

## Takin' Care of Business in May

### Surfin' U.S.A.

Are you paying 80% of your employees to "cyberloaf" on the Internet...watching funny videos, searching for a better job or accidentally downloading a virus on your network?

Recently, we have seen a dramatic increase in the number of local businesses suffering significant financial and productivity losses due to employees inappropriately using their Internet access during work hours. Much of this is fueled by social media sites such as Facebook and YouTube. In fact, studies have shown that between 60-80% of people's time on the Internet at work has nothing to do with work!

The increased incidence of "cyberloafing" results in part from the growing percentage of employees who use the Internet for work reasons, as well as the fact that Internet use has become a bigger part of everyday life in general. Young and old alike have become addicted to the lure of the WWW. Popular activities include perusing social media sites, personal email, online banking and shopping. The list goes on and on. Honestly, there is lots of really engaging content out there—it's all very tempting.

Personal Internet usage is one of the biggest threats to employee productivity. However, productivity is not the only thing that suffers when employees "cyberloaf." Companies are losing millions of dollars because employees are spending 2-3 hours a day goofing off online. And if this is not enough, there's also the danger of employees inadvertently downloading viruses to your network from malicious sites. Or a lawsuit due to accessing inappropriate sites for inappropriate risqué reasons (pornography)—all while on the clock.

So, what's a business owner to do? A **Company Internet Use Policy** is a good start. When no policy is in place, you not only open your business to potential risk, you also open your business brand and reputation to potential harm. By creating an Internet usage policy for your business, you are able to clearly define what you consider as acceptable computer usage for your business. Company Internet Use Policies must be made part of official corporate statements and continually conveyed to employees. Remember, however, once the policy is in place it needs to be enforced.

Unfortunately, a Company Internet Use Policy is NOT enough! A recent study showed that the presence of a strong Internet policy at work was not enough to curb activity, as many employees don't think it's wrong to surf the web, and a policy was not going to change their way of thinking.

Once a policy is in place, IT Radix recommends utilizing **Content Filtering software** to block selected websites and monitor employee Internet surfing activity (site-blocking and site-tracking). Applications can be customized granting specific access to departments, workgroups or employees who utilize the Internet as part of their job (e.g., social media directors).



Let IT Radix help you choose a Content Filtering product that best meets your business needs. Catch the IT wave and you'll be sittin' on top of the world!



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### SPECIAL OFFER

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## Lunch'n'Learn... Cloud Computing

Last month we took our Lunch'n'Learn down the shore and explored the many Cloud Computing options available today. How do you decide what's right for you?

**Pros:** Quick implementation, predictable costs, flexibility, access from anywhere

**Cons:** Highly dependent upon Internet access, service provider reliability is critical, ensure privacy/security, high switching costs

**Considerations:** Insufficient bandwidth, performance issues, customization potentially restricted, data integration potentially limited or not possible, government regulations not keeping up

IT Radix is here to help you pave the way for smooth sailing into the clouds!

## Seaside Serenity...Down by the Sea

IT Radix is pleased to introduce our clients, **The Molly Pitcher Inn** and **The Oyster Point Hotel** of Red Bank, who utilize Content Filtering in their workplace.

Located along the scenic banks of the Navesink River both hotels offer first-class hotel, corporate meeting, and social event accommodations. So, whether you're looking for a touch of old-world grandeur with the sophistication of an elegant 19th century small luxury hotel (The Molly Pitcher Inn) or the sophistication of an elegant modern luxury hotel (The Oyster Point Hotel) you'll be pleasantly pleased.

Molly Pitcher and Oyster Point rely on IT Radix for all their technology needs. IT Radix assisted both hotels in setting up Content Filtering to block their staff from certain websites—primarily social media (e.g., FaceBook) and inappropriate, risqué sites. Customizations were made to allow key individuals, like their social media director, to access the social media sites necessary to do their job. Most recently, IT Radix helped Molly Pitcher and Oyster Point get the XP out and migrate all their computers to Windows 7 which was fully compatible with their Property Management software.

"I couldn't live without IT Radix!" stresses George Decker, Controller. "I can rest assured knowing that my computer systems and software are in good hands 24/7."

Visit [www.mollypitcher-oysterpoint.com](http://www.mollypitcher-oysterpoint.com) to see more of these beautiful hotels!

Without music,  
life would be a mistake.

— Friedrich Nietzsche

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"I don't want to download a song or a movie or a TV show or a book — I want to download something for dinner!"

## Cathy's Corner...

As with many things in life, you have to take the good with the bad. The Internet, with all its benefits, brings a host of problems that we must deal with both at home and at work. We've seen the rise of cyber-crime, lost productivity to inappropriate web surfing, and a loss of privacy all the way around. In the latter instance, check our recent blog post "Somebody's Watching Me" for more info on what's being monitored and some ideas on what you can do about it.

Even with these negative impacts, the Internet can still help improve your life, grow your business and much more. If you're like me, I hope to benefit from the positive side of the Internet, such as effective marketing. To that end, we're proud to be co-sponsoring our next Lunch'n'Learn with The Alternative Board where we'll learn about how Search Engine Optimization (SEO) can bring us more business opportunities. I hope you'll join us!



## Our Clients Say:

*"IT Radix rocks IT! We had a server that had been on tour a little too long and it showed. The constant error messages about disk space were starting to sound like a broken record, and we knew the new software we were looking to buy was out of our old server's range. We auditioned a few companies before choosing IT Radix. From the start, the IT Radix staff fine tuned everything to get us the right system that would meet the requirements of the new software packages we were considering to run our audio sales and rental departments. We could have bought the equipment anywhere, but it was the friendly and knowledgeable staff (and price) that made IT Radix the right choice for us. Plus, the follow up we continue to receive proves they're not just a one hit wonder. You guys ROCK!"*

H. Wayne Hastrup, Staff Accountant/IT Coordinator, Audio Inc.