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Michele Secor was born in the Oneonta area and lived in Vermont for many years before coming

back to the area and joining our Accounting Department in October of 2012. She lives in Otego, NY with her husband Scott, 2 sons Ryan & Alex and their pet rabbit Mr. Fluff Fluff. Her hobbies include reading, home renovation and gardening. Michele enjoys spending time with her family, especially going camping in the summer and visiting the ocean as often as possible. As the Controller, Michele is an indispensable part of the Directive team.

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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Find Valuable Advice with Business Technology Reviews



Have you ever felt like your business is missing out on a big opportunity simply because you are unaware of it? In order to see a hidden opportunity, you need a fresh set of eyes. You need the help of an expert who knows what to look for, and you need regular input. This is exactly why we offer business technology reviews.

At Directive, we work hard to be more than a squad of geeks or a bar of geniuses that only repairs computers. We consider ourselves a business consultant that is dedicated to helping your business grow--technology just happens to be our angel. Because technology is so interwoven into every part of business, we are able to offer you valuable solutions that will cover several different areas in your business.

By scheduling a business consultation session with us, you will be able to maximize our expertise as a valuable resource and help your business grow. We will go over your business plan, your goals, your sales figures, anything and everything that you want to put out on the table, we will take a look at it and share our advice as a trusted business advisor.

As a business owner, you know the value of good ideas and wise counsel. When it comes to business, it is true that you could "go it alone" and keep things the way they are, but if you really want to grow then you will want to bring in the experience of others. You know how

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Let us Be Your Favorite Point of Contact!



As busy as you are, the last thing that you want is to have one more thing to keep track of. This is why you have us take care of your IT infrastructure; it is worth it compared to learning how to troubleshoot each problem by yourself. Did you know that we can take care of more than just your computer network? With our vendor management service, we can also keep track of all of your technology.

Directive's vendor management service is designed to take one more responsibility off your plate. This way, if something ever goes wrong with a piece of technology like your copy machine or even your phone, then all you have to do is reach out to us at 607.433.2200 and we will call the vendor and arrange a fix. With this service, we will be your single point of contact for all of your technology needs.

We can arrange a fix and make it happen quickly. This is because we have a working relationship with the vendor. We also have your product information on file where it is organized; this way, it will be ready to go so it can be quickly passed on to the vendor. All you have to do when something goes wrong is give us a call and we will swiftly take care of the rest.

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Now is the Time to Get Your Business a Mobile App



The consumer adaptation of mobile devices continues to skyrocket. In America, there is a 46% ownership rate of smartphones

among adults, this according to Pew Research. Tablets are also a booming market, projected to sell 1.2 billion units in 2013. If your business is not taking advantage of this trend, then you may be missing out on a golden opportunity.

"I want to say one word to you. Just one word. Are you listening? *Apps*. There's a great future in *apps*. Will you think about it?" (Italicized words changed from the 1967 film, *The Graduate*).

Mobile apps have come a long way, as mobile devices are built with better hardware, many mobile apps can now do almost everything that their desktop counterpart can do. Increased app func-

tionality is just one reason mobile device use has dramatically increased. Another reason is that there is such a huge influx of new apps that it feels like there is literally an app for almost anything that you can think of.

All of this is great for software developers, but how can this help your small-to-medium sized business? One way large companies have taken advantage of the app market is to create their own mobile app that customers can download and follow to stay current with events and promotions, order products and services directly from the mobile device, and be notified of whatever zany ploys the marketing department can come up with.

Mobile apps allow for a business to connect with their customer base in a powerful way. While the majority of people do not yet own smartphones, search engines report that 50% of all searches are done on mobile devices. This means that the people who use smartphones are highly engaged with their devices. If

you can get your company's brand on this little screen that your customers are glued to, then you will make a strong connection.

In fact, not only are mobile device users more active with their gadgets, but they are also more likely to engage with brands if they are localized, this according to a study by Nielsen. With this being the case, local businesses have a lot to gain from creating a mobile marketing strategy. Because mobile business apps are generally used by big companies, a customer will view a small-to-medium sized business with a mobile app as a progressive and trend-setting company that cares about connecting with their customers.

Mobile apps are versatile and can be designed to perform a whole variety of tasks. The most common purpose businesses utilize mobile apps for is in regard to customer relations. Mobile apps can provide businesses with better ways to

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Let us Be Your Favorite Point of Contact!

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As great as technology is, it's not perfect. Technology needs to be properly maintained and breakdowns are not a matter of "if" but "when." If we are not the ones arranging a fix for your technology, then the responsibility falls on your shoulders.

Do you have all of your warranty information in order? Do you have the vendors contact information in a place where you can quickly find it? What about the sales receipt, in what pile did you leave it in? Are you prepared to spend a lot of time on the phone navigating automated menus and explaining your problem 2-3 times to different operators?

Let Directive save you from this hassle. We deal with vendors every day and we

have an organized system in place to keep track of your warranty information. Even if you don't have a warranty for your broken technology and you need it fixed ASAP, and even if it is something that is beyond our technical repair skills, we will arrange a fix. This means that we will call up a vendor or a repair technician that we have worked with, one that we know and trust to work on what is important to you. If you trust us with your technology, then you will be able to trust the vendors that we bring in.

The whole idea behind our vendor management service is to position ourselves as your single point of contact for all of your technology needs. It is our goal to make business easier for you. It is much easier to have Directive on speed dial for each and every technology problem in-

stead of a rolodex full of different vendors--speed dial and rolodex are office tools from the 90's, check Wikipedia if you are too young to know what they are.

