



## Focus for Business Intelligence

*Focus gives you the real-time data you need to best run your business.*

Are you *certain* that the millions your company is spending on software, training, and business processes is actually helping it run better, faster, and leaner? Do you know how these new tools are truly used by employees “in the trenches?” Are the justifications for these new tools tied to actual, measurable effects on your bottom line? ***If your answer to these questions is “No...,” perhaps Focus can help.***



The Iontas Focus suite gives you the detailed information you need to make informed decisions about your business. Focus captures information about how contact center, back office, and enterprise workers use software applications to do their jobs. Using the latest proprietary technology, Focus provides a detailed picture of how every application is used, how data flows between applications, how long a process takes, the timing of events, and even the actual data entered and returned. Focus also triggers actions based on target events or values, so you can choose to capture only data that meets certain criteria (such as transaction value or data at certain step in a process). Or you can initiate actions in other applications, such as sending an email, alerting a supervisor, disabling network access or exporting data to another application.

Focus is the perfect tool for collecting the data you need for true business process intelligence, offering:

- Real-time, hard-to-gather data for your decision support systems, information visualiza-

tion, dashboard, reporting, trend analysis and forecasting tools

- Metrics for workforce management, scheduling, CRM, and ERP software
- Performance analytics and optimization
- Process optimization and real-time feedback
- An audit trail for proof of compliance and the ability to monitor for compliance violations
- Collection of Key Performance Indicators (KPIs)

### The Iontas Focus Suite

**Activity Focus** – Captures and logs detailed desktop activity, including application and module usage over time, idle time, log on/off actions, and more.

**Event Focus** – Captures any visible text and user actions within an application window. A rules engine allows managers to specify specific text or events that trigger alerts or actions in other applications.

**Process Focus** – Automatically recognizes and captures task details on user-executed transactions and specific processes based on pre-defined business rules.

As a manager, you can use Focus’s comprehensive information to power your analytics applications, optimize business processes and improve the effectiveness of software applications. In addition, you can provide employees with the specialized tools and training they need to be more efficient. Many companies use Focus to fuel their Six Sigma and other quality initiatives, to identify process weaknesses and to demonstrate compli-



ance with internal procedures and external regulations.

Focus gives you the comprehensive data you need to run your business, so you can:

- Operate more efficiently
- React quickly to changing business needs
- Reduce costs
- Optimize resources
- Act quickly

Rather than tying into each software application and database, Focus works by tracking activity through the Windows operating system – so it requires no integration with the user's software applications. This design enables it to collect hard-to-acquire data across the entire spectrum of business tools that employees use... without taking the tools offline, disturbing the database, or modifying existing integrations. In fact, Focus simplifies the sharing of data between the applications themselves: it can gather data directly from one application and deliver it to another.

Anyone can quickly learn to configure Focus, either to monitor new processes, collect different data, or trigger automated actions based on cer-

tain events. This ease-of-use and flexibility enables your managers to immediately respond to business changes. For example, one week, your call center might need to collect metrics on a marketing campaign response, while the next week you must monitor tech support help desk performance.

With Focus's facts in hand, you have the insight you need to improve your company's business processes and software tools.

**Work smart.** Make informed decisions about your business operations using accurate, detailed real-time business intelligence with the Iontas Focus suite.



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