

**PEARL SOFTWARE LAUNCHES**  
**GLOBAL INTERNET MANAGEMENT SOFTWARE**

**Technology Helps Companies Control Bottom Line  
By Managing Employee Internet Use**

*Unauthorized Internet Use at Work  
Estimated to Cost Companies Billions a Year*

**FOR IMMEDIATE RELEASE**

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PHILADELPHIA – April 24, 2001 --- As corporate America tightens its belt, companies are looking for new ways to trim costs – and one area they are increasingly focusing on is unauthorized Internet use by employees.

According to some estimates, companies are losing billions of dollars a year, drained by employees who play Internet games, chat with friends via e-mail, shop online, and surf the Net during business hours. While companies pay close attention to online fraud and theft by employees, many fail to calculate the cost of lost productivity when employees use the Internet for personal use during work hours, said David Fertell, CEO of Pearl Software, a Philadelphia software developer.

That concern prompted Fertell to design a customizable application that allows employers to manage employees' Internet use during business hours. It was not a foreign area for Pearl Software, which in 1996 launched the highly regarded Cyber Snoop™ software for parents and educators seeking to manage children's online activities.

The result was Pearl Echo™, a software program that manages all widely used forms of 'Net communication, including Web browsing, file transfers, news groups, chat, e-mail, ICQ Chat and AOL's Instant Messenger.

"A salaried employee earning \$40,000 a year can cost his or her employer at least \$5,000 a year just by playing around on the Internet for an hour a day," said Fertell.

"What's regarded as 'harmless' time on the Internet actually carries a very real cost to a company's bottom line."

"Pearl Echo offers companies a tool to help encourage appropriate use of the Internet at their worksite."

Once Pearl Echo is installed, it creates a content-recreatable log of employees' Internet activities. An administrator reviewing the log can spot users' most frequented web sites, e-mail transactions, news group postings, file transfers and chat room conversations. Pearl Echo tracks the top Internet users on a network and its Quick-Link™ feature links directly to the logged web page, allowing the administrator to view the page content.

In addition to its monitoring capabilities, Pearl Echo can block objectionable content. For example, a company could restrict employees' access to pornographic or racist web sites. Pearl Echo can also be set to filter keywords and phrases to protect privacy and the dissemination of confidential, company information.

The flexibility of Pearl Echo allows employers to configure it to log Internet activity without actually restoring the actual content of e-mail, news, chat or web-chat.

Pearl Echo's Global Internet Management™ feature is unique in that it can manage employees who work remotely, such as telecommuters or traveling salespeople. That

same technology permits companies to manage all Internet activity from a central location or to outsource it to an Application Service Provider (ASP).

Fertell said the key to success with a program like Pearl Echo is to marry it with an Acceptable Use Policy (AUP) – a written policy that tells employees what Internet use is permissible on work time and what is not – and how the company will treat non-compliance.

“Just as a company adopts a policy on dress code and behavior toward work colleagues, so it should consider guidelines for acceptable Internet use. For some companies, no Internet use for anything other than business activities may be appropriate. Others may decide a certain amount of time each day or week is acceptable. Some may say it’s OK to surf between certain hours.

“Whatever a company decides, the AUP should outline corporate expectations for employees’ Internet use at work. Pearl Echo is the tool that encourages compliance with a company’s Internet use policy.”

Fertell said that having an AUP in place – backed with software like Pearl Echo – can reduce a company’s legal exposure should it need to terminate an employee for inappropriate Internet use at work.

“Without the protection of an AUP and a software program like Pearl Echo, it can be extremely difficult to discipline an employee who may have been engaging in illegal or unacceptable online behavior, such as gambling or pedophilic chat.”

Pearl Echo retails at \$79 a copy with licensing and volume discounts based on the number of workstations on an installed network. A free, five-user trial version of Pearl

Echo is available at [www.PearlEcho.com](http://www.PearlEcho.com). Copies of the software can be purchased through Pearl Software's Preferred Partners at 800 PEARL-96.

Pearl Software Inc. was founded in 1996 by David Fertell and Joe Field. The company provides network-enabled products to the growing Internet user community. Pearl Software's key patent-pending products include Pearl Echo and Cyber Snoop Desktop, which allows parents and educators to monitor children's online activity. The company also offers browser control software, TakeMeHome™ and is commercializing an emergency chat response system, Chat911™.

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