

This Issue:

3 Types of Software and How Businesses Use Them

Google Drive is Better with these Chrome Extensions

4 Ways a Managed Service Provider Can Help Your Business

Here Are the Benefits of Using Cloud-Based Document Management

Outsourced Project Management: A Good Option for Small Businesses

Employee Spotlight: Devin Chase

Is Your Business Prepared to Do Away with Paper?

3 Types of Software and How Businesses Use Them



For the modern business owner or executive, making smart business decisions has become a necessity. Margins are small, efficiency is key, and if we were to be completely honest, business is a day-in and day-out grind. In the course of doing business much is made of cost reduction and curtailing inefficiencies that lead to wasted capital. Much is made of collaborative systems that allow for remote access. Much is made of protocol, process, and performance. With so many moving parts in every business, there has to be the “glue” that allows for cohesive actions to be taken. That “glue” is software.

IT is a multi-trillion dollar business (\$3.5 trillion in 2017 according to Gartner), and enterprise software, that is the software that businesses use to conduct business, makes up for around a tenth of it, at \$351 billion. Any way you slice it, software is a significant expense for most businesses. This month, we are going to take a look at the types of software that businesses use most, what they use it for, and how to decide a certain software works for your business.

Business software comes in many types. It includes custom systems, cloud systems, and programs you buy off the shelf anywhere. Businesses have been using software for decades; long before the PC revolution changed the economy forever. Today, there are very few businesses left that don't rely on any software at all. At first software was extraordinarily pricy, but as demand went up, prices went down and now even the smallest business can utilize much of the same software that their enterprise counterparts use.

For our purposes we will split the software businesses use into three separate categories. They are: security, operations, and relationships.

Security Software

We'll start with security software, since without it, you may not even need the other two types. Security software is, as the name suggests, the software you use to keep your organization's computers free from threats. Any computer with an operating system will have some security built in, but for a business, you are likely going to need more, and in some cases, a lot more.

The first thing you'll need to know about security software is that you are in danger. Your data is being targeted by innumerable entities that are looking to steal it from you for their own gains. In fact, for every threat that is developed to breach network security, there has to be a solution created that mitigates it. This fact has led to a massive security market in which consumers, even the IT-savvy ones, are left overwhelmed and scratching their heads.

Some threats include:

- Ransomware
- Phishing
- Viruses
- Malware
- Trojan horses
- Denial of service (DDOS)
- Hackers
- Human error
- Sabotage
- And more...

Conversely, if you are able to stop these threats before they get in to your business' computing network (or onto the PC where you do your business computing), you will have a

(Continued on page 2)

Google Drive is Better with these Chrome Extensions



Google Drive provides its users with a considerable amount of utility. However, when

combined with extensions made for Google's Chrome browser, users have the tools to make their use of Drive's capabilities even more efficient. For this week's tip, we'll go over a few Chrome extensions that your business might find useful...



Read the Rest Online!
<https://dti.io/extensions>

4 Ways a Managed Service Provider Can Help Your Business



How much does your business rely on technology to keep your organization running forward? As

business technology becomes more complex, it's becoming increasingly popular for organizations to have their own internal IT departments to manage and maintain it.

Yet, small businesses don't often have the necessary funds for such a feat. How can your company afford quality IT service? You can start by pursuing managed IT solutions from a managed service provider.

Unlike break-fix IT solutions, which depend on your technology breaking down, managed IT solutions aim to

keep your technology in proper working order, as well as take action to proactively treat issues before they become long-term problems.

Here are some of the best ways that managed IT can help your organization take better advantage of its technology.

Guaranteeing Flexibility

Let's say that you choose to hire more employees for a specific department of your business. This means that you have more users, which can lead to more software licenses needed, more email accounts to archive, more endpoints to secure, and much more. Basically, as your workforce needs change, so too must your managed IT service agreement.

Directive offers scalable solutions that can be customized to fit the needs of your business.

Supplementing In-House Maintenance

Let's say that you do have an in-house technician or a small group of workers dedicated to IT maintenance. They might be able to get most of their work done, but generally speaking, your in-house technicians probably have their hands full. They might have their hands full with acting as help desk support, or they might be too busy maintaining the status quo to help the everyday worker with their technology. A managed IT provider helps to augment and work beside your in-house team to create greater success for your organization as a whole.

Working with Your Vendors

You work with a lot of vendors to give your company the access to the products your organization needs to be...



