

ContentWatch Offers Online Protection

Weber BMW in Fresno, Calif.

About 18 months ago, Weber BMW, a successful Fresno, Calif., car dealership with 76 employees, noticed they were bringing more than customer traffic into their doors. With 53 computers in the business, they noticed they were increasingly bringing Internet viruses, spyware and adware onto their company computers.

Further investigation showed that at least some of the malicious viruses were caused by inappropriate content being downloaded onto the workplace machines.

Like every company, Weber BMW understood the liability issues of having employees potentially faced with inappropriate content during their hours at work. They were also worried about the productivity cost of having viruses affect their business computers. But even more than most companies, a car dealership has computers that are clearly visible to customers in nearly every area of the company during all business hours. Maintaining the appropriate use of these computers is especially key.

Weber BMW outsources its computer and Internet functions to a technology service provider, Central California Internet Services (CCIS – at www.centralcal.net). It was the company's CCIS representative, Jon Johnson, who recommended using Content Watch's ContentProtect.

Why did he make this recommendation?

"When I evaluated the various product options for Weber BMW and various of my other customers, it was the interface that initially sold me," Johnson said. "The management screens are terrific. From one screen, I can see what any employee is doing on any computer, company wide."

"The flexibility ContentWatch gives me—coupled with the interface and the surprisingly low price—made this product not only an easy recommendation, but essentially the only really good recommendation for a company of this size."

Weber BMW controller Joe Garcia reports that the company's experience with ContentWatch has been entirely good.

"Our employees understand why we need to protect our computers," he said. "Initially, a couple of our most computer-savvy employees found a loophole—they were able to get onto the web through our dealer management system, since it's browser based (using terminal services from a server beyond Weber's control.). But the ContentWatch interface makes it easy to add or delete the sites



we want our employees to be able to access, so it was fairly easy for us to close the loopholes back down.”

“Our purchase of ContentWatch recouped itself easily on just the increase in productivity in the use of our time,” Garcia added. “Now when we walk around the dealership, we know what our employees are looking at and we know the material is work related. Our dealership is much more efficient, and we feel much more secure in our ability to protect the customers who see our computers as well.”



These days, Weber BMW can rest assured that the only Internet traffic they bring into their dealership is the data and information that is driving their business success.