

Theft of Company Leads and Customer Lists

CASE STUDY

> Overview:

A New England marketing firm became aware that some of its key customer lists were making their way into competitor's hands. The cost of the lists coupled with the loss of revenue was costing the company tens of thousands of dollars.

> Business Need:

The company was in dire need of stopping the loss of its customer lists without making the entire organization feel as though they were suspect. The difficulty here was in knowing that the leak was coming from within, and keeping the rumors to a minimum was essential.

> Solution:

With Webwatchers ability to capture all keystrokes typed tracking down the source of someone creating lists documents is simple. Even if these list are then sent out through a web based email account. In addition to capturing keystrokes the company could also grab screen shots of any files entered by setting Alert Words to these list titles which would then take a screen shot as soon as they were accessed.

> Benefits:

Within 5 days of installing WebWatcher the person responsible was identified and subsequently terminated. What took months to unfold was ultimately resolved in a fraction of the time.

