAP
- **Transportation/Logistics:** Cardinal Global Logistics, Echo Global Logistics, Ship Sticks
- **Legal:** Buchanan, Fragomen, Magna Legal Services, Morse Law
- **Consulting/Services:** CBE, Full Potential Solutions, Horatio, Solera
- **Retail:** Fam Brands, Hart, Rack Room Shoes

### Discover the ActivTrak Difference

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.

