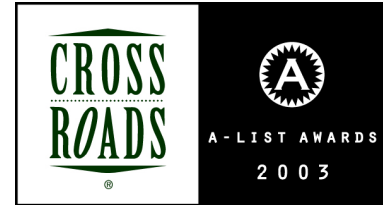


IMlogic, Inc.

Boston, MA

IMlogic IM Manager

➤ Instant Messaging Infrastructure for the Enterprise



CUSTOMERS AT WORK

IMlogic customers are Fortune 100 and mid-cap financial institutions facing regulatory constraints. Common strategic objectives included:

- Bringing the organic growth of various instant messaging networks into the realm of corporate IT
- Complying with SEC and NASD regulations
- Supporting the newly understood productivity of instant messaging

WHY IMLOGIC?

Individuals brought the productivity of instant messaging into the workplace without going through the IT department. Now that IM is being used on a large scale, corporations are forced to face the downside. IMlogic IM Manager addresses the business risks of IM growth, including unmonitored IM usage, anonymous user-provisioned screen names, indiscriminate use of IM, security vulnerabilities, and inability to meet archiving and compliance requirements. IM Manager brings IM into the purview of IT management, alleviating control, security, and compliance concerns. It does so by serving as an IM proxy, giving managers the ability to map employee screen names to corporate identities, allowing IT managers to control and secure employee access to IM networks, and automatically archiving and logging IM conversations.

COMPANY INFO

IMlogic is a private company with 30 employees.

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BUSINESS IMPACT

Near-term value: Instant messaging has lent itself naturally to fast-paced decision making and customer communication in the financial services industry and other businesses with geographically dispersed teams. In many cases, IM is a more cost-effective and time-sensitive communication vehicle than either the phone or email. Yet IT departments were forced to try to block IM usage because there was no way to control and secure IM messages or to comply with new regulations regarding retention of communications records. Frustratingly, blocking ports never stopped anybody but the most conscientious users, exposing the company to risk. Now, IMlogic customers can authorize certain employees or groups to use IM, block unauthorized users, govern the use of public networks, and monitor and archive all traffic.

Enterprise innovation: Now that IMlogic's archiving and monitoring technology has made IM usage compliant and secure, companies are looking forward to leveraging the productivity gains of IM to communicate with the help desk.

Technology gains: Customers are integrating with LDAP and directory services to determine users' access rights to IM networks and to determine reviewer rights. Reviewer rights allow managers to review and monitor only those messages belonging to a certain cost center. This functionality was critical to financial services companies with privacy issues around customer data.

SUCCESS FACTORS

Project strategy: Reference customers typically chose a phased approach starting with a subset of users on the public networks such as AOL, Yahoo, and MSN, then expanding to include more users and other networks. Give end users ample warning about and rationale for the switch to a monitored, corporate-sponsored style of IM. Message footers should include an alert so customers and other third parties are aware that traffic is flowing over a corporate network.

Skills: In addition to staff with strong email and directory skills, the project team should include networking staff familiar with proxy servers.

Resources: IMlogic services can expedite an implementation.

Fit: IMlogic is a good fit for any large company where employees must continually communicate on a time-sensitive basis.

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ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.