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The Need for Support with BYOD



There's a tidal wave of different consumer devices available on the market; smartphones, tablets, laptops, netbooks, and much more. Employees love their devices and love bringing them to work. If your company is allowing for Bring Your Own Device (BYOD), then you will want professional support to get the most out of it.

Sticking with the tidal wave analogy, if you let all of your employees bring in all of their devices without having made the proper preparations to your network, you will then be exposing your network to some pretty serious security risks that can be damaging—like a tidal wave. One of the best ways to have BYOD work for your business is to have Directive set up policies and procedures that employees must go through in order to successfully access your network.

A network that is properly set up for BYOD will protect your business from applications that, unbeknownst to users, mine for personal data or carry viruses like Trojan horses and malware. A simple virus scan of the new device before it logs onto your network will help to alleviate this threat, along with other security measures. Whatever device policy you enact, you will want to make sure that every device brought into your office abides by it. Directive can help set up your network so that no unauthorized device will be able to access sensitive company information.

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6 Ways We Carve Out Solutions



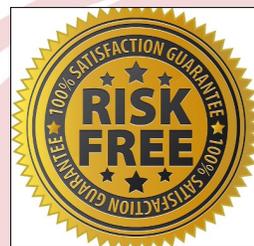
An IT service company specializing in solutions does several things

well. A business that's solution-oriented won't easily take "no" for an answer. Finding solutions means moving mountains for clients and providing service that goes above and beyond. One may think that we only fix computers, but our solutions-approach to service means that we do so much more!



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Go Forward with Service That's Guaranteed!



You wouldn't make a major technology purchase without first researching it. A person who gives you advice is essentially putting their reputation on the line. When it comes to technology and our IT services, we will confidently offer you our expert advice in order to help provide you with the best solution possible. In business, this is called a guarantee!

We guarantee you that the solutions we offer your business won't fall apart. This is meant to give you confidence in your purchases and save you from the disappointment and cost of choosing a lower-quality technology. The reason that Directive is able to make such a bold guarantee goes beyond our expertise, it's because we take the time to learn about every product we sell. We have to; our reputation is on the line.

You may have noticed that the big box stores and online retailers are not nearly as concerned about guaranteeing that their technology will work for you. In the eyes of giant corporations, your business is just another account number. A purchase that doesn't work out is your fault for choosing poorly. If they sold you a poor solution, then the responsibility to remedy the error is on you. This means you have to make the return and pick out another product that might or might not work.

Directive is different. We work with businesses just like yours every day, which means that we are able to ask you specific questions about your needs; questions that you may have

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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:
newsletter.directive.com

Slow Wireless Network? Upgrade Your Router!



If it's been a few years since you setup your wireless network, then you may be overdue for an

upgrade. Thanks to more devices having mobile capabilities, and more employees bringing their devices to work, wireless network technology has advanced quickly. Your old router might not be up for the new demands of the mobile office.

An outdated router may be the reason your wireless network is dragging. Maybe you originally set up your network to handle a couple of laptops, and everything worked smoothly; but now, your network is seeing increased demands from smartphones, tablets, eBook readers, media players, printers, televisions, and we are sure to see more technologies gain wireless capabilities (we are already seeing refrigerators and washing machines joining the ranks of mobile tech). As demands for bandwidth continues to increase, you will need a more powerful wireless router.

The latest wireless routers features 802.11n technology, which are much faster than the 802.11g/b wireless routers from just a few years ago. With an older router, you can still accomplish essential tasks, but you will begin to see a noticeable difference when doing more advanced things like streaming HD video or using voice over IP communications. With more advanced gadgets hopping on your wireless network, there will be a greater demand for bandwidth due to applications that require more resources.

The new generation of Wi-Fi standard is 802.11ac. You can even buy routers that offer high throughput in the 5GHz frequency band. Although, before you go out shopping for the biggest and the baddest router on the market, you will first want to consider your Internet speed from your ISP. If you are signed up for a speed of 25 Mbps, then installing a faster router isn't going to make a difference because there will be a bottleneck with your ISP. Many ISPs offer special packages and rates for businesses that include Internet speeds that faster routers can take advantage of.

Aside from faster speeds and the ability to connect more devices, there are a few other benefits that a new router can provide for your business.

- **Greater Connectivity Distance:** A new router will have more power to broadcast the Wi-Fi connection further and stronger. This is an attractive option if you find yourself getting frustrated with a weak signal after you cross the magic line.
- **Increased Security:** An older router that has weak security may be an easy way for hackers to access your network and steal your data. Newer routers come with the latest security to better protect your network.
- **Easy Setup:** Newer routers have made setup easier by giving users a list of interview questions. This way, an inexperienced user with minimal computer knowledge will be able to set up a router without getting a technician involved (although, we are here if you need us and it's our pleasure to help out).
- **Price:** As far as computer hardware goes, routers are fairly inexpensive. You can purchase a new 802.11n model that can stream up to 150

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Giving Administrators a Helping Hand



As a business, you have to market yourself. Fitting everything you do into a catch phrase doesn't do

justice to your many services. We know the feeling. As an IT Company, we do much more than computer repair. In fact, we work hard to find solutions for every part of business, including areas you wouldn't suspect, like administration and more!

