



## Prime Picks

### It's that time of year again when the editors of *Human Resource Executive* announce their choices for the year's top 10 HR products.

*As in previous years, we've recognized those items that made the best use of technology and were the easiest to deploy. The purpose of the competition is to single out products for their innovation, originality and usability. In the course of evaluating them as possible investments for your organization, we recommend you conduct the necessary due diligence. Keeping our criteria in mind, we believe these 10 items have the potential to simplify, not complicate, your jobs.*

*--The Editors*

**PRODUCT:** FastTracker

**SUPPLIER:** Fatline Corp., Boulder, Colo.

**DESCRIPTION:** FastTracker is a Web-based service designed to help organizations monitor and manage their employees' Web usage. The service provides managers with real-time reports listing the Web sites employees are visiting and how much time they're spending on them. FastTracker also delivers reports to employees' desktops summarizing the Web sites they've visited, the amount of time they spent there and whether or not their surfing habits violate the organization's Web-usage policy. FastTracker gives employers the option of blocking inappropriate sites and uses artificial-intelligence software to categorize Web sites based on their content. FastTracker is priced at \$3 per employee, per month.

**COMMENTS:** If you're going to monitor your employees' Web surfing, FastTracker just may be the tool with which to do it, primarily because of the way it encourages employees to police their own behavior by reminding them where they've been on the Web and how much time they spent there. By getting employees involved in the process of limiting Internet abuses, FastTracker may prove that a bottom-up strategy is far more effective than a run-of-the-mill policing approach. The tool is easy to use and the graphics are appealing, especially the colored chart that shows managers which sites their employees are visiting at any moment. FastTracker's artificial intelligence-based filtering software should ensure employees aren't blocked from visiting a site on, say, breast cancer.