IMlogic

Business Challenge

Must comply with regulatory requirements as set by the Federal Energy Regulatory Commission (FERC) and the Securities Exchange Commission (SEC) on all electronic conversations including Instant Messaging (IM).

Solution

An enterprise-class IM management solution using IM Manager 5.0, MSN Messenger, AOL Instant Messenger and SQL database storage on 8,000 desktops in multiple geographical locations.

Why IM Manager?

Leveraging existing business-critical IM communication solutions while ensuring regulatory compliance. Minimizing costs while providing stability and scalability.

Key Benefits

Meeting regulatory compliance with minimal impact on existing IM solutions; Scalability as the number of users continues to increase; Security features for an eventual company-wide roll out.

IM makes it possible
IMlogic makes it work

Public Energy Supplier Achieves Regulatory Compliance and Security While Maintaining Priceless Business Communication Vehicle

"IMlogic IM Manager is truly an enterprise-class IM management solution, bringing centralized control, reporting, and security to [our] previously unmonitored enterprise IM usage. IM Manager provided [us] with all the tools needed to embrace the benefits of IM while minimizing the risks and challenges associated with this form of communication."

—Business Line Compliance Manager

With trade floor brokers and schedulers using Instant Messaging (IM) every hour of every day, IM quickly became a business critical application for this Energy Giant. At the same time, the Securities and Exchange Commission (SEC) and the Federal Energy Regulatory Commission (FERC) were taking greater notice about electronic conversations and considering their usage, liability, and need for retention. Not wanting to step backward in communication mediums, this company was faced with not only setting up standards that met regulatory compliance, but also with a mixed IM client and multi-platform environment.

Regulatory compliance was the catalyst invoking this project, but two additional requirements were scalability and security as they continue to expand the number of users company-wide from 400 to 8,000 over the next year. To address all three of these concerns simultaneously, what was needed was an IM management solution that would embrace their existing solutions, provide scalability and also address the necessary control features for security.

With energy trading, like all commodities, time is of the essence, and the ability to communicate in real time is critical to profitability. However, as with any communication vehicle; telephone, e-mail, or instant messaging, energy companies need to have a mechanism to audit discussions to resolve questions and partner disputes with a corporate record of a conversation. To continue to provide the traders and schedulers real-time instant messaging and a compliance safe system, a solution was needed to capture, log, and archive all instant messages in a searchable format to protect the Energy Giant and its employees from potential future disputes.

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Leveraging its Business–Critical IM Solutions

IMlogic IM Manager was chosen because it was the sole software solution that could achieve the compliance needs of the business while maintaining the value and end-user expectation of a real-time, mission critical communication system. IM Manager also supported the range of public IM clients like MSN, AOL and Yahoo! and could be used for enterprise systems like Microsoft Live Communications Server and IBM Lotus Instant Messaging and Web Conferencing.

Compliance and Security as Key Corporate Objectives

While compliance was a huge priority for Business-line Managers and the IT team, the importance of IM management was a new idea that had to be sold to a whole spectrum of IT administrators and end-users within the company including the head of trading, customer relationship managers, application development, and infrastructure specialists. It quickly became clear that IM Management fit into corporate objectives well.

Costs, Scalability and Integration as Key Technical Objectives

From a technical perspective, three objectives had to be met:

Minimize the investment costs associated with implementing an IM management solution. In order to keep technical costs under control, a solution that didn't require the purchase of additional servers or hardware was needed. IMlogic's scalability enabled the installation of IM Manager without the need for new and expensive servers.

Minimize potential downtime caused by deployment. Deployment had to take place quickly as the user audience was large and IM usage was rapidly growing. IM Manager integrated with the company's Active Directory and was compatible to a push-technology installation solution already in use at the company. Deployment could be monitored from a central console without having to move from desk to desk and alerts could be sent to the central network monitoring solution via SNMP.

Leverage existing infrastructure through seamless integration. A solution that would integrate with database platforms and IM clients already in place was non-negotiable. IM Manager easily integrated with the SQL environment and the public IM clients in use – Microsoft MSN Messenger and AOL Instant Messenger.

IM Manager Implementation Benefits

- Worked with all public IM clients already in use – out of-the-box

- Provided robust management capabilities to meet compliance regulations

- Leveraged existing platforms – SQL

- Scaled flawlessly – Rollout to 500 sites in 3 months, to grow to 8,000 within one year

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About IMlogic, Inc.

IMlogic, Inc., headquartered in Waltham, Mass., is a pioneer in delivering enterprise-class infrastructure software that enables companies to control and leverage the use of Instant Messaging (IM), the world's fastest growing communications medium. IMlogic's strategic vision provides organizations a comprehensive approach for incorporating IM capabilities in business-critical communications and applications. The company's first offering, IMlogic IM Manager, lets enterprises secure, control and report on IM usage, while satisfying regulatory and compliance requirements set by HR and government agencies (SEC, HIPAA). IMlogic is backed by leading venture capital firms Venrock Associates, General Catalyst Partners, Kodiak Venture Partners, and Goldman Sachs.

"The lynchpin to our IM management infrastructure is IMlogic's IM Manager. IMlogic IM Manager is truly an enterprise-class IM management solution, bringing centralized control, reporting, and security to [our] previously unmonitored enterprise IM usage. IM Manager provided [us] with all the tools needed to embrace the benefits of IM while minimizing the risks and challenges associated with this form of communication."

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IMlogic's unique technology partnerships and IM Manager's licensed connectivity with IM networks provided the highest level of reliability and the flexibility to work with the IM clients of choice. The software's tested scalability provides the high level of performance required to continue to roll out the software to 8,000 users company-wide. Finally, the software's ability to leverage the existing corporate directory made installation and deployment a straight-forward process through a zero-client configuration. By using IM Manager, Active Directory was leveraged as was the SQL database, firewall technologies and the IM clients of users' choices – Microsoft MSN Messenger and AOL Instant Messenger.

For more information on IMlogic IM Manager, contact IMlogic at *sales@imlogic.com* or visit *www.imlogic.com*.

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