

## Traffic Inspector stands on guard for SMB companies

Learn how small and medium-sized businesses can boost their employees' productivity. One of our customers, Zelenostroy LLC, share their experience



### CASE

Every business owner wants their company to grow, be profitable and work effectively. One of the prerequisites of a company success is professional and hardworking employees. However, statistics show that not all employees are honest and fair. Some of them spend 50% of their office hours hanging out on social networking sites, downloading movies and watching Youtube videos, etc. Employees do not do their job and that undermines the company's efficiency and leads to lost profits. That explains why most employers are inclined to consider Internet access control a necessary evil, even though the subject itself causes a lot of debate.

### SITUATION

The head of Zelenostroy, Vladimir Ovchinnikov, is convinced that employee control is the reason of his company's continued success over the last six years. The company installed CCTV cameras that monitor what every employee is doing and all that is happening in the office. The company's transport is also equipped with GPS navigation units and dashboard cameras.

Last year Zelenostroy focused on the issue of Internet access control and monitoring. It's a common and effective deterrent - if an employee knows their activity is being monitored, they will avoid visiting social networking sites, reading news or otherwise wasting their time.

### SOLUTION



Traffic Inspector was chosen as a software product that can solve all the issues related to security and traffic control. This software features the tools for easy traffic accounting and restricting access to unwanted or inappropriate web resources. In addition to that, Traffic Inspector protects the office network from the Internet threats.

One feature the company owner liked the most is detailed Internet usage reports. Now, he is always aware about his employees' web browsing habits, about which employee spends their work time entertaining themselves and about who hogs the Internet connection and consumes most network bandwidth.



Zelenostroy is among the leading Russian landscape design companies offering a wide range of products and services. The company specializes in green infrastructure planning and site improvement. In 2012 the local media dubbed Zelenostroy « a green trendsetter» because of its activities in Kolomna and nearby Moscow region towns.



“ It's good that Traffic Inspector is not as difficult as we thought. Quite the contrary, the program is convenient, easy-to-use and stable. Even the mere realization that there is a monitoring system makes employees much more disciplined.

says Vladimir Ovchinnikov