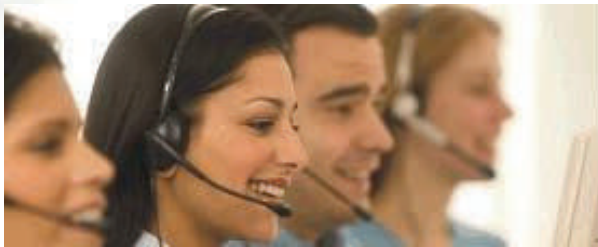




Event Focus

Real time response to software application events

Event Focus enables you to analyze software use in your company for specific events and values, capture specified data, and trigger actions based on real-time activities.



Part of the Iontas Focus software suite, Event Focus offers unique, powerful capabilities to help you streamline your business operations. Event Focus analyzes software use throughout your company, looking for the events and values that you specify using a simple configuration tool. The application triggers alerts and actions in real time based on these values and events. For example, Event Focus can trigger the recording of important phone calls, trigger a screen capture, alert a supervisor if a transaction value exceeds a specified amount, send e-mail alerts, or even immediately suspend a user's network access if a security violation occurs.

Event Focus captures specific information entered by users such as:

- Names
- Addresses
- Product names
- Transaction types
- Order values

It then invokes another program or action—whatever one you define—with no additional programming.

In fact, Event Focus can capture any text that appears in a window, including data entered by a

user or returned by a software application. And you can configure it to send alerts and trigger actions in third-party tools. Triggers can invoke any application, whether developed commercially or in house.

How Event Focus Works

A small (250k) process runs on every PC and uses a patent-protected method to gather usage data information directly from the Windows operating system. Event Focus captures any visible text within an application window, and triggers alerts based on values, key presses or mouse clicks on specified objects.

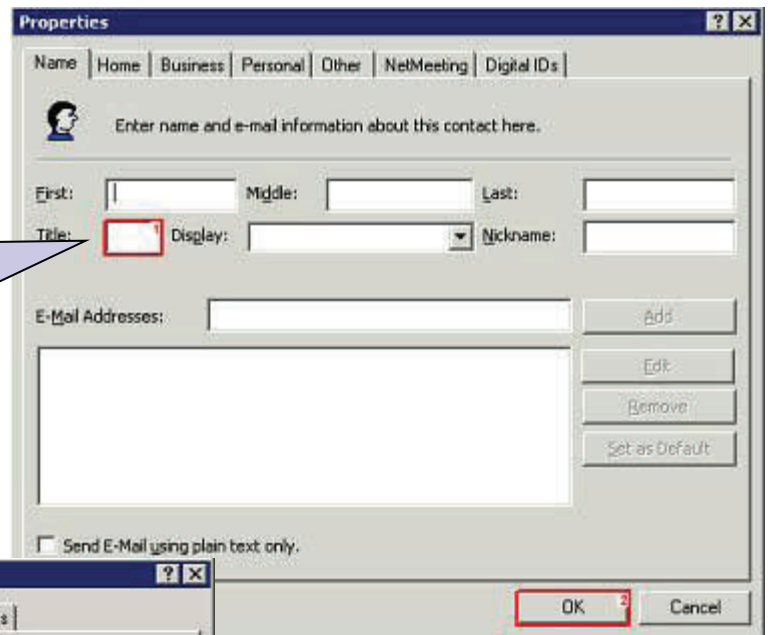
26/04/2007 11:43:46	unspecified O Kane	dalldm4110 unspecified	OUTSIDE	0:03:05	OutsideView
26/04/2007 11:44:53	Deborah O Kane	dalldm4110 unspecified	Internet Explorer	0:00:05	Call - Support list
26/04/2007 11:44:56	Deborah O Kane	dalldm4110 unspecified	Internet Explorer	0:00:05	Monitor Serial Number Decoder
26/04/2007 11:45:01	Deborah O Kane	dalldm4110 unspecified	Internet Explorer	0:00:05	Call Monitor Serial Number Decoder
26/04/2007 11:45:04	Deborah O Kane	dalldm4110 unspecified	OUTSIDE	0:00:10	OutsideView
26/04/2007 11:45:16	Deborah O Kane	dalldm4110 unspecified	Internet Explorer	0:00:10	Monitor Serial Number Decoder

A rules engine allows managers to specify the text or events that trigger alerts. You configure Event Focus using a simple utility that analyzes screens in target software applications and assigns a label to each text field and control. You then conduct a simple mapping exercise that specifies trigger criteria and values to pass as parameters when a trigger event occurs (as shown in the diagram). That's all it takes for any business manager to easily customize Event Focus to send an email, start a recording, or prevent a transaction when a worker enters certain data.

After you configure Event Focus, the trigger criteria are then loaded onto the Focus web host, and the rules are passed out to each user's PC (a process that takes about two minutes). Then when Event Focus detects a flagged action, it triggers the desired alert or event.

