

Learn the **BEST WAYS** to Keep Your
Company & Employees Safe Online!

Keeping Your Business Safe On the Internet

for
Company Owners

***A Reference
for
All of Us!***

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If there was a problem in your business that you knew was costing you thousands of dollars, you'd jump to fix it, wouldn't you?

Hidden Problem: the Cost of Internet Misuse

While it may not initially seem to be a big issue, the way your employees are using the Internet can add up to a very significant total of wasted hours and labour dollars.

Internet Misuse is an enormously prevalent problem in business environments, yet insufficient attention is often paid to it. Considerable dollars and labour hours are waiting to be recovered should appropriate action be taken.

The Truth About How Employees are Really Using the Internet

- **30 - 40% of Internet use in the workplace is not related to business** (IDC Research)
- **Over 60% of all online purchases are made between 9AM and 5PM** (Nielsen/NetRatings)
- **70% of all Internet porn traffic occurs during the 9-5 workday** (SexTracker)
- **37% of workers say they surf the Web constantly while at work** (Vault.com)
- **Almost 40% of enterprise network bandwidth is being consumed by non-business applications [Facebook, LinkedIn, Youtube]** (Blue Coat Systems).

Consider how many hours your employees are probably surfing the Web for things completely unrelated to your business. In addition, if you are not paying attention to Internet Misuse, you are at risk of:

- Legal liability
- Poor network performance
- Malware & other security issues.

Cost: Productivity

Time-wasting website categories include porn, gambling, chat, social networking, sports, streaming media and many others. Employees who are surfing sites like these are clearly not focusing on their jobs. The dollar value of this wasted time is easily measurable and very costly. One employee paid \$20 per hour wasting just 15 minutes a day is costing you \$100 a month—over \$1,250 a year!—in unproductive time.

Cost: Legal Liability

While possibly hard to believe, the statistics prove the most common misuse of the Internet by employees is to surf porn. Another employee seeing this activity can become offended, which can lead to legal action against the company and managers.

Cost: Poor Network Performance

Web traffic like music video and sports replay sites tie up bandwidth and noticeably slow your network down. Activities like print jobs and report generation can be clearly affected, slowing your productive people down. You may think you need a network upgrade, but are actually suffering from Internet Misuse.

Cost: Malware & Other Security Issues

Malicious software is frequently embedded on inappropriate websites. With poor Internet browsing practices, this malware installs itself onto your network's computers. Malware can turn your computer into a 'zombie', silently sending out spam and infecting other PCs. Internet Service Providers (ISPs) hold the sender responsible for whatever malware does: many firms have found their Internet access blocked because of this policy.

What are your options to combat the painful costs of Internet Misuse? Obviously shutting down all access to the Web is not likely to be a reasonable idea. Two effective solutions, working together, can protect your business and gently keep your employees focused when using the Internet.

Solution: Corporate Acceptable E-Mail & Internet Usage Policy

Writing down your firm's policy regarding acceptable use of e-mail and the Internet, and distributing it to every employee, is the legal foundation of protecting your business from Internet issues. For example, you may want to clearly state that it is unacceptable for an employee to generate mass outgoing e-mails from your company, and make sure they don't try to operate their own home business through your computer network (this has happened).

Clearly state website categories and activities which are not acceptable to be viewed or attempted by your employees. Ensure your employees are aware of the laws regarding Internet usage in your area, and that you expect them to use good judgment when choosing which websites to view.

Workplace Online Gaming Up Despite Economy

"[Employees] are using collaboration tools like WebEx and Skype to save travel costs for their current job, or they are using social networking sites like LinkedIn or Facebook if they are building connections should they need a new job. Either way, the temptation of online gaming is only a click away."

~Prof. Robert Bloomfield,
Cornell University,
Johnson Graduate School of Management

Solution: Internet Content Filter

An Internet Content Filter gives you the ability to keep your employees safe on the Internet by selectively blocking the sites they can access.

Good content filters can block what you deem as inappropriate websites by a combination of two methods:

- 1. Category/URL Blocking**
- 2. True Content Filtering.**

The URL blocker will filter out those websites that are on a list (which you must buy and upkeep) and under a category you do not want your employees to see. Alone, this filtering method cannot keep up with every new site appearing on the constantly-changing Web. Upkeep is also time-consuming and expensive. However, URL blockers work fast and effectively block "black" sites they know about.

The True content filter uses a set of weighted words and phrases that you decide are inappropriate, together with algorithms, to determine whether or not an unknown site should be blocked. This method takes care of "gray" sites which the URL blocker does not have in its categorized list.

The two methods used in combination results in an extremely powerful filter that focuses your employees and keeps them protected on the Web. This solution also gives you the most flexibility in choosing what websites your employees can see or not.

Having an Acceptable Usage Policy and Combination Filter in place will recover lost labour time and costs, and protect your business.

For more information about a proven combination Internet content filter, visit www.netsentron.com or call 1.800.661.1755.

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