

**This Issue:**

4 Reasons the Desktop PC Won't Die

Windows Gets a New Look

BDR Lunch and Learn Seminar

Use GPS to Navigate Your Way to Profits

Robin Cures Android Users' Siri-Envy

The Quest for the Paperless Office

**4 Reasons the Desktop PC Won't Die**

With all this talk about mobile devices like tablets, smartphones, and ultra-portable laptops, you'd begin to think that traditional desktop PCs are going to seem archaic. Depending on your needs, that can be the case, but desktops aren't going away anytime soon, and for good reason.

**More Powerful Hardware**

This has been the case from the very beginning; desktop PCs are capable of more powerful hardware. Desktops don't need to worry about electricity consumption the same way portable devices do, and components don't need to be shrunk down into a tiny lap-sized chassis. This also allows better heat dispersion. All three factors give desktops the flexibility to utilize the most complex, cutting edge components that aren't designed for mobility (yet). In other words, computer hardware manufacturers build new components, and then work on shrinking those components into mobile sizes. This reason alone will keep the desktop alive - PC gamers, graphic artists, and multimedia buffs will always want high-end desktops.

**Cost Effectiveness**

Of course, you don't need the newest, cutting edge components to have a blazing-fast PC. You can easily get by with cheaper previous generation components. Remember a decade ago

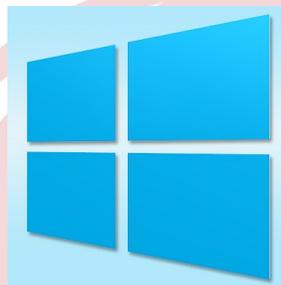
*(Continued on page 4)*

**Congratulations to Beth Rafter, Winner of a 32" Flat Screen TV after attending our October Disaster and Data loss Lunch and Learn Seminar.**

**Miss out this time? Don't worry! Sign to be notified of our next lunch and learn. We can't wait to see you there!**



**Sign up here!**  
<http://bit.ly/R1751U>

**Windows Gets a New Look**

Microsoft is gearing up to roll out Windows 8 on October 26th and if the early tests are any indication, the computing giant's latest operating system (OS) could change the face of cross-platform integration. There's always some consternation among business owners when having to decide to outfit their computers with the newest OS so here are a few things you should know about Windows 8.

Windows 8 offers upgrades of some key features that are pre-dominant in business applications. Windows 8 features a new graphic user interface (GUI) that is more in line with ones Android and Apple have been using than your typical Windows (more on this later). The "metro-style" GUI gets rid of the windows stand-by Start Menu which allows for an optimized interface in which to use touch screen devices such as smartphones and tablets.

While this will come in handy while you're on the move, users that depend on the trusty-old keyboard and mouse for computing will not be left out in the cold. There is an option to turn off the Windows 8 GUI and revert to something that's more similar to the Windows 7 interface. For users that use multiple monitor-displays a new feature is the ability to customize a taskbar on each screen. In the Windows 7 version there was only one available taskbar for multiple-monitor users.

**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.

Read past newsletters at:  
[newsletter.directive.com](http://newsletter.directive.com)

*(Continued on page 3)*

## Use GPS to Navigate Your Way to Profits



Time is money. Benjamin Franklin offered up that poignant piece of business acumen in his 1748 pamphlet

Advice to the Young Tradesman, Written by an Old One. Travel to the present day and it's one of the most frequent sayings used by businesses professionals.

Attempting to find the highest degree of productivity is the goal for everyone that believes that the bottom line is, in fact, the bottom line. One expanding technology that is helping businesses increase efficiency is the Global Positioning System (GPS).

If you're a business owner that depends on transportation to deliver goods or services, you have probably encountered a situation where you or one of your employees have gotten lost and it had a negative effect on the rest of the day's

schedule. In this regard GPS can offer you and your business a solution to increase efficiency. Some of the notable ways GPS can be used includes:

**Asset Monitoring** – If you are responsible for the dispatching of technicians, being able to monitor their progress in real-time is essential to providing prompt service to your customers. Using GPS you can track anything from a package, person, or truck. You can also analyze asset activity to increase your company's efficiency.

**Employee Supervision** – Service-based companies rely on their employees to perform their duties outside of the office. Some employees are known to violate company policies when they are in the field and GPS is a good way to keep your employees on task and on schedule.

