

# Ipswitch Network Management Division Survey Reveals 42% of Employees Spend Over an Hour a Day Undertaking Online Shopping

Submitted by: Ipswitch

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Further results reveal over a quarter of businesses have no idea how long employees spend Christmas shopping online

Lexington, Mass December 14, 2011 Ipswitch Inc.'s Network Management Division, developer of the WhatsUp Gold (<http://www.whatsupgold.com/>) suite of innovative IT management solutions, today released the results of a survey of some of its 100,000 customers which asked how long employees are spending shopping online in the lead up to the holidays. From those polled, 28.3% didn't know how long their employees were spending online undertaking Christmas shopping. Out of those that did track activity, 42% found that staff were spending more than the average lunch break undertaking Christmas shopping online, hitting business productivity and the bottom line of the company.

Shopping online is becoming the de facto route of choice for many during the festive season. comScore, a leader in measuring the digital world, earlier reported ([http://www.comscore.com/Press\\_Events/Press\\_Releases/2011/11/Cyber\\_Monday\\_Spending\\_Hits\\_1.25\\_Billion](http://www.comscore.com/Press_Events/Press_Releases/2011/11/Cyber_Monday_Spending_Hits_1.25_Billion)) that holiday season spending thus far had topped \$15 billion in the US alone, marking a 15-percent increase over last year. The now infamous 'Cyber Monday' reached \$1.25 billion, up 22 percent versus a year ago, representing the heaviest online spending day in history and the second day on record to surpass the billion-dollar threshold.

Full results to the question "How long do your employees spend shopping online for the holidays?" were:

0 – 30 minutes per day – 13.4%  
30 minutes – 1 hour per day – 15.7%  
1 – 2 hours per day – 15.0%  
Over 2 hours per day – 15.7%  
I don't know – 28.3%  
Our web policies restrict this – 11.8%

"Online shopping is no longer just being done after work hours and it appears that liberties are being taken, with many staff spending up to two hours a day shopping online during working hours," says Ipswitch Network Management Division president, Ennio Carboni. "In addition to lost productivity, online shopping can put additional strain on business-critical network infrastructure, so it is imperative that network administrators are aware of what traffic is flowing around the network."

The WhatsUp Gold IT management platform (<http://www.whatsupgold.com/products/whatsup-gold-core/index.aspx>) and its Flow Monitor (<http://www.whatsupgold.com/products/whatsup-gold-plugins/flow-monitor/index.aspx>) and Flow Publisher (<http://www.whatsupgold.com/products/whatsup-gold-plugins/flow-publisher/index.aspx>) plug-ins offer the kind of in-depth insight into traffic analysis that network administrators would benefit from, particularly during the Christmas shopping peaks. With support for all popular flow protocols including

NetFlow, sFlow, J-Flow and IPFIX, WhatsUp Flow Monitor provides complete coverage of flow-enabled infrastructure devices.

About the Network Management Division of Ipswitch, Inc.

The Network Management Division of Ipswitch, Inc. is the developer of the WhatsUp Gold suite of innovative IT management software. WhatsUp Gold is deployed on over 100,000 networks worldwide and delivers comprehensive network, system, application and event log monitoring and management solutions for small and medium businesses and enterprises. The award winning solution supports a wide range of IT management tasks including automated discovery, mapping, real-time monitoring, alerting, troubleshooting and reporting.

Founded in 1991 and currently celebrating its 20th anniversary, Ipswitch, Inc. is headquartered in Lexington, Massachusetts, and has offices in Atlanta and Augusta, Georgia and Madison, Wisconsin, as well as its European headquarters in Amsterdam, The Netherlands. Ipswitch sells its products through distributors, resellers and OEMs worldwide.

To learn more about WhatsUp Gold, please visit: <http://www.whatsupgold.com/products/download/>

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