



ROI: Making a positive impact
GFI WebMonitor™
Web security, monitoring and Internet access control

GFI WebMonitor™ can deliver very good ROI (return on investment).
In this document we highlight how to calculate the cost savings
you can achieve through GFI WebMonitor.

Introduction

You can easily justify the cost of GFI WebMonitor. Savings can be both direct (productivity gain, lower bandwidth fees) and indirect (loss of reputation, lawsuits etc). Below we highlight some calculations and statistics to justify the spend on GFI WebMonitor. Indirect costs are much harder to calculate, however it is good practice to be aware of the costs which could result from a lack of enforcing an Internet Acceptable Usage Policy.

Go through the below and calculate values for your organization. When you're done add the totals in the table below to come up with a real value of the potential savings through GFI WebMonitor:

GFI WebMonitor savings

| Cost Category | Savings (\$) |
|----------------------------|--------------|
| Leisure Browsing Savings | \$ |
| Bandwidth Cost Savings | \$ |
| Loss of Business Savings | \$ |
| Security Savings | \$ |
| Phishing Attack Savings | \$ |
| Legal Liability Savings | \$ |
| Loss of Reputation Savings | \$ |
| Total Returns | \$ |

GFI WebMonitor costs

| Cost Category | Savings (\$) |
|----------------------------------|--------------|
| Software Subscription / Licenses | \$ |
| Hardware | \$ |
| IT Labour Costs | \$ |
| Total Investment | \$ |

$$\begin{aligned} ROI &= (\text{Return} - \text{Investment}) \div \text{Investment} \\ &= (\text{Total Returns} - \text{Total Investment}) \div \text{Total Investment} \end{aligned}$$

Productivity loss costs

- » How many times do you engage in vigorous chats with friends or loved ones via Gmail, Yahoo! or Facebook which last a few minutes?
- » How often do you check your Facebook account at the office? Twice a day? More often?
- » How often do you tweet or follow your Twitterers? How often do you click on links that are posted?
- » Do you check the local news headlines? And international ones? On one website or on more?
- » How many times do you get caught watching viral YouTube videos, and cannot resist the urge to watch another and another video?
- » How many times do you watch your eBay bids?
- » Have you ever booked a vacation at the office?

These are only few of the online temptations which all users are exposed to with uncontrolled Internet access. How many of the above does it take to accumulate an hour on leisure browsing a day?

Research by IDC shows that the average user spends more than two hours a day being unproductive (besides break time), with most of those hours spent browsing the Internet for personal reasons.

At an average salary of \$15/hour for an employee, you only need to **recuperate 1 hour of productivity loss per year** to cover the cost of GFI WebMonitor for a single user – and we are quite convinced that with GFI WebMonitor in place, many hours per month will be gained.

With a conservative estimate of half the employees in a **50-user** company spending an hour a day on leisure surfing, the cost savings with GFI WebMonitor add up to nearly **\$100,000 a year**.

\$15/hour multiplied by 25 users in a company adds up to cost savings of **\$1875 per week!**

You can easily work out the cost savings for your company:

Leisure Browsing Cost = Average pay x number of employees x (hours spent leisure browsing)

Leisure Browsing Cost = \$_____ x _____ x _____ (hrs/day) x 5 days x 52 weeks

Total Cost Savings = \$_____

You'll probably never eliminate all leisure browsing (and you don't want to, really, because that would cause irate and frustrated users), but you can easily make a cost saving of 50% on your leisure browsing costs.

Bandwidth costs

How much of your business is being conducted online? And who is hogging your bandwidth with useless downloads? Streaming Internet radios or video? Watching YouTube? While your Internet connection is struggling to meet the demand? And are your vital Internet services such as remote connectivity also suffering? How much business are you losing? Or how much is your bandwidth cost being inflated uselessly?

We calculate that with GFI WebMonitor in place you can implement bandwidth optimization policies which reduce your bandwidth consumption by at least 10%. So that's a quick 10% reduction of your monthly bandwidth bill. With the monitoring and limiting features of GFI WebMonitor, you can ensure you don't have spikes which will result in out-of-the-ordinary costs.

