

Problem Case Study || Corporate Productivity



Connectivity, inexpensive bandwidth and the ubiquity of end user devices have contributed to creating the always-on employee, further blurring the traditional and once-sacred boundary of work and personal time. As a result, employees may feel warranted with the self-proclaimed right to managing their own time while at work. Since the enterprise reaches into the employee's personal time, the employee feels justified in extending his or her personal life into the enterprise. Activities like online shopping, vacation planning, gaming, personal e-mail and IM'ing are considered *quid pro quo* by the employee.

A global, tier-1 auto parts manufacturer suspected employees were wasting too much time on the Web and sending an inordinate amount of time on personal e-mail. Sean Hill, IT Manager in the UK, was tasked with searching, testing and procuring a comprehensive Employee Internet Management solution for the iconic company.

The Solution

Hill selected Pearl Echo.Suite in order to monitor employee surfing and email habits. Pearl Echo provides management with time-on-line reports as well as analytics detailing the associated costs of using the Internet for inappropriate or unintended purposes. The need to control these costs is supported by our national survey that revealed that nearly one quarter of employees with online access at work said their company has a formal policy that does not allow personal Internet use. Yet, one third of these employees volunteered that they knowingly violate their company's Internet use policy prohibiting shopping at work.



Success in the Field

After monitoring employee Internet use for less than two weeks, the customers' worries proved to be justified. According to Hill, "Personal Internet use was through the roof. The software already paid for itself." Manufacturers are used to a three year return on capital investment. A two week payback was something about which the IT department was happy to boast. Instead of being viewed as a cost center, Hill demonstrated saving the company significant money through productivity improvement.

Not only was personal Internet use being abused, the manufacturer also found one employee who was starting her own Internet adult Web site – while at work. While on company time and using company resources, the employee was developing her personal web site including downloading porn to re-post on her website and creating lurid sex stories for her potential

customers. The feedback from the customer, "You saved us from a world of trouble! Unfortunately, it doesn't take a whole lot for someone to slap a hostile workplace suit on you." (American businesses pay in excess of \$50 million/year in judgments relating to sexual harassment charges, not including legal fees; men filed 16% of the charges in 2011). The offending woman was summarily dismissed.