

NCR registers success with FaceTime.

CASE STUDY



ABOUT FACETIME IM DIRECTOR™

The FaceTime IM Director is the leading solution used by businesses to manage, control, and extend the usage of instant messaging in the enterprise.

With IM Director you can:

- Reduce information security risks by enforcing user policy administration and IM usage control
- Minimize loss of intellectual property
- Preserve and extend your existing virus scanning and e-mail storage investments
- Reduce administration burden caused by multiple IM client use through centralized administration for any public or private IM network
- Leverage your IM technology investment by extending IM Director for business applications already in use

“IM generates significant business value through enhanced communication, productivity, efficiency, and teamwork. And from an IT perspective, FaceTime’s IM Director™ software helps us rest easier knowing that we have the security controls in place to eliminate the risks of IM while reaping the rewards.”

Maury Rindler

Program Director, NCR

Overview

Since the introduction of the first mechanical cash register back in 1884, Dayton, Ohio-based NCR Corporation has grown to become a \$5.5 billion global technology company that helps businesses build stronger relationships with their customers. NCR’s ATMs, retail systems, Teradata® data warehouses and IT services provide Relationship Technology™ solutions that maximize the value of customer interactions.

Challenge

The use of public instant messaging (IM) services and tools within corporations is growing by leaps and bounds. However, the synchronous, real-time communication benefits of IM also pose inherent risks. Because IM solutions are based on a client-server architecture and messages are routed through public networks, there are no built-in security controls. Sensitive corporate data could be transmitted, and copyrighted materials and MP3 files could be exchanged easily over IM networks. Risks of sexual harassment, racial abuse and identity theft via IM could also expose organizations to costly litigation.

According to Maury Rindler, program director for collaborative services at NCR, an estimated 5,000 globally dispersed employees out of a workforce of more than 29,000 worldwide were early adopters of public IM, using it for collaboration, knowledge sharing, project management and problem solving. Many other NCR employees recognized the value of IM but were looking to IT for guidance given the risks of misuse. Industry “IM experts” were warning of the “coming disaster” if companies allowed unmanaged public IM usage.

“The file transfer capability of IM is perceived as one of the most significant risks to the security of a company,” Rindler says. “E-mail applications have already added attachment scanning and firewall features. With IM you can bypass all that.”

Rindler believes that the evolution of IM technology from the consumer world to the business world appears to have genuine productivity and efficiency benefits that can be leveraged. NCR senior management needed to be convinced that IM made good business sense, and that it should be embraced with the right controls in place.

“From an ROI perspective, industry research by Gartner validated actual cost savings of IM through reducing long-distance telephone usage,” recalls Rindler. “We took a conservative slice of Gartner’s numbers and applied it to our internal phone bill, then extrapolated what that would mean in the larger NCR world. We knew that imple-

menting IM correctly was going to take some amount of money. The tangible ROI numbers, coupled with feedback from our early adopters about how beneficial IM was to their jobs, helped management commit to allowing these 5,000 early IM adopters to continue using it, but in a safe, secure way.”

Results

Bottom line, IM Director enables NCR to realize the benefits of IM while protecting the company from the risks of the technology such as peer-to-peer file transfer. “The 5,000 early adopters of IM represent about 15 percent of our user base. We’re now focused on implementing the infrastructure to support up to 20,000 users.”

Rindler acknowledges some of the greatest benefits to NCR employees and the organization as a whole are more timely communication, tracking people down more easily, faster response to questions, and reducing the frustrating exchanges of telephone tag, voice mail, and multiple emails back and forth.

“NCR is a global company, and we have project teams and support teams spread out around the world. It’s not uncommon for people to be on conference calls. It’s frustrating when you make a phone call expecting to find someone at their desk and get their voice mail instead. That person might very well be at their desk, but could be tied up in a conference call. That’s not to say, however, that they can’t answer a quick question or two via IM, or at least acknowledge when they’ll be available to talk.”

Rindler concludes, “IM generates significant business value through enhanced communication, productivity, efficiency, and teamwork. And from an IT perspective, IM Director software helps us rest easier knowing that we have the security controls in place to eliminate the risks of IM while reaping the rewards.”

About FaceTime Communications

Founded in 1998, FaceTime Communications is the leading provider of extensible real-time security and management solutions that address network and information security, regulatory and corporate compliance, and call center customer service. FaceTime's award-winning solutions are used by over 350 customers, with over 50 percent of the largest global 100 financial institutions, including seven of the eight largest U.S. banks. Hundreds of customers worldwide, including Dominion Energy, NCR, Standard Bank London, Thomas Weisel Partners and Wachovia Securities among others rely on FaceTime solutions. FaceTime has strategic partnerships with all leading public and private IM network providers, including AOL, Microsoft, Yahoo!, IBM, Bloomberg, Jabber and Reuters.