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### What is Pinterest and Why It Matters



Social Media is a tough industry - the only way a good social network can succeed is by being extremely popular, and it takes a lot of criteria for that to happen.

A social network site either has it or it doesn't, and Pinterest apparently has it in massive quantities.



Read the rest Online!  
<http://bit.ly/ylyici>

## About Directive

We are a technology consulting firm specializing in technology implementation and management for businesses. We're known for providing big-business, Enterprise-Level IT services to small and medium-sized businesses.

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## What's New in Windows 8



There's a lot of buzz around Windows 8 for technology lovers, and for good reason. Microsoft is making it's next operating system dramatically different than previous incarnations, and it sounds like we'll be seeing a lot of this OS in the future on a lot of different platforms, ranging from desktops and notebooks to tablets, and possibly even more.

### A New Look and Feel

For those that haven't seen any coverage at all of Windows 8, the new operating system boasts a completely redesigned interface similar to Microsoft's latest phone OS. The interface

is dubbed 'Metro' and is essentially a big collection of tiles, each one referencing a different app or widget. Much like on a smart phone, you can display stocks, local weather, and new emails within these widgets, and clicking on them goes into the full application.

While this doesn't seem extremely natural for a desktop or laptop environment, it complements tablets and other touch-screen devices with very easy navigation between apps and information. Fortunately, you have the ability to swap between the Metro desktop and the much more familiar traditional desktop.

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## Cut Down on Cost of Business Overhead



Business owners, this one is definitely for you. You've probably experienced the fact that shaving expenses here and there can lead to more flexibility and long-term savings, but at what cost? Are you limiting your company by nixing those extra services and costs? Sometimes you can get more and still save money. Let's look at a few ways Upstate New York businesses can do just that.

### Switch to VoIP

Voice Over IP provides a lot of really cool features for businesses like being able to take your work handset anywhere, plug it into the Internet and make and receive calls as if you were sitting at the office. You don't need to run new phone lines when you want to install a new desk in the office either, but the real savings happen on your monthly phone bill. Businesses can see up to a 60% decrease over their traditional telecom costs!

### Trade your Merchant Account for Paypal

Merchant accounts can be pretty expensive, and there are plenty of extra fees when you want to do more with them, like take online payments. Paypal generally removes all of that with no monthly fees. There is a slightly higher 'per transaction' cost with Paypal, so you would want to investigate that, but for a non-profit organization Paypal has some special offers to sweeten the deal. It's simple, secure, and extremely easy for both you and the consumer.

### Scrap the Fax Machine

It's sometimes surprising to see that Fax still exists in a world dominated by email. If you really

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## Stuxnet: When Computer Viruses are Weapons



To most people, computer viruses are things that cause annoyance, downtime, and cost money to fix. That's pretty

bad on it's own, but some viruses are much more complex than others and can be far more dangerous. Let's look at Stuxnet, coined as the first weapon made entirely out of code, and why it is so frightening.

Television and films have almost desensitized us to the very idea of dangerous viruses. From nonsensical 'hacker' jargon

in crime investigation shows to Jeff Goldblum using a computer virus to save the world from an alien invasion. While they might not have their science down, computer viruses can be crafted to do cause some pretty serious trouble.

Stuxnet is a computer virus that was discovered in 2010, infecting computer databases in power plants all over the world. It has some very specific features that target nuclear reactor, specifically centrifuges that spin nuclear material at Iran's enrichment facilities. Viruses like Stuxnet aren't just fabricated in basements by angry, malevolent computer nerds - hundreds of thousands of dollars worth of data, meticulous research, and

even knowledge of very classified internal systems all go into the development.

On top of that, viruses like Stuxnet can be available for anybody to find and toy with - it could be retooled for other malicious purposes. Check out a short video about the threat of the Stuxnet virus.

Network security is becoming increasingly important for businesses, corporations, and organizations of all sizes. Malicious software is becoming more intelligent and more devastating, and even...