**Fuel Conservation** – The use of GPS can also offer a business a solution to best deal with rising fuel costs. GPS can lay-

out for you the most direct routes or show a route that would conserve the use of fuel. You are also able to subsequently analyze company vehicle use to determine which routes will best save your company money that would be spent on unnecessary fuel usage or vehicle maintenance.

These are only a few different ways that GPS can help you increase the efficiency and profitability your business. As the technology develops there is sure to be many more applications for GPS. Whether you offer your employees GPS-capable smartphones, or outfit all your vehicles with on board GPS systems, global positioning can help increase your company's efficiency and productivity.

For more information about incorporating GPS technology into your company's IT infrastructure contact Directive at 607.433.2200.



Share this Article!  
<http://bit.ly/QuVFzQ>

## Robin Cures Android Users' Siri-Envy



Even if you've never used an iPhone, you've probably heard of Siri, Apple's personal virtual assistant. Siri is one-part novel-

ty, one-part geekiness, and actually pretty productive. She can answer questions for you, facilitate many features of the iPhone, and report notifications and updates to you. For those of us who love our Android devices over Apple's iOS, Siri makes us just a little jealous, that is until now.

Enter Robin. Robin started out as a souped up navigation app for Android smartphones that dishes out driving

directions, parking, traffic, and other localized information. A few updates later, and Robin is proving to be Siri's doppelganger, with plenty of personalized settings and features.

*"can your phone answer questions for you, report notifications and updates, and even show you how to use your phone?"*

Robin can tell jokes, dial numbers, read and send text messages, update your social media statuses, read the news, set reminders, and a whole lot more. The free app is still perfect when driving -

everything is voice activated. While Robin is running, simply wave your hand in front of your phone (you don't even need to touch it) and it will start listening for a command. You can talk to Robin using plain English, alleviating the frustratingly small vocabulary other voice-activation apps might have.

Robin is definitely a Siri challenger, and while she's not perfect, the app is definitely ambitious and hits the mark most of the time. You can download Robin from the Google Play store.



Share this Article!  
<http://bit.ly/RI8fu5>

## Windows Gets a New Look

*(Continued from page 1)*

Windows 8 promises faster performance as well. Some sources have it as much as 33% percent faster than Windows 7.

Some reviewers have complained that the Windows 8 start-up is too fast because it doesn't allow you to access the advanced options menu by mashing the F8 key before Windows begins. Now F8 mashers can access those advanced options through windows itself. Load time on a desktop or laptop with a solid state drive (SSD) is around seven seconds

The quick start-up is a logical step for Microsoft to take since they are looking to start offering hardware solutions that compete with Apple's dominance of the tablet market. The Windows 8 based Surface Tablet is the device that Mi-

crosoft hopes will start them down the path toward competition with the iPad. Having been dependent on other manufacturers to produce mobile hardware to run its mobile Windows OS for nearly a decade, Microsoft's first tablet offers users a real chance to create device continuity through multiple platforms.

Windows 8 will also be available on smartphones, albeit not as an upgrade. It will offer the "Windows Store" where a user can get applications. The Windows Store will support both free and paid applications, with the paid applications ranging from \$1.49 to \$999.99.

Much like Android and Apple smartphones, the phones that will offer Windows 8 will have apps that you run

from the main screen. Unlike those other phones, you can fully integrate a phone that runs Windows 8 with your home computer and other mobile devices that also run the OS.

These are only a few of the new features Windows 8 offers. If you're interested in learning more about how to integrate your mobile technology with your existing hardware or just have questions about how Windows 8 can help you or your business, call Directive at 607.433.2200.



Share this Article!  
<http://bit.ly/RI8zcy>

## The Quest for the Paperless Office



Ever since the first microfilm machine was rolled off the line 100 years ago, mankind has been striving to achieve the

paperless office. If you are too young to remember using microfilm, think of an arcade cabinet, except, instead of Mortal Kombat, documents battle it out over a projected screen. Thankfully, we have come a long way in 100 years.

Digital technology has revolutionized the way the world does paper; a variety of scanners, document sharing software, and backup solutions have almost made paper obsolete. Although, as much as we would love to see a 100% paperless office, the reality is that paper will always be needed to some degree, especially when you consider that you will always have to work with other offices. One might assume that with all this digital technology the paper industry is a

dying field, but this is simply not the case. It would appear that everybody's favorite paper salesman, Dwight Shrute is doing just fine, and if you mentioned to Dwight that, "The future is paperless," he would quickly put you in your place by arguing:

**False:** US offices increase paper consumption by 20% per year.

**Fact:** The average US office worker uses one sheet of paper every 12 minutes. Fact: Since the introduction of email, paper consumption for offices increased by 40%.