Read the Rest Online!
<https://dti.io/4wayhelp>

3 Types of Software and How Businesses Use Them

(Continued from page 1)

secure computing environment 100 out of 100 times. This is why it is essential for small business owners and technology executives at larger businesses to understand what they need to do to ensure that threats can be intercepted, destroyed, or avoided completely.

Some examples of security software include:

- **Access control** - As the name suggests, access control provides a construct in which to manage permissions for the people inside and outside of your organization's network to access certain parts of your computing infrastructure.
- **Antivirus** - For good measure we'll add anti-spyware, anti-malware, and any other program that is designed to take the teeth away from any unwanted program on your network or PC. An updated and maintained anti-virus is your best hope if threats somehow make it onto your network or PC.

- **Backup software** - Part of building comprehensive organizational security is having a plan in case a threat gets through. Having a backup system in place is essential; and, today there are enterprise-level software solutions that will help your entire organization protect the data your staff depends on.
- **Firewall** - The firewall is a virtual wall that aims to keep any threats out of your network or PC in the first place. As mentioned above, many computers come with firewalls installed, but an enterprise firewall that is constantly updated and maintained is your best chance to avoid trouble all together.
- **Intrusion detection/prevention** - Intrusion detection is a system that continuously scans your network or PCs for malicious activity or policy violations. Intrusion prevention actively works to mitigate any malicious activity or policy violation.
- **Security information and event management (SIEM)** - A system that provides real-time analysis of any alerts,

allowing administrators to automate the process of threat analysis and logging.

- **Spam protection** - Generally found in a dedicated email filtering solution, or as a part of a unified threat management system (UTM), spam protection deciphers incoming emails and determines which emails are delivered and which ones aren't.

Keeping your network free from threats will go a long way towards running an effective business. Speaking of which, in the management and operational side of your business, software has also become extraordinarily important. In fact, without some forms of productivity software, your business may not even exist.

Operations Software

When you talk about operations software, we mainly mean the software...



Read the Rest Online!
<https://dti.io/3types>

Here Are the Benefits of Using Cloud-Based Document Management



How many documents does your organization accumulate just by simply staying in business? There's no

doubt that you're sick of the traditional filing cabinet, which is both hard to move around and a pain to organize. Thankfully, modern technology solutions have afforded businesses just like yours with the ability to host and manage documents in a digital, cloud-based environment.

Cloud-based document management solutions provide your business with a ton of great benefits and opportunities to improve the way your business stores and manages files. Here are some of the most notable strengths and weaknesses of this approach.

Easier to Organize and Access

Storing files in a document management system is much like storing files into folders on your workstation or in-house network. It's much easier than color-coding with tabbed folders. Just imagine being able to store each of your related files in a cloud-based folder system and always knowing

where specific files are located, depending on the type of file you're looking for. You can save time and energy by making your files easier to find. Furthermore, you can access documents and other important files on any connected devices, allowing for more flexibility for your workers.

Easier to Navigate

You're familiar with how a search bar works in both your web browser or online search engines like Google, but what if we told you that you could add this ease of searching to your file storage? Imagine being able to enter in your search credentials for your physical documents, and you have a great reason to implement a document management system in the cloud. All you need to do is plug in your searches and find the files that you've been looking for, and it couldn't be any easier.

Easier to Preserve

If you were to suffer from a fire in your office, would your paper documents survive the disaster? Our guess is "no," which leads us to the next big question: how can you properly back up your physical file storage? There isn't a way to do this without wasting a considerable amount of time and money on making copies of each record your business stores. If they are digital files in a

document storage system, you can simply implement a data backup and disaster recovery solution to properly preserve documents in the event of the worst.

The Risk: Data Security

The concept of storing data online or in a network-connected cloud system comes with the added likelihood of a data security risk. What if a hacker infiltrated your company's network? They would be able to indiscriminately steal your company's documents or access information that's not for their eyes in the first place.

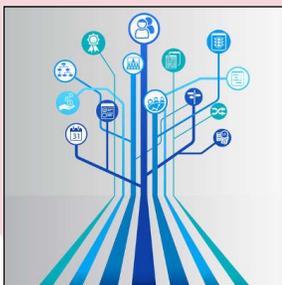
Therefore, you need to consider security issues a top priority for your organization should you implement a document management system. Furthermore, you need to ensure that your data is properly backed up so that even unexpected incidents don't sink your productivity.

Is your business ready to get rid of physical file storage and instead focus on a digital documentation system? Directive can help. To learn more, reach out to us at 607.433.2200.



