

Stoops Freightliner Gets FaceTime with Truckers on Facebook and Twitter

CASE STUDY



ABOUT UNIFIED SECURITY GATEWAY™ (USG)

- Enforces corporate Web usage policies through block, allow or personalized “coaching” and customizable filtering categories.
- Simple to install, integrating into existing network infrastructures with zero latency.
- Secures real-time content across all communications channels, preventing inadvertent or malicious leakage of information.
- Protects against inbound and outbound threats (SpIM, spyware, rootkits, worms, botnets and Trojans).
- Allows tamper-proof logging and archival of IM and UC conversations and file attachments.
- Provides visibility, and application level control for more than 4,000 Internet and Web 2.0 applications, including social networks, IM, P2P, IP TV, and Virtual Worlds.
- Moderates, manages, and archives social networking traffic from Facebook, Twitter, and LinkedIn.
- Provides granular control of 95 features across Facebook, LinkedIn and Twitter.
- Control more than 40,000 applets on Facebook by category, time of day, user, and group.
- Monitor and control content posted to Web 2.0 sites and over webmail, including flagging policy violations.
- Controls inbound Web content, including blocking elements of Web content or media that falls outside established policy.
- Time and bandwidth allocation quota setting across Web and real-time communications.
- Detailed analysis reporting by employee browsing, application usage, time spent, data downloading and IM content transferred.

Truckers are among the most connected class of workers in the country, with 95 percent of them carrying laptop computers and mobile devices to log onto social media sites while they’re on the road. So, for Stoops, one of the largest medium and heavy duty truck dealers in North America getting online with their customers was a must. And doing that in a safe and controlled fashion was key.

Stoops Freightliner is one of the largest heavy and medium-duty truck dealers in North America. The sales and marketing team knew that to realize the benefits of social media, they’d need to allow customers direct access to Stoops sales representatives through Web 2.0 sites and provide an online destination for the trucking community to get information, service options, and, of course, easy access to information about truck and trailer inventories. Stoops IT Manager, Mark Nelson, turned to FaceTime Communications for help.

In an enterprise roll out that comprised of the launch of a new web site, a Facebook fan page and a presence on Twitter supported by the company’s wide area network at the beginning of 2010, Mark needed to find a new approach to delivering granular and controlled Web and social media access for authorized employees.

While there are other truck dealerships that use Web 2.0 sites for marketing, Stoops is the only organization with an enterprise network that now connects all seven of its dealer locations as well as its Indianapolis headquarters. In opening up their network to provide communications with social media sites, Stoops made a wholesale change to their Internet and Web 2.0 access policy. Companywide, Stoops has more than 450 computer users working two shifts, with diverse responsibility for parts management, sales, and administration. Prior to the launch of the new network, the only way to access social media sites was from a separate machine not connected to the corporate network. Now while each user has Web access, only 10 percent of those employees have the need to use social media sites like Facebook, Twitter, and YouTube as part of their role.

“I had two priorities – firstly filtering web content for malware, viruses and also inappropriate messaging was key – and implementing the access policies that were set by each department about who was allowed to go where, and do what was my second” says Mark.

Harnessing Web 2.0 to Connect with Customers

In opening up Web access to the corporate network, Mark required that his solution both filter Web content to protect users and ensure that employee productivity didn’t suffer with the thousands of Web 2.0 applications now available for download. Stoops selected the Unified Security Gateway (USG) from FaceTime Communications, which delivered a number of immediate benefits:

- Out-of-the-box setup with immediate granular control of social networking traffic;
- Blocking of malware and viruses from social media and Web 2.0 sites;
- Control and filtering of Web access, including white-listing Web sites; and
- The ability to manage social networking applications sites at a granular level, with the control of access to time and bandwidth wasters like Farmville and Mafia Wars.

Placing Control in the Hands of Department Managers

Each Stoops department assesses its specific Internet needs, including which employees require Web access, and the type of access to social media sites like Facebook and Twitter, as part of their job responsibility. As Mark says, “It’s not up to IT to approve; we implement the policies defined by the department, but we do look at these policies to assure there are no risks in enabling access, and then we do what we can to minimize our exposure to online risks.”

Nelson’s IT department does provide monitoring and reporting for individual departments. FaceTime’s USG’s enables department managers to view their team’s usage through a secure “reporter” account. The Human Resources department also has access to companywide reports so they can track trends throughout the organization – from suspicious activities to productivity issues.

