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It's Time to Reevaluate How You Share Photos



If you use a smartphone to take personal pictures and post them to the Internet, then

you may unknowingly be posting more about yourself than you want to, like where and when the picture was taken. This information in the hands of the wrong person can lead to dangerous consequences, like theft of your property, your identity, or even kidnapping. This geo-tracking photo technology was intended to be a fun and easy way to . . .



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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.

Visit us **online** at:

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Directive's Annual Summer Picnic



On Saturday August 10th, Directive had their annual summer picnic! Directive employees and their families united for an afternoon of beautiful weather, great food and friends.

There were barbecued hamburgers and hotdogs, several different salads, and more. After feasting, there was a variety of outdoor games, during which several employees proved themselves to have great athletic ability at badminton and kick-ball.



One of the highlights of the event was Jon Liebong, a local musician whose catalog included music from every genre. In addition, Jon gave away several raffled off gift cards and other prizes.



Chris and Charlotte take pride in making Directive more than just a company of co-workers. This event gave us the chance to enjoy ourselves as a group. If you'd like to see more of the pictures from the picnic, check us out on Facebook <http://on.fb.me/1d2Griw!>



Don't Let These 3 Easy Oversights Compromise Your Network



There is a common misperception that strong anti-virus software is all you need to cover the security of your network. While anti-virus software is an important component to network security, there's more to it if you want a secure network. You need to also take into account the human factor, which can disable even the strongest software solution.

Having a strong anti-virus software without training your employees on the basics of network security, is like buying the safest car on the market, complete with airbags, a rear-view camera, and anti-lock brakes, turning the new car over to an untrained teenager, and then telling them to run an errand for you that requires a drive on the freeway during rush hour. It doesn't make sense because there are many opportunities for failure to occur.

Before you hand the keys of a new car over to a klutzy teen, you will first want to send them to traffic school and have them log in a few hours of driving under your supervision. In the same way, before you create network login credentials for a new hire, it's important to first assess their knowledge of network security. You can do this by finding a way to monitor their usage in order to be sure they know what they're doing, and then training them in the basics of security to prevent them from bringing down your network with a fatal error. Here are three basic network security practices you will want to train your new employees in.

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A Better Solution than Insurance



You can take out an insurance policy on anything, even a wedding. Insurance company Fireman will protect your big

day against "nonrefundable expenses, including cancellation due to serious illness, injury, extreme weather, a missing caterer or officiate -- even a bankrupt event facility." Your businesses technology is important enough to insure; is there a policy to protect your tech?

Before you give your Upstate New York insurance agent a call, you will first want to call Directive at 607.433.2200. As an IT company that specializes in managed IT services, we are actually a better solution than an insurance company. Whereas insurance will only cover you in the event that something goes terribly wrong, managed IT services from Directive will help prevent the disastrous event from happening.

This doesn't mean that you can't take out an actual insurance policy on your company's technology. Many insurance companies will insure your technology just in case it gets destroyed along with your office building, or even if a user error breaks everything. If you do take out an insurance policy on your tech, along with signing up for our managed IT services, then in a way, it's like you're

getting insurance on top of your insurance.

Backup and Disaster Recovery Solution
You can think of backing up your data as a form of insurance. In fact, this is better than a plain old insurance policy because an insurance check will only pay for new hardware, like a replacement for your destroyed server, but an insurance check cannot buy back lost data. With a BDR solution from Directive, all of your data is regularly backed up to an offsite cloud server, meaning that your company's valuable information will be protected in the event of something happening to your physical server unit.

IT Vendor Management

As an IT company, we are on standby to remediate any of your technology problems that affects your company's network. In a way, our IT service is like an insurance policy for your equipment, except we do more than cut checks for broken equipment. We provide solutions for problems. We will even find you a solution for business technologies that we don't specialize in; this is a service we provide called IT vendor management.