Beyond technology, Directive also wants to be your solutions provider for anything and everything related to business. Technology is our specialty. We can manage your broken technology as well as your future technology purchases with technology consultation sessions. For help with anything, give Directive a call at 607.433.2200 and let us be your favorite point of contact!



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Find Valuable Advice with Business Technology Reviews

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expensive it would be to hire a new staff member with executive-level experience, let us save you the new hire expense and provide you with enterprise-level business advice.

The advice we give in regards to your business plan will be helpful, and it will prove more valuable over time. This is why we like to do these business reviews regularly. The effectiveness of a business review and the value of the advice that you receive will only run as deep as the business relationship runs.

In fact, even if we only have a business acquaintance with you, we could have a consultation session and you would walk

away some solid business tips and pointers; but the advice that you would receive during our tenth review would blow the advice of the first review out of the water. This is because it would be tailored to grow your business in a way that is consistent with the mission and values of your company.

More than giving you good advice, by using Directive as your trusted business advisor you will dramatically increase the networking potential of your business. Directive works closely with several Upstate New York businesses and we perform our consultation service with many of them. When we are discussing your needs and how to meet them, the first group of businesses that we are

going to recommend will be the other Upstate New York businesses that we work with. In turn, we will send other businesses your way when they have a need that they need met. Consider this like a strategic business alliance that we are orchestrating for your benefit.

Ultimately, we are able to provide this business review service because we too are a business. We fight in the same trenches that you do and face the same economic challenges. In business, don't go it alone, there is strength in numbers, give Directive a call at 607.433.2200 today!



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Hackers are Taking Advantage of Technology Improvements



Using strong passwords is a critical part of keeping your network protected. For years we have been preaching the need to

use complex passwords, along with the need to use different passwords for different accounts. As the technology of crackers (not the salted kind) improves, the need to be diligent about password security intensifies.

To help you understand why strong passwords are so important, we want to showcase how hackers are gaining a technological edge. One common misconception is that hackers are sitting in a dark room with a laptop entering passwords one at a time. While this might be how we attempt to "hack" a friend's Facebook account, real hackers have developed much more efficient ways of getting the job done.

Hackers have special programs designed to use several passwords at once. "Several passwords" is actually an understatement, using their special hacking software; the amount of words a hacker can try out is only limited by the amount of processing power running on their computer. Thanks to the ever-increasing demands of graphic processors, the password-cracking programs can run thousands of times faster than they were able to just a decade ago.

Using a single graphics processor like a high performance AMD Radeon HD7970, along with an advanced password-cracking algorithm, a hacker can try 8.2 billion password combinations per second. That is billion with a "B," and second with an "S." Keep in mind this is just one computer with one processor, the more resources a hacker has available, the more damage they can do. In fact, take a PC and equip it with two or more GPUs at just a few hundred dollars apiece, and the hacking speeds will increase by two to three times (which

would be 16.4-24.6 billion passwords combinations per second for those of you at home keeping score).

Hackers have also taken advantage of social networking tools and have formed their own online hacking communities. Using forums, hackers like to pool their knowledge and resources. One resource hackers like to share is lists of passwords successfully ripped off from data breaches. By sharing these lists, hackers gain an insight into what are the actual passwords that people use and then adjust their algorithms accordingly.

The more that hackers network and collaborate, the more organized they become and the more damage they can do. With hackers, there is power in numbers; it has been estimated that it only takes a few hackers working together to crack a list of 100,000 accounts with nominal-average security in just a couple of hours.



Read the Rest online!
<http://bit.ly/110uBxa>

Now is the Time to Get Your Business a Mobile App

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communicate with customers and provide support. Many consumers download company apps because they want to stay connected and know the latest promotions. Using instant and efficient customer support that apps provide will go a long way in getting valuable customer referrals.

Mobile apps are also great tools that will allow you to

collect feedback from customers and learn about their behavior so that you can tailor your business and marketing strategy to better meet their needs. Apps have the ability to provide you with information about your customers like where they live, what are their jobs, age, gender, spending limits, and more.

What do you think about smartphones? Are you among

the nearly half of adults who own a mobile device? Do you use apps? Would you be more apt to go with a business because of an app? Would Directive be better able to serve your needs if we had a mobile app? Call Directive at 607.433.2200 and let us know!



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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.

4 Steps We Take to Fix Your PCs



What do you do with a broken computer? You can take

the time to learn how to fix it yourself, you can drop it off at a computer repair shop, or you can call in a technician. While all of these methods will get your PC up and running again, we think that we have found the best way to handle a broken computer.

We have been around broken technology long enough to know what approaches work and what doesn't. Directive has developed a 4 step workflow that you can pass on to

everybody in your office to make sure that PC repair is handled as quickly and as efficiently as possible. We want to now take you through this repair workflow step-by-step.

Step 1: We Proactively Take the First Step

With Directive's remote monitoring and maintenance service, we take the first step and proactively maintain your computers. When you go home for the night, we will perform routine maintenances like updating your antivirus software, installing security patches, and scanning for hard drive errors. Remote monitoring and maintenance allows us to detect and take care of prob-

lems while they are still small issues. An issue that is resolved early will prevent problems that cause PC breakdown, which means that you may not even need step number two!

Step 2: Help Desk Troubleshooting

When you notice a problem with your PC, give Directive's Help Desk a call at 607.433.2200. The first thing that we will do is listen to your issue and walk you through a series of easy troubleshooting procedures. We have found that many of the PC problems that users. . .



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