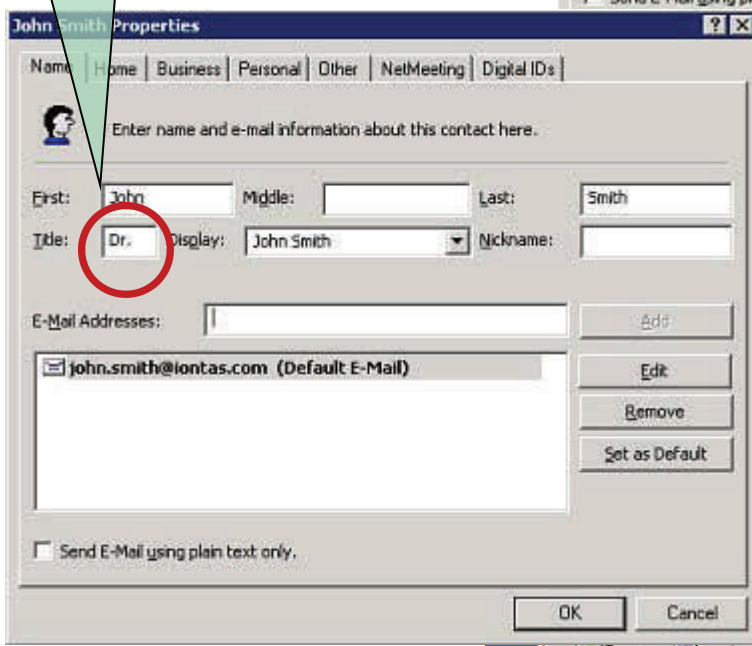
Configure Event Focus to look in the Title field for certain criteria. In this example, we are looking for the text "dr".

User enters Dr. and Clicks OK

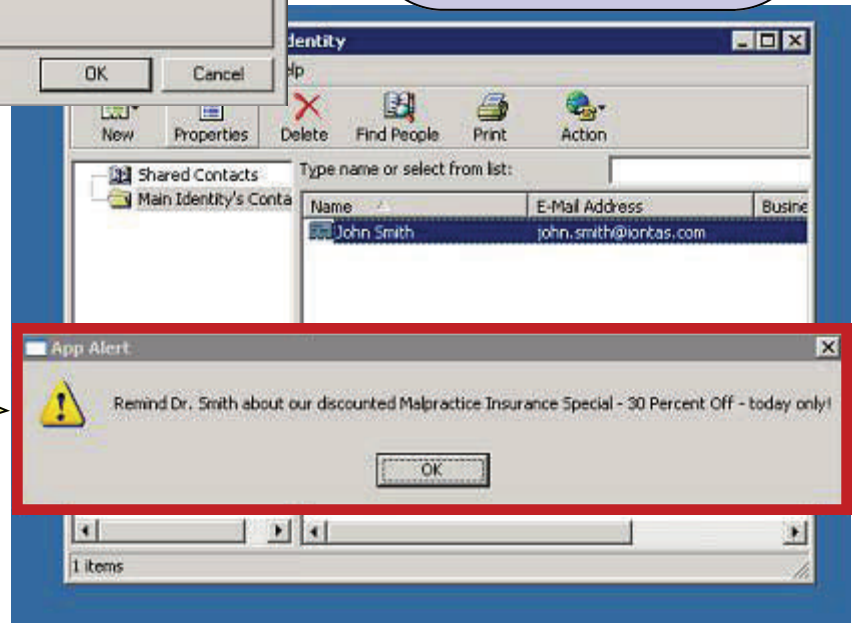


When user enters "dr" and clicks OK, the event triggers an action. In this case, a pop-up message.

(You choose the appropriate action for your environment.)



Event triggered a message program telling the user to remind Dr. Smith of a special price on something that is of interest to a doctor. User must click OK to continue.





Benefits

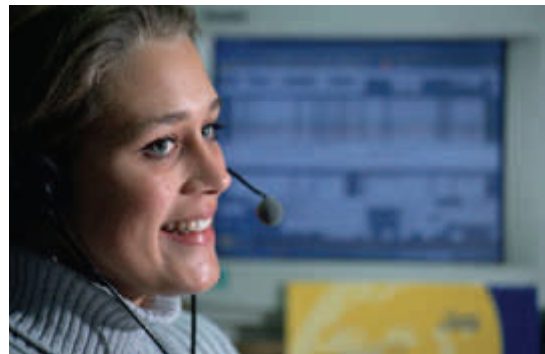
Only Iontas's Event Focus provides the unique combination of desktop capture and event triggers that let you:

- Collect metrics and Key Performance Indicators for dash boards or data warehouse
- Alert supervisor to key transactions or events such as VIP customer problems or high-value transactions
- Log events and send emails to notify other users that an event has occurred
- Capture completed transaction values and customer-specific information
- Pop up a window to collect and share key information with other applications
- Monitor for security and compliance violations and take appropriate actions, such as suspending network or file access and notifying management.
- Trigger phone call and screen recorders on key events, and add meta tags to recordings, such as customer name, product name, transaction value
- Prompt or script customer-facing employees in real time based on current transaction details (up-sell and cross-sell)

About the Focus Software Suite

The Iontas Focus suite captures and analyzes detailed information about how users throughout an enterprise interact with their business-critical software applications. Focus gives managers insight into – and the unique ability to act on – users' minute-by-minute actions in order optimize processes and improve use of resources. This comprehensive information gives companies the knowledge they need to increase revenue, maximize profit, reduce costs, and improve operational efficiency and productivity.

Contact Iontas today to learn more about how Focus can help your business ***work smart.***



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