You can think of this service as a way to extend our great protective coverage to all of your technology, not just your servers and workstations. With Directive's vendor management service, we coordinate fixes from technology vendors on your behalf to make sure repairs happen

quickly, saving you the headache of calling the manufacturer with your warranty information and arranging a repair job that might not work with your timetable.

Managed Proactive IT Services

With Directive's remote monitoring and maintenance tools, we are able to remotely service your servers and workstations from our end. This proactive approach is better than an insurance policy, and even better than quickly fixing a computer after it breaks. With our managed IT services we actively monitor your technology and remotely perform maintenances that keep your computers running smoothly.

You can think of our managed IT services like having a mechanic perform regular maintenance on your car every night when you go to bed. You would still want to have collision insurance, but having a professional team take care of your vehicle means that you will not have to buy the best insurance possible; because you know that you have a protection that's better than insurance. If you're looking for the best protection possible for your technology investment, and you want a solution that goes beyond a flimsy insurance policy and keeps all of your technology running at maximum efficiency, then call Directive at 607.433.2200.



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How much is Your Printer Costing You?



As a business owner, you are always on the lookout for money saving solutions. Technology offers cost-effective options

because it can be used to save money by implementing something new, instead of

making cuts. A print server solution is one example of how upgrading your technology can save you money.

Before you can justify the expense of buying new technology, you need to first know specifics when it comes to expenses. It's important to know just how much money your old technology is costing you; this way, you can factor these sav-

ings into your budget and spend extra money on the business expenses you care about.

A print server is a great cost-effective solution because it will cost you less money to print. To illustrate, let's break down the cost of printing per page in a standard printing operation. Here are

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3 Ways We Help Assess Your Assets



Upgrading your network and shopping for new technology can be a daunting task. Technology is expensive and

it's an investment that will help your business grow, but that's only if you purchase what you need. A poor technology purchase can actually be a budget buster. To maximize your new technology purchases, it's worth it to partner with IT professionals.

When you work with Directive to upgrade your network, the first step we will take is to get to know you really well. The better we know you, the better we can find you a technology solution that's perfect for your needs. Uncovering the perfect solution requires us to take the time to develop a strong business relationship. Here are three things that we assess from your business through this relationship:

Your Business Needs and Goals

At the most fundamental level, technology is meant to help further your goals

and make life easier. When shopping for new technology, it's easy to overlook this fundamental purpose thanks to the clever ploys of marketing. Just because you are a sucker for marketing doesn't make you a dummy. We all do it. We all go into the grocery store to buy one item and walk out with a cart full of junk we don't need. If you run a business, then you are a marketer yourself and you know what to look out for. . .



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Don't Let These 3 Easy Oversights Compromise Your Network

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Bad Downloads

When a new employee gets settled in, it's inevitable that they will run into a workflow roadblock and believe they know a better software solution. You may not have this preferred software installed on their workstation, which means they will have to go online and download it themselves. Unless parameters have been clearly communicated, the new employee may download the software without asking first.

Untested and unapproved downloads are a huge security risk. One reason is because they may have been developed by a third-party company that loaded the software with malware and spyware. These viruses can work behind the scenes to glean your sensitive information. If the employee is determined to use their favorite software, then all they would have to do is click "override" when your fancy anti-virus solution gives warning. Your network would then be at the mercy of the hackers posing as legitimate software developers. This is why it's important to have a "no unauthorized downloading" policy in place.

Easy Wireless Access

It may be the case that your wireless network was hastily set up and the suggested security measures were seen as

too complicated. Maybe you opted to make your wireless security easy for everybody by having one company-wide password that's easy to remember. Your password may even be something as simple as "guest".

The problem with being relaxed about your remote access is that it's now easy for a hacker to log onto your network. This could especially be true if it's been a long time since you last changed your wireless password, and the risk would be even worse if you have hired and fired several employees while keeping your one simple wireless password in place. Keep in mind that it wouldn't take much for an employee to misplace their written down password, and then have it end up in the hands of someone that would see the newfound note as the key to your virtual safe.