Bandwidth Savings = 0.1 x Current monthly bandwidth cost

Bandwidth Savings = \$_____

Loss of business costs

Have you calculated the cost of getting your domain blacklisted for spam distribution if malware infected PCs in your organization start to distribute spam? Have you calculated the loss of business if you can no longer send emails? Can you even imagine doing business without email?

What if copyright material is found on your organization's computer? FACT (Federation Against Copyright Theft) and similar organizations actively pursue users who are committing copyright fraud, including users who are distributing copyrighted material. They have the power to seize your company's assets such as PCs and servers, which could result in serious loss of business and loss of reputation.

Do you really know whether your users are actually using or distributing copyrighted material via Torrents or other common web software?

Loss of Business Savings = \$(tens of thousands)

Loss of Business Savings = \$_____

Security and cleanup costs

How is a normal user able to determine an infected website from a non-infected website when so many legitimate websites are exposed to hack attacks? What if PCs in your company become part of a botnet at the control of hacker and are used to conduct attacks on other online targets? How much time is wasted to clean up infected user machines?

This kind of infection occurs quite frequently; the probability of it occurring is around 60%. You have six to eight hours of lost time to clean up the machine, with both the IT person and the end-user being unproductive in the meantime.

Prevention is better than cure. And you can't feel safe just by having antivirus engines in place. The effectiveness of an antivirus vendor depends on the reaction time to the latest threats, and their coverage of latest threats.

You need to ensure multiple security engines are in place to cover every angle – that way you don't incur costs due to malware.

Security Savings = \$average pay x number of employees x 6 hours x 0.6

Security Savings = \$ _____

Phishing attacks costs

Phishing attacks are one of the largest risks that an organization is exposed to. If the bank details of your organization are stolen through a crafty attack, serious financial loss could occur. Phishing is an all too common method of fraud, and lots of organizations have lost hundreds of thousands of dollars through phishing attacks. A few organizations who have been defrauded through phishing attacks are listed below, with the corresponding loss. The likelihood of this occurring is around 3%, which is a significant risk given the amount of financial loss which could occur.

\$800,000 – Hillary Machinery

\$680,000 – Catholic Diocese of Des Moines, Iowa

\$588,000 - Patco

\$700,000- Western Beaver County School District

\$560,000 - Experi•Metal, Inc.

\$465,000 – Village View Escrow

\$440,000 – Choice Escrow

\$415,000 – Government of Bullitt County, Kentucky

\$378,000 – Town of Poughkeepsie, New York

Phishing Attack Costs = \$500,000 (estimated)

Phishing Attack Costs = \$500,000 x 0.03 = \$15,000

Security Savings = \$ _____

Legal liability and compliance costs

Have you considered the legal implications and repercussions of pornographic material being available on your network? What if your company is audited and users are found to be using pirated or cracked software? Do you need to be CIPA-compliant?

The cost of litigation and legal fees can quickly run into hundreds of thousands of dollars.

Legal Liability Savings = \$(hundreds of thousands)

Legal Liability Savings = \$ _____

Loss of reputation costs

Have you considered the public relations disaster you could be exposed to if a sexual harassment lawsuit was filed? Or another kind of lawsuit and any related bad press? What if you get infected or blacklisted, or it is featured that your servers have been hacked and may be themselves distributing spam and malware?

Loss of Reputation Savings = \$(hundreds of thousands)

Loss of Reputation Savings = \$_____

About GFI

GFI Software provides web and mail security, archiving and fax, networking and security software and hosted IT solutions for small to medium-sized businesses (SMBs) via an extensive global partner community. GFI products are available either as on-premise solutions, in the cloud or as a hybrid of both delivery models. With award-winning technology, a competitive pricing strategy, and a strong focus on the unique requirements of SMBs, GFI satisfies the IT needs of organizations on a global scale. The company has offices in the United States (North Carolina, California and Florida), UK (London and Dundee), Austria, Australia, Malta, Hong Kong, Philippines and Romania, which together support hundreds of thousands of installations worldwide. GFI is a channel-focused company with thousands of partners throughout the world and is also a Microsoft Gold Certified Partner.

More information about GFI can be found at <http://www.gfi.com>.

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