

Small Companies Tackling Large Company Problems with Spector 360

SMBs identifying productivity killers and streamlining costs with monitoring technology.

Vero Beach, FL April 15, 2009 -- SpectorSoft Corporation, the worldwide leader in Internet monitoring and surveillance software, announced today a growing trend in the number of small- to medium-sized businesses deploying its Spector 360 technology. With more than 50,000 corporate SpectorSoft customers, many can be classified as SMBs, with the demand for monitoring technology in this niche market growing exponentially, especially within the last three to six months.

SpectorSoft supports an award-winning Passport Partner Program which plays a large role in successfully marketing, selling, and deploying the company's technologies into the SMB marketplace. One such reseller is Massachusetts-based networking IT company, CommSat, which specializes in providing services unique to the insurance industry.

"Regardless of whether an organization is productive and profitable or having financial challenges, everyone is looking to maintain quality while cutting costs," said Laura Soussan, founding partner, CommSat. "No one is feeling this intense pressure more than our nation's SMBs."

Faced with shrinking budgets and increased scrutiny in today's economy, many organizations are looking for ways to identify productivity killers and streamline costs. According to Soussan, there is no better way to do that than with Spector 360. Using Spector 360, organizations can record and monitor company computers for detailed data points (such as web sites visited, emails sent and received, chats and instant messages, files transferred, and applications run) in order to analyze and adjust behaviors and workflow, as necessary.

"SMBs want to maintain a small company culture but, in actuality, are facing large company problems," said Soussan. "Many find themselves wanting to maintain a sense of trust and value with their employees while still ensuring everyone is as productive as possible and infrastructure resources are being used as intended for the overall good of the company."

Diversified Computer Resources, DCR, provides network infrastructure services to Oklahoma and Arkansas-based SMBs, particularly in the manufacturing, banking, and other service-oriented sectors. Its average client has less than 1000 employees and at least 20 workstations in their network.

"Small business owners tend to look at employees in a very personal fashion and this can work against them," said Denase Harris, president, DCR. "In my experience, I find that many owners do not think their employees would abuse company resources like the Internet or email and are forced to act when a problem or issue arises."

To help combat this issue, Harris counsels each of her SMB clients to proactively define an acceptable technology usage policy from the outset so employees are explicitly clear on what is allowable within the workplace. In conjunction, Harris feels that Spector 360 is an ideal fit for her customers from a network security standpoint as it allows them to monitor violations of their Internet or email usage policies as well as to supervise the overall efficiency of employees.

David Paul, CEO of ASK, a Michigan-based managed technology services company, resells SpectorSoft into a number of manufacturing and distribution-related organizations. His customers typically implement Spector 360 to monitor Internet usage and workplace productivity to get a better sense of what is happening within the organization.

"In the long run, Spector 360 often evolves into more of a proactive management tool," said Dave. "By evaluating the detailed metrics reported back from the system, organizations can focus on previously unknown problem areas and resolve the real bottlenecks within their workflow."

Soussan agrees. "When used properly, this product can be a huge revenue generator," said Soussan. "For example, if you have one workgroup that is out-performing others, you can use Spector 360 to analyze how they work, how they manage their resources, and how they're using the tools given to them. You can then take that micro-business model and move it out to other lesser-performing groups."

About Spector 360

Spector 360 records employees' web sites visited, emails sent and received, chats and instant messages, keystrokes typed, files transferred, documents printed, and applications run. In addition, through a first of its kind surveillance-like camera recording tool, Spector 360 shows in exact visual detail what an employee does every step of the way. Further, Spector 360 takes the recorded Internet and computer activities, feeds that information into a database, and provides easy-to-read management reports summarizing all employee activity.

About SpectorSoft

SpectorSoft develops, markets and supports PC and Internet monitoring and surveillance products for education, business, government and home users, including Spector 360, Spector CNE Investigator, Spector Pro, eBlaster, and Spector Pro mac.

More than 50,000 companies and more than 500,000 consumers have purchased SpectorSoft solutions to crack down on Internet abuse in their business or home, and SpectorSoft has made the prestigious Inc. Magazine List of Fastest Growing Private Companies in the U.S. four times in the past five years. SpectorSoft monitoring technology is a THREE-TIME winner of the prestigious PC Magazine Editors' Choice Award.

For more information on SpectorSoft Corporation, to schedule an interview with SpectorSoft President Doug Fowler, or to access an evaluation copy of Spector 360 monitoring software, please contact Kasey Sellati at (772) 770-5670.