Falling for E-mail Scams

There are many different e-mail scams out there, some are easy to spot like, "You have won \$1,000,000, click here!" Other scams are more deceptive, looking like an official message from a trusted financial institution, or even addressing the recipient by name. If your employees are not trained in knowing all the different scams, then you are risking it. Just because your employees are bright when it comes to doing their job, doesn't guarantee their intelligence will auto-

matically translate into knowing what constitutes a scam.

Like downloading unapproved software, you would be surprised how many companies have had their data compromised because an employee clicked "override" when downloading a bad e-mail attachment. Something as little as incorporating a 30-minute presentation about what to look for in a scam will go a long way in protecting your network.

While it's important to have a solid anti-virus solution, it won't do you any good if you have a bunch of security novices clicking every pop-up ad and downloading every e-mail attachment. Even our strongest network security solution, a Unified Threat Management tool, which acts as a strong firewall, content filter, and more, can be disabled at the hands of a security dummy.

Train your employees, if you need assistance, then call Directive at 607.433.2200. We can help you in both the training of your workforce along with the hardware and software side of security. Give us a call to learn about all the different security measures you can enact to protect your business.



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How much is Your Printer Costing You?

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four printer usage factors you can use to determine how much printing is costing you per page.

- How many pages are printed by each device?
- What is the color vs. black and white print ratio per printer?
- What type of toner is used, how much does it cost, and how often is it purchased?
- How many printers are in your office?

Due to the fact that different businesses have different printing needs, it's difficult to come up with an accurate estimate that will work for everybody. For example, a marketing company will use more color toner than an accounting firm; but we can get an accurate and current calculation thanks to a 2012 study by QualityLogic.

Using the United States as an example, the cost of ink per page for a black and white print job costs as little as \$0.023 with the HP 8600 inkjet printer, and as much as \$0.095 with the HP F4580 inkjet printer. With such a big difference in price, you can see why it's important to take

a little extra time and shop for an economical printer, instead of buying the printer with the cheapest price tag, which will often end up costing you more in operating expenses.

Using the same two printers to print color documents will cost you double the amount of ink per page. The HP 8600 will cost \$0.104 per page, and the HP F4580 cost as much as \$0.203 per page. Printing photos from these same printers will set you back even more: \$0.264 for the HP 8600, and \$0.402 for the HP F4580, and if you are unfortunate enough to have a Lexmark S515, then you looking at \$0.767 to print one photo. All of this means that you are basically cranking out small change with every print, which adds up quickly.

There are several printing best practices you can implement to cut back on printing costs. You can use the grayscale settings, not print in color if you don't have to, and make extra efforts to share a document with someone digitally instead of printing it off. Just by being aware of your printing and conditioning yourself to check the print settings menu before hitting "Print," will save you much

more money than if you mindlessly hit "Print" (by default, printers are set to print in high quality).

A print server solution from Directive can automatically enforce these print settings with certain users, making it so that only the employees that will need to print in color will have the capability. A printer server will also give you the option so that every black and white page will automatically print in grayscale.

If your business has multiple printers, then a print server solution can help you save money by consolidating the number of printers used. Before Directive installs a print server, we will evaluate your printing set up in order to make it more efficient. We do this by getting rid of the models that cost you more per page to print--like the infamous Lexmark S515.

A print server will also be able to handle all of your printing network traffic, thus alleviating the amount of resources used by your main server. This will save you money. . .

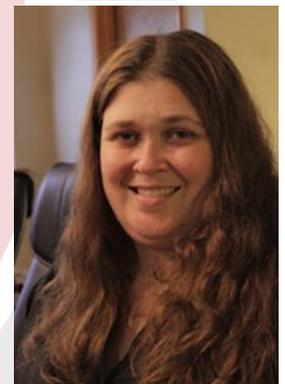


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We partner with many types of businesses in the area, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is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



Chris Chase
Solutions Integrator



Charlotte Chase
Solutions Integrator

Directive

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



newsletter@directive.com



facebook.directive.com



linkedin.directive.com



twitter.directive.com



blog.directive.com

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

