



This Issue:

Desktop Virtualization: Does it Work for Upstate New York Businesses?

Is Free Wi-Fi Dangerous?

Manage Your Company's Reputation with Google Alerts

A Security Issue You Don't Want to Hear About

Employee Training - Businesses Can't Afford Not To

Why is My Computer So Slow?

Desktop Virtualization: Does it Work for Upstate New York Businesses?



Businesses these days depend on having reliable, fast desktop computers. The trouble is, these high-end desktops offer plenty of resources that never get touched, making them underutilized. Huge hard drives and extremely fast CPUs mean each desktop has more capabilities than most users will ever tap into.

Although computer prices have been dropping rapidly over the years, it's still important to not pay for resources you will never utilize. Of course, you can't hold on to old technology forever as it becomes outdated and expensive to run, hard to maintain, and increasingly slow. To combat this, many Upstate New York businesses are adopting technologies that leverage the ratio between cost and performance. One of these technologies is called desktop virtualization.

Desktop virtualization is where all of the desktop heavy lifting - the processing, storage, and software capabilities, are all handled on a centralized server. Many businesses have been using something very similar to this called a terminal server for remote access. Think of this as a terminal server for your entire organization. Everything runs from a single, powerful machine that divides out resources for all of the users. Your users can connect to it with pretty much any device, from low-end desktops, laptops, tablets, and even specialized low-cost terminal clients. Desktop virtualization makes it incredibly easy to manage issues and has enormous benefits to data backup and security initiatives. Imagine only needing to worry about supporting one main device instead of each and every workstation. Imagine having a couple extra low-cost laptops or client terminal PCs in storage to swap out in case of a hardware malfunction, knowing IT doesn't need to configure any software or hardware to get things back up and running.

(Continued on page 3)

Is Free Wi-Fi Dangerous?



If you take a laptop out into the world, you've probably seen the notification saying "Wireless Network Detected."

Free hotspots are not uncommon in coffee shops, hotels, airports, and other public locations. There are some things to know before you simply hop on an unfamiliar wireless network.



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

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:
newsletter.directive.com

Manage Your Company's Reputation with Google Alerts



Do you know what others are saying about you online? Keeping track of your online reputation is very important for businesses of any size; and you'd be surprised what people are saying about you. Using the free service Google Alerts, you can get notifications whenever Google finds something new about you on the internet.

What is Reputation Management?

People can talk about your business all over the internet in blogs, forums, review sites, business directories, local websites, social networks and more. It's very important to

(Continued on page 2)

Manage Your Company's Reputation with Google Alerts

(Continued from page 1)

know what people are saying about you and your company - customer feedback can be very helpful when examining your strongest and weakest areas.

Hopefully these mentions will consist of glowing reviews. When that's the case, finding the mention will give you a chance to thank that customer. You may also run into complaints (face it, some people just aren't happy with anything). If that's the case, knowing about it means you can intercept the issue and resolve it. If someone is unhappy with the level of service you provided them, it's worth looking into to improve it for next time.

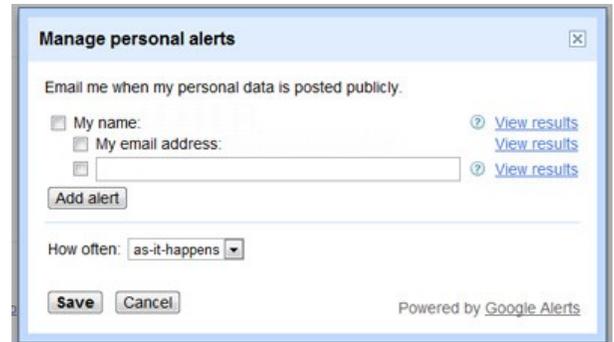
For those negative reviews, it's important to show that you care. Apologizing publicly for the bad experience, and if you have done something or will be doing something to look into and resolve

the issue globally, be sure to mention that. Don't be aggressive or defensive, just show that you care about your customers and their feedback, and want to provide the best experience possible.

Using Google Alerts

Google Alerts is very easy to use. Log into your Google Account (or create one) and go to your dashboard at www.google.com/dashboard. Click Set up search alerts for your data next to the Me on the Web area.

You'll be able to set up alerts for whenever Google notices a new instance of your name, your email address, or anything you want. Use this to track products, services, and your company name. You can create multiple Google Alerts. Alerts will notify you via email whenever it detects a new mention.



Google Alerts won't detect everything. For example, it won't always tell you when there is a new review for you on sites like Yelp that collect multiple reviews on a single page.

What are people saying about you?



Share this Article!
<http://bit.ly/shUB5o>

A Security Issue You Don't Want to Hear About



There are plenty of terrible ways businesses can suffer from data loss; the inevitable failed hard drive,

electrical disturbances, human error, viruses, fires, floods, earthquakes - you name it. That's what backup is for, right? If you are running (and managing) a tape backup system, and keeping the backups off site, what could possibly go wrong? Today we investigate one of the leading causes of data loss. It will shock you.

Asigra did a study with the IT departments of companies who suffered from data loss. They found that 20% said that their business experienced data loss due

to lost or stolen tape media.

One out of five instances of data loss was due to either negligence or theft! This is a serious problem with tape backup systems; you want to do your due diligence and back up your company data. You want to prepare yourself for a disaster by storing your archived data off site. Then, when a disaster strikes, you find that the tape is faulty or lost or the last backup taken off site is months old and almost worthless to you. Businesses cannot afford to lose months of data.