Read the rest online!  
<http://bit.ly/wQUhXE>

## How to Prepare for Laptop Theft



We saw a statistic the other day that really boggled our minds. LoJack, a security firm that specializes

in theft, estimates that two million laptops are stolen each year. That's about a one in ten chance that your laptop will fall into someone else's hands. What can you do to prevent that?

If you have stumbled upon this article and your laptop has just been stolen, you will want to take some immediate steps.

- Change your passwords on all of your accounts, starting with your email. Be sure to update passwords on bank accounts, social networks, instant messengers, ecommerce websites, and any other website or service you log into.
- File a police report and inform your company if the laptop is used for business.

- Monitor your bank accounts and put out a fraud alert.

If you are currently still in possession of your laptop, there are plenty of things you can do to help protect yourself and possibly get your laptop back in the event it is stolen.

**Record the Model and Serial Numbers**  
This will help you when filing a police report in the event any electronic device is missing.

**Security Cables**  
Most laptops have a slot for connecting a security cable that you can lock and secure your laptop. This is a cheap, yet reliable first defense. It isn't to say that an ambitious thief won't cut through the cable or destroy the desk that the laptop is affixed to. Think of this as the equivalent of locking a screen door - if they really want to they can bypass it.

**Tag It**  
Apply a label to your devices with a toll-free number in the event the device is found. Sometimes a laptop might get picked up when found unattended but

not by a theft, but an actual honest human being (they do exist!). Giving them the capability to contact you easily will ensure a swift return of your laptop.

**Utilize Tracking Software**  
Advanced software can be installed on the laptop that is very difficult to detect by thieves, but can be used to locate, lock down, and recover your stolen device. Depending on the solution, the software can be a one-time cost per device or a yearly fee, but expect to only spend a fraction of the cost compared to actually having to purchase a new laptop and install all of the software (not even considering the cost of lost data). We've experienced a few different solutions for different needs, so contact us at 607.433.2200 if you want to implement antitheft software.

**Encrypt your Data**  
Password protecting your laptop isn't enough - it doesn't take much technical prowess to crack the Windows User screen. There are numerous tools that can help you encrypt your data so without your password, the data can't even

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## What's New in Windows 8

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### Better Performance

Windows 7 is a pretty solid operating system with a lot of improvements including how well it runs. We've seen Windows 7 run on some pretty low-end hardware, but it wasn't designed for mobile devices like tablets. Microsoft says that Windows 8 will have better performance compared to Windows 7 especially on tablet and netbook hardware. Most impressively, the boot up time for Windows 8 is typically less than a third of what Windows 7 needs on comparable hardware. Some tests show boot up times at an impressive 10 seconds or less.

### Return of the Ribbon

While it's taken users a few years to ac-

cept the change, the Ribbon-style navigation of Office 2007 and 2010 is not going away. The revamped Windows Explorer now lets you navigate and manage your files and folders with the ribbon interface, giving you faster access and more customization so you can access the buttons you need.

### The Windows App Store

Following the latest trend made popular by smartphones and now web browsers, Windows 8 will boast it's own app store. The Windows Store will have a collection of free and paid apps that you can shop around for, and you can even try paid apps before purchasing them. Apps are rated by users and include everything from widgets for the Metro-style desktop to news aggregators to games.

### Sync your Desktop

Your apps and some of your data, such as your address book, photos, and other data, can be synchronized to Microsoft's cloud, letting you access it easily just by logging into another Windows 8 device with your Windows Live ID. All of your settings and preferences will synchronize over as well.

We're sure to see additional features and more information over the next few months leading to the launch of Windows 8. The real question will be will it be worth upgrading, and will it hold a candle in the tablet world next to iOS and Android. Only time will tell!



Discuss with us Online!  
<http://bit.ly/HgMDSF>

## Manage your Views in Outlook 2010 for Better Organization



Email is a huge part of day-to-day business, and it can take a lot of time out of your day to manage it. Fortu-

nately, Outlook has a lot of great features that will help you manage your inbox and effectively handle your email as efficiently as possible.

