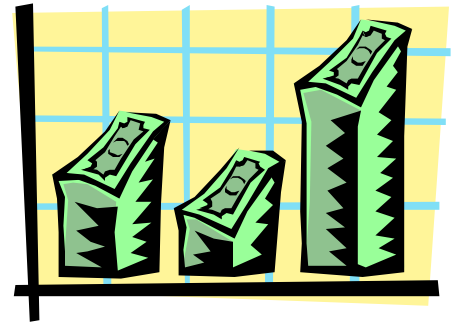


Bottom Line Cost



PERSONAL E-MAILS BY EMPLOYEES¹

- Almost ____% of business e-mail users surveyed receive ____ personal e-mails per day.
- More than ____% send as much as ____ personal e-mails per day.
- Nearly ____% send up to ____.

VOLUME

- The average corporate e-mail user spends _____ a day processing e-mail, including personal communications and SPAM (and) commonly receive ____ messages a day.²
- In 2005, advertisers are expected to send some _____ e-mail messages – 2³ times the number of e-mails sent last year – and more than _____ for each e-mail subscriber.³

ESTIMATING YOUR LOSSES

If each employee wastes an average of _____ minute per day (one-quarter hour) on unnecessary, personal, or inappropriate e-mail, how much does it cost you per year?

Use the one-quarter hour per day estimate in the following formula to estimate what poor e-mail practices cost your organization every year. The formula is based on a per employee average of 220 workdays per year and a \$30,000 annual salary.



$$.25 \times \text{Number of Employees} \times 220 \text{ days per year} \times \$30,000 = \$ \underline{\hspace{2cm}}$$

¹ Vault.com

² Ferris Research

³ Jupiter Research

Legal Implications

E-MAIL ABUSE

Of workers who use e-mail⁴:

- ___% exchange politically offensive messages at least once a month.
- More than ___% send some type of politically incorrect or offensive e-mail.
- ___% admit to viewing or sending adult oriented e-mail.



VIRUSES BY E-MAIL

Viruses can destroy records that are legally required to be maintained. Furthermore, they can be very costly to your organization.

The "I LOVE YOU" virus caused \$_____ in damage and affected _____ computers worldwide.⁵

How to Avoid Them

HOW COMPANIES ARE RESPONDING

- In July 2000, Dow Chemical fired 50 employees for inappropriate e-mail use.
- 20% of employers restrict e-mail/Internet usage
- 52% of Fortune 100 companies have an acceptable e-mail policy
- 60% of Fortune 100 companies have disciplined employees for Internet abuse

WHAT YOU CAN DO

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-
-
-



⁴ NFO Worldwide, PC Week, and the American Management Association

⁵ E-Commerce Times

⁶ Strategic Surveys, PC Magazine, The Aberdeen Group, Data Quest, Vault.com

Guidelines for Setting E-mail Policy that Everyone Follows



BACKGROUND

“Harassing or obscene messages, copyright violations, or libel and slander have all been found to be ‘smoking guns’ in court battles. In addition, confidential company data has been sent by employees to others outside an organization in violation of the organization’s policies.”⁷

OWNERSHIP

- Records management policies and procedures
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ISSUES

Legal Issues

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Litigation Issues

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Business Issues

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User Issues

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-

System Issues

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-

Management Issues

-
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⁷ Guideline for Managing E-mail, ARMA International, 2000, p. 8