**Fact:** I am faster than 80% of all snakes." (US EPA, Forest Ethics, NBC Universal).

With paper consumption actually growing, it appears that going paperless will not just happen by itself. The paperless office can only be achieved when the decision is made and a solid plan is put into action. The decision part of the paperless equation is easy, the benefits of a paperless office include: better orga-

nized documents, saving resources like paper and ink, the security of having your data backed up, freed up storage space, and savings compounding over time. The hard part of the paperless equation is actually doing the work required. Going paperless is a huge logistical undertaking that will put to the test just how much you care about the environment.

As is the case with any new office policy, it is a good idea to first count the cost of going paperless. The expense of upgrading office equipment and software can add up: a backup solution, scanners, shredders, an online fax and contract service, .pdf editing software, laptops or tablet computers, and let's not forget all the time and energy it takes to complete this extreme office makeover. Also, do not to forget to factor in the cost of training. Once you have an office full of shiny new equipment, everybody now has to learn how use these newfangled contraptions.

*(Continued on page 4)*

## 4 Reasons the Desktop PC Won't Die

*(Continued from page 1)*

when a desktop PC could cost thousands of dollars? It's still possible (and easy for some) to spec out a high-end PC with that kind of price tag, but the gain for each dollar spent isn't worth it unless you have VERY specific needs. Also, comparable hardware for a PC is significantly cheaper than similar laptop hardware. If you don't need the mobility, you can save a pretty decent chunk of money just by sticking with a desktop.

### Desktops are Easier to Fix and Maintain

Let's share a real-world tech scenario. Replacing a part on a desktop is a pretty simple task for a technician. In fact, with a little hand-holding,

anybody could, for the most part, figure it out. Replacing the motherboard on a laptop, however, is an extremely cumbersome process. Depending on the model, it can involve over two dozen screws and a lot of time, and replacement parts aren't as affordable as they are for desktops. For smartphones and tablets, expect to ship those out to the manufacturer.

### You Probably Won't Leave your Desktop at the Airport/Coffee Shop/Hotel

It's true! If you are lugging around a big PC case, a monitor or two, a keyboard, mouse, and power cables, it's pretty likely you won't accidentally forget it when you real-

ize how light your luggage has become. All joking aside, because your desktop lives a pretty uneventful life without much movement, it doesn't endure the little bumps, drops, and spills that laptops and other mobile devices take. It's harder to steal too, so there is a little essence of security knowing your data is locked inside a great big aluminum box tethered to your desk with a web of cables. Have you moved on from the desktop PC completely, or are you still holding on? Do you even want to go strictly mobile? Let us know in the comments!



Share this Article!  
<http://bit.ly/R18NjK>

### Holiday Hours

Our offices will be closed Thursday, November 22 and Friday, November 23 for the Thanksgiving.

Emergency support is available during these times.



Chris Chase  
Solutions Integrator

## The Quest for the Paperless Office

*(Continued from page 3)*

You will also want to decide on what to do with your pyramid of boxed up documents stowed away in the office catacombs. Going through everything and scanning each paper is a great idea, but it may or may not be a practical move. Consider how often the files are accessed and how much the storage space is costing you. If the boxes

have an inch of dust and storage is a non issue, then it might be better to leave well enough alone, and simply enact a "go-live" date and enforce paperless policies that date forward. Whichever way you go about it, staying resolved with a paperless deadline is the key.

If you and your employees are stretched, and nobody

has the time to do the work of going paperless, this is a job that can be outsourced. There are companies that send in specialist to work with you. These folks specialize in the mind numbing work of scanning and organizing. You can even find time after . . .



Read the rest Online!  
<http://bit.ly/R190n4>



Charlotte Chase  
Solutions Integrator

### Directive

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



 [facebook.directive.com](http://facebook.directive.com)

 [linkedin.directive.com](http://linkedin.directive.com)

 [twitter.directive.com](http://twitter.directive.com)

 [blog.directive.com](http://blog.directive.com)

 [newsletter@directive.com](mailto:newsletter@directive.com)

Visit us online at:  
[newsletter.directive.com](http://newsletter.directive.com)



TECH SUPPORT AUTOMATION