### Getting Different Views

Outlook has multiple views that display your inbox in different ways. This controls what information gets displayed as well as how it is displayed. Everyone is used to the default view, which displays email by date, placing the latest email on top and the oldest on the bottom. This is the date view. It also breaks messages up into segments such as Today, Yesterday, Last Week, etc.

To look at different views, click the View

tab at the very top and look at the Arrangement group. You can arrange messages by size, sender, category, whether or not it has an attachment, and many other options.

On the right side of the Arrangement Group you can select Reverse Sort. This will display the list of messages in a reverse order - if you were arranging messages by file size, it would display the smallest ones on top, and if you were arranging messages by date it would display the oldest messages on top.

### The Conversation View

For users familiar with Google's Gmail, Outlook 2010's Conversation View will make a lot of sense to you. If you aren't familiar with Gmail, essentially the Conversation View takes message conversations; emails that have been replied back and forth between two or more recipients, and lists them all together no matter where all of the messages are or the length of time between each message. This is extremely handy when try-

ing to find an earlier part of an email conversation; it's all right there.

To try out Conversation View, click the View tab, make sure the Date view is highlighted, and select Show as Conversations. This will arrange your inbox, grouping together messages that are linked together by subject. Be sure to click Conversation Settings and select Show Messages from Other Folders, in case parts of conversations were stashed away in your various folders in Outlook.

Now you can expand conversations to see an entire history, regardless of how much time passed between emails and where the messages are actually stored.

Looking to streamline your day-to-day using the technology you already have? Contact Directive at 607.433.2200!



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## How to Prepare for Laptop Theft

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be read. Give us a call for this too, setting up data encryption is a fairly simple procedure that can protect your sensitive information effectively.

### Back it up

Don't trust your laptop to be the only device that stores data. You should always have a backup solution and your laptop needs to be backed up to it. Data loss is more expensive in the long run than hardware theft. Save your data remotely, sync files to the

cloud, or employ a remote backup solution that coincides with your company's current backup solution.

**"You can protect yourself.."**

### Common Sense

Just be careful! Keep your laptop by your side at all times, and don't just leave it in a conference room at an event. Don't leave a laptop sitting on the car seat in plain view in a parking lot. In airports, guard your laptop bag carefully. If your company

issues laptops for employees, train and educate them on common sense and employ other precautions so in the event the device is stolen, your company can recover it and not risk data loss.

Looking to secure your company's data, hardware, and network? Give Directive a call at 607.433.2200 to talk about your business technology needs.



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We partner with many types of businesses in the area, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is our success, and as you grow, we grow.

## Cut Down on Cost of Business Overhead

do need to accept and send faxes, consider centralizing your fax solution. Instead of a traditional fax machine, a fax server can take received faxes and convert them to PDF and email them to the correct recipient. This saves paper, phone lines, and big, bulky hardware.

cheap open source software will do the job and even out perform the more expensive commercial equivalents. Often there is plenty of support and community-driven development that continues to grow and support the open source solution.

encing apps are easy to use and work great for sales meetings and collaborating, and are typically more convenient for all parties involved.

### Take Advantage of Open Source Software

Open Source software sounds scary - at least that's what big-name software companies want you to think. There are some cases where free or

### Meet Over the Web

Not all meetings need to be in person, and if your business needs to dish out cash for driving expenses, you can greatly reduce the amount you spend by doing more online meetings. Web confer-

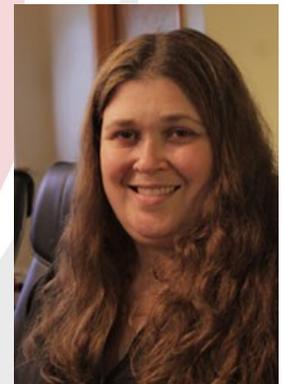
Looking for more ways to save money and squeeze more out of your technology? Contact Directive at 607.433.2200 to reduce expensive downtime, and get more done!



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