“If you talk to anyone in the company, they all want access to Facebook,” said Mark. “In IT, it’s not our role to be telling employees where they can and can’t go from a productivity standpoint. That is clearly a management responsibility and we’ve implemented approval chain procedures to gain Web access. Our job is to keep that access safe.”

Building on a Solid Social Media Foundation

Stoops Freightliner’s social networking program has been picking up momentum. The company already has more than 400 Twitter followers and is amassing a big fan following on Facebook. Stoops’ GMC dealerships also are experimenting with target marketing and advertising on YouTube to drive consumer traffic.

And Mark Nelson is pleased with his deployment of FaceTime’s USG to secure the social networking program. “Once we had made an assessment as to the best way to deploy the USG, it worked right out of the box. We deployed the VMware virtualized server version and after we configured it in the network it performed perfectly.”

Stoops’ IT group did assess other options to secure its new social networking program, including looking at a number of traditional Web filtering solutions that would simply control access to specific Web sites. However, FaceTime’s USG was the only solution that was capable of granularly filtering and managing Web 2.0 and social networking traffic.

As Stoops’ social media management strategy evolves, the IT team has plans to make use of other features incorporated into the USG, including deploying bandwidth control to manage YouTube streaming, so that their other core services don’t suffer and as Mark says “We will continue to take advantage of the granular control the USG provides for social media applications to make sure users remain productive and secure as no doubt our usage and strategy evolves.”

Truckers Travel the Social Networking Highways

Truckers are among the most active users of social media, using Facebook and Twitter to connect with each other, their family, suppliers, and vendors. Almost all truckers carry wireless laptop computers, and even though federal regulations have banned the use of text messages while driving, truckers also use their mobile phones and handhelds to connect via Facebook and Twitter. There is any number of social media sites that truckers access:

TheTruckersReport.com: This is one of the most popular social media and forum sites out there for truck drivers. The highlight of the site are the forums where anyone can post a question, request information about routes, access industry news, or even just talk to other truck drivers from around the world.

LifeOnTheRoad.com: This is a collaborative blog that accepts articles and guest posts from all aspiring truck driver writers. They share their thoughts, stories, and opinions on a variety of topics, from everyday life to the latest gadgets and even the latest transportation legislation.

TruckersForum.net: Also a popular online destination, TruckersForum.net helps truckers stay on top of industry news, jobs, and the latest legislation affecting the transportation industry.

Facebook and MySpace: These are the most popular sites to stay in touch with the folks back home, as well as one another. There are a number of discussion groups specific to truck drivers and heavy duty trucking.

Twitter: Twitter has rapidly become the digital feed for truckers, like an online version of CB radio chatter. The good thing about Twitter is that it is archived and searchable, and available to anyone in the Web. Some truck drivers use Twitter as a method to keep family members up to date on day-to-day activities, while others use Twitter to follow news feeds or even post pictures of their journeys.

FaceTime Communications secures and controls access to all these social media outlets by:

- Managing access to and use of applications within social networking sites like Facebook according to established acceptable use policies
- Lower the risks from inbound threats from viruses and malware.
- Moderate content posted to Facebook, LinkedIn, and Twitter.
- Provide granular control of features in Facebook, LinkedIn, and Twitter, such as access to online games.
- Provides a single point of administration, including enablement, access management, security, and control of web and real-time channels.
- Protect investment in security today by providing a platform on which future web-borne threat prevention can be built

About Stoops Freightliner

Stoops Freightliner is one of the largest dealers in North America with six locations in both Indiana and Ohio. Stoops offers a complete line of Freightliner, Sprinter, Timpert and Western Star Products in addition to selling new and used hoppers. Its portfolio of products and services includes truck and trailer sales, parts and service and collision repair.

About FaceTime Communications

FaceTime Communications enables the safe and productive use of Unified Communications and Web 2.0 – including social networks, blogs and instant messaging, Ranked number one by IDC for five consecutive years, and visionary by Gartner, FaceTime’s award-winning solutions are used by ten of the top ten US banks, and worldwide for the security, management and compliance of real-time communications. FaceTime supports or has strategic partnerships with all leading public and IM network and unified communications providers, including AOL, Google, Microsoft, Yahoo!, Skype, IBM and Cisco.

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