How often do you test your backup? Tape isn't exactly easy to test, it can be time-consuming and labor-intensive just to ensure all of your data is there, but your backup needs to be tested. Your company's backup is your lifeboat in a disaster, if there are holes or missing

pieces in it at all, you are in serious trouble. Plus, what if your pocket-sized tape gets stolen?

Tape backup isn't the right solution for most businesses. A good backup system is easy to test, fool-proof, quick to restore, and ensures that at all times, your data is backed up, secure, and ready for you in the event of a disaster. Businesses using tape backup solutions are taking so many risks, where affordable disk-to-disk backup and offsite secure data backup solutions are readily available. If your company is using a tape backup system, or worse, no organized, complete backup system at all, please contact Directive at 607.433.2200 and ask about our solutions, before it's too late.



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

Desktop Virtualization: Does it Work for Upstate New York Businesses?

(Continued from page 1)

It doesn't matter what size your organization is; desktop virtualization works great for small and medium-sized businesses, and large enterprises have been taking advantage of it to save incredible amounts of money on hardware and management costs. The real question though, when adopting a new system, is performance. Will your staff still be able to work as effectively on a virtualized desktop environment?

In most cases, that answer is yes. The

technology has gone a long ways, and on a good network, most applications run seamlessly, especially standard business applications and productivity suites. Huge strides have been taken in the entertainment industry to deliver huge amounts of data and multimedia content to consumers, and most business applications rarely need a fraction of the bandwidth to perform smoothly.

Desktop Virtualization can be a huge cost-saving next step for businesses of any size, and especially bring the costs involved with expanding and maintain-

ing much lower. Want to learn more about Desktop Virtualization and find out what it can do for your organization? Give Directive a call at 607.433.2200 and we'd be happy to explore the possibilities of virtualization for your company.



Share this Article!
<http://bit.ly/tyB1Ni>

Employee Training - Businesses Can't Afford Not To



As a business owner, if you've ever looked into training seminars, you've probably been taken back by the

price. Your industry likely has a whole slew of organizations dedicated to business training, and there are often training courses on specific software packages you use in your day-to-day line of business. Your employees may know full -well how to do their job, but are they doing it as effectively as possible in order to drive business forward?

Think about basic productivity software like your word processor and email client. Sure, they are fairly basic, easy-to-use applications, but are your employees taking full advantage of all of the features that can make them super effective at their job? Good employee training can improve and resolve a lot of issues, such as:

Employee ROI - When you invest in your employees and their development, they return that investment many times over.

Employee Retention - Would you rather build onto the skills of your existing employees or have to start over with new ones? Letting employees improve their skills and become better doesn't just help you, but it leads to happier employees, especially with today's job market. Better Performances - Improve your employee performance. Some companies see productivity increases by up to 230%.

Higher Quality - Making happier customers can be achieved with knowledgeable employees simply because your product and/or service will improve. This can help give your business a competitive edge.

Flexibility - Trained staff can better take the tools they use and bend them to their needs. This is sometimes a part of 'thinking outside the box.' Plus, as your business needs evolve and change, so can your staff.

"Your employees may know full -well how to do their job, but are they doing it as effectively as possible in order to drive business forward?"

Don't forget that technical skills aren't the only ones you want employees to have. Sales training, project management training, customer service training, and soft skills like communication and leadership are all important for your staff.

There are plenty of other benefits for training your employees, but above all else, it makes good employees better (and happier) when you treat them as your number one asset.



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

Why is My Computer So Slow?



more energy efficient. Computers aren't designed to last forever, and this isn't on purpose; general day-to-day usage and time give computer components a good thrashing. So why is your computer slow? Here are some Directive secrets about why your old computer

Ever notice how much faster a brand new computer is compared to an older one? Think back... was your computer as slow as it is today as it was a few years ago when you first got it? How did you tolerate that back then? It turns out your computer actually gets slower over time, but to contrast that new computers are getting faster, cheaper, and

struggles to keep up with you. Let's be careful about using the word 'old.' Certainly your five-year-old refrigerator isn't old. Your five-year-old car certainly isn't old (you may have just finished paying it off!). Why is your 5-year-old computer considered a dinosaur?

One of the biggest factors to

how a good computer goes bad is neglect. Some maintenance is needed to keep your IT investment in tip-top shape. This involves both physical and virtual maintenance.

The physical maintenance is pretty straight forward - as time goes by, the inside of your computer becomes caked in a thick layer of carpet fibers, dead skin, and other inorganic and organic materials. Gross, right? That dust acts like a blanket, trapping in heat while your computer so desperately tries to keep these parts cool. Fans can get clogged and your computer's performance will drop drastically as components...



Read the rest Online!
<http://bit.ly/pOZ4TW>

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

Happy Thanksgiving! - Holiday Hours



In observance of the Thanksgiving holiday, Directive will be closed on Thursday November 24th and Friday November 25th. We will reopen on Monday, November 28th.

As always Emergency Support is available by calling (607) 433-2200

Happy Holidays!

Directive

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



 facebook.directive.com

 linkedin.directive.com

 twitter.directive.com

 blog.directive.com

 newsletter@directive.com

Visit us online at:
newsletter.directive.com