Share this Article!
<https://dti.io/clouddoc>

Outsourced Project Management: A Good Option for Small Businesses



Small businesses often have to rely on different means to achieve the same level of project management as

enterprises. This is due to the demands of project management being significantly different in scope, but also the way that your company implements new technology solutions. Instead of worrying about the specifics of project management, you can outsource these responsibilities to a managed service provider.

The reason why you should take advantage of project management might not be immediately clear, though. For one, it makes sense that you would want your in-house team involved in the implementation of any new technology solution for your business. Your employees are the ones that know your company the best, so you should want them to be involved in some way.

Yet, you should never dismiss outsourcing as a viable option for your company's project management. Outsourced project management can actually be quite valuable for your company, and we'll show you how.

It's likely that your company invests considerable time into providing a specialized good or service to your area. Therefore, you should be devoting most, if not all of your time to providing the most value for your clients. If you're too busy implementing a new project to provide the best quality of service possible to your current customers, you would be doing both them and your business a disservice. This is why outsourced project management is often the most effective way to implement a new technology initiative for your...



Read the Rest Online!
<https://dti.io/projectsb>

Employee Spotlight: Devin Chase



Devin Chase has been a part of Directive for most of his life, starting part-time at age 13 by running network wire. Now, he's risen to be the Vice President of Sales, and dabbles in everything short of in-depth programming.

Growing up in Oneonta, Devin always loved computers and technology, wanting to be just like his dad. To this day, he remembers his first networking job, which featured a ball-pit's worth of cables and took three days to complete. Foregoing the college experience to instead continue his practical

education in the real world, he now is happy working with the rest of the Directive team to ensure that the services the company provides to clients are to the clients' satisfaction.

When he isn't making clients happy, Devin has a passion for going on new adventures with his fiancé, traveling to places they have never been before. He wants to continue these adventures in the future, and give skydiving a try at some point. Devin also enjoys PC gaming, rejecting the consoles and controllers that many play FPS (or first-person shooters) with. To learn new things, Devin has been known to turn to Reddit. A few of his favorite topics are artificial

intelligence, security matters, and whatever it is that Elon Musk is doing.

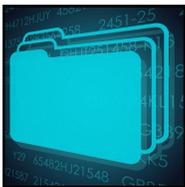
While Devin doesn't currently have any dogs that are specifically his own, he is very happy when there are four-legged visitors to the office.

Devin attributes his success to those around him, stating that he wouldn't be anywhere without his fiancé, his family, or his coworkers. We're just happy that he's always come back from his travels, and that we've had the privilege of working alongside him. Our thanks go to Devin for his years of service to the company, and we look forward to working with him for years to come!



Chris Chase
Solutions Integrator

Is Your Business Prepared to Do Away with Paper?



There's no denying that digital records have quite a few

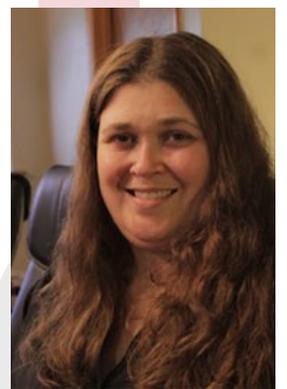
advantages over paper documentation. Benefits of 'going paperless' include simplified search capabilities, more efficient storage, heightened security and automated backup capabilities. There are plenty of sources around the Internet that discuss making the switch to paperless

documentation, but to keep your business documents safe, it is better to know what you're getting into. Transferring data is nothing new, but the technology used to accomplish it has changed considerably. While the technology once peaked at simply scanning an image of the data into your computer, there is now the capability for scanned media to become a handwriting-interpreting, searchable document. A practical example can be seen in the use of online databases

to track one's genealogy. Handwritten ship manifests, immigration documents, and other handwritten bits of history are now much easier to access and search thanks to advancements in document conversion software. However, there is wisdom in the adage "if it ain't broke, don't fix it," that can be... hard to argue against. On top of that, there are some...



Read the Rest Online!
<https://dti.io/nopaper>



Charlotte Chase
Solutions Integrator

Directive

330 Pony Farm Road
Suite #3
Oneonta, NY 13820
Toll-Free 888-546-4384
Voice: 607-433-2200



Visit us **online** at:
newsletter.directive.com

-  newsletter@directive.com
-  facebook.directive.com
-  linkedin.directive.com
-  twitter.directive.com
-  blog.directive.com
-  instagram.directive.com

