



*“Execulink now offers its Internet subscribers reliable protection from the harmful aspects of the Internet while still providing them with fast and efficient access.”*

**Ian Stevens**  
Vice President  
Execulink

### The Need...

Execulink, a large Internet service provider in Southwestern Ontario, was challenged by an increasing number of complaints from subscribers. As with many ISPs, Execulink found that its customers were expecting more from their provider than just access to the Internet. Subscribers were becoming increasingly frustrated with viruses that were infecting their computers and the numerous unsolicited emails filling their inboxes. Additionally, there were many family subscribers, and parents were concerned about the relative ease in which pornographic and inappropriate pages could be accessed.

Foremost in the minds of family subscribers was the method to protect their children. Ultimately, it was to the ISP that many of these subscribers turned. In a competitive market crowded with Internet providers, Execulink recognized that in order to remain a viable ISP, it needed to provide its customers with both access to the Internet, as well as the means to have a safe Internet experience.

### The Solution...

Execulink consulted with Netsweeper to develop a strategy that would resolve customer concerns and problems in a manner which was cost-effective to Execulink. After a thorough analysis of Execulink's network infrastructure, Netsweeper proposed a bundled solution that would offer Execulink subscribers premium virus and content filtering.

The Netsweeper solution allowed subscribers the ability to better protect themselves from Internet threats that enter their computers through emails. More importantly, the content filtering that subscribers could now utilize aided in providing peace of mind to parents with young children, protecting families from the pitfalls of the Internet while allowing them to explore its wealth of information. Because of the scalability and flexibility of the Netsweeper solution, the Implementations team was able to easily customize and deploy the application within Execulink's network environment with minimal impact to existing network infrastructure.



## About Netsweeper Inc.

Netsweeper Inc. empowers organizations to guard against Internet abuse and to offer their end users a secure, productive Internet experience, protected from harmful, malicious and inappropriate content. Netsweeper provides intelligent, network and workstation based web filtering technology to corporations, Internet Service Providers, educational institutions, government organizations and OEM partners worldwide.

### **True ROI:**

Netsweeper provides ISPs with the filtering solutions that allow them to offer value added services to their subscribers. With Netsweeper, ISPs can reduce churn rates and generate new sources of revenue.

### **Immense Flexibility:**

The Netsweeper Filtering solution allows for multiple deployment scenarios and is flexible to accommodate the needs of ISP environments. From global filtering of the entire ISP network to downloadable client versions that allow for multiple parent-child accounts on subscriber computers, Netsweeper provides ISPs with the options to meet their needs.

### **Unparalleled Speed and Accuracy:**

Netsweeper Filtering utilizes advanced AI systems that actively scan the internet and categorize pages on the fly as internet users' request them. The Filtering has been optimized for speed and boasts over 94% categorization accuracy rate.

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## The Outcome...

Execulink now offers its Internet subscribers reliable protection from the harmful aspects of the Internet while still providing them with fast and efficient access. There is no noticeable latency in the Netsweeper security solution. Within six months of deploying Netsweeper's VAS (value-added services) across its networks, Execulink saw 35% of its existing subscriber base signed-up for Netsweeper security services.

After three years, Execulink has added thousands of additional users to its subscriber base. "Since we've installed Netsweeper's VAS security solution, we have greatly reduced our churn rates and seen an increase in our customer loyalty," remarks Ian Stevens, Vice President of Execulink. Mr. Stevens is not only pleased with the results of the Netsweeper solution, but also with the support team that sustains it. "Netsweeper's Support team has been consistently responsive to our needs and questions." Execulink and Netsweeper continue to foster a mutually beneficial business relationship.

## The client...

Execulink plays an important role in Southwestern Ontario's Telecommunications, Cable and Internet industries. It has grown to be one of the largest Internet Service Providers in Southwestern Ontario, as well as a reliable and state-of-the-art, cable company providing quality customer service and programming to many homes in Lambton and Middlesex county. Execulink has been providing local Telephone service for 100 years with central offices in Burgessville and Thedford, Ontario.