Granted, a lot of what we do involves computer networks and workstations, but technology's role has evolved to influence every aspect of professional life. Therefore, we have taken great strides to familiarize ourselves with every department that uses technology. Armed with this broad familiarization of the business world, we are able to provide solutions at every juncture where life and technology meet. An administration department is a good example of a professional group that we can provide great solutions for, even though we might not be known for it.

Just like every other professional, administrators experience pain points from technology. One of these pain points comes from hiring and firing of new employees. Upon being hired, an employee is given access to the company's network. If an employee is canned, however, then it's the administrator's job to disable their access to the network.

Administrators are busy people, perhaps this is your role and you often find yourself juggling too many tasks at once. An administrator may be so burdened with their day-to-day responsibilities that they can easily put off a "small" detail

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Giving Administrators a Helping Hand

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like removing a terminated employee's access to the company's network. Directive has a managed solution that will assist you with this common administrative problem. All you have to do is notify us of who was let go, and we will quickly remove all of the former employee's network access points from our end.

Here is a list of other pain points we can help resolve for office administrators:

- Streamline workflows in phone sys-

tem for the receptionist.

- Document workflows. Business consulting with a Virtual CIO.
- Hardware fulfillment.
- Mobile device fulfillment.

These are just a few of the ways we provide solutions for office administrators, and you can bet that if there is another area in your office that has a technology need, then we can help. At Directive, we go beyond computer repair; in fact, it's

our goal to find solutions for technology problems that touch every business department. Because we provide such a vast array of IT services, you might not have heard about this service. It can be difficult to market every one of our solutions into a catchy tagline, but after you get to know us, you will discover that we are great at doing everything we can "to make technology work for you!"



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Go Forward with Service That's Guaranteed!

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not even considered. This way, you can be sure that our recommendations will be specifically tailored to fit exactly what your business needs.

We then go one step further and make sure to thoroughly test our products before installing them. Testing guarantees that your software will work because we have put it through the rigors of running a business, making sure it can handle the demands of your company. Can online retailers and big box stores give you this kind of guarantee? They

can't because they don't know your needs. We can make this kind of guarantee because we take the time to form a business relationship. Big box stores are essentially just resellers. They buy products in bulk from vendors, unbox it, and pass it on to you, without even taking the time to test the product!

If the product doesn't work, then all the time you spent shopping and trying to install it counts as downtime. You will now have to return it. The retailer will then have to ship you a new product (one that may not work). All of this will

waste even more of your time. Don't experience this downtime nightmare from choosing a poor and untested solution. Let us alleviate this with our guarantee. A guarantee that you know is more than just empty promises! For a firm and precise technology recommendation that will provide your business with the best solution possible, call Directive at 607.433.2200.



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The Need for Support with BYOD

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You know that Directive is here to assist with workstation and network maintenance, but what you may not have known is that we can also help to maintain your devices as well. As great as mobile devices are, they are just as prone to errors as workstations; and, as the BYOD trend is growing by leaps and bounds (70% of workers who own a device bring them to work), so are the amount of viruses that are designed specifically for mobile devices.

If you want to get the most from an BYOD program, then you will want to get a managed IT plan that covers your em-

ployee's devices. All the benefits you enjoy with having managed support for your workstation can also apply to your employee's registered devices. By providing support for your employee's devices, not only will you be protecting your network, but your employees will also appreciate the gesture. This would be a classy and easy move on your part, since the employees are paying for their devices. This kind of device management and support will vary with each device, due to the fact that there are so many different models out there. For a list of devices that Directive supports, give us a call at 607.433.2200.

When it comes down to it, including Directive in your BYOD plan is the key component to making all of the devices in your office work best for your business. Without a BYOD plan, random devices will show up all over your network, putting your business at risk. Contact Directive and let us help you seamlessly integrate all of the personal devices on your network so that your technology can work for you!



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Slow Wireless Network? Upgrade Your Router!

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Mbps for as little as \$15. A more heavy duty router that can handle speeds up to 450 Mbps can cost you as little as \$75. This is a great way to dramatically improve the capabilities of your wireless network affordably.

Upgrading to a new router is a great way to boost the power of your wireless network, but there are other measures you can take as well. To learn more ways that you can improve network speeds, like using a Unified Threat Management solution to block media streaming websites, or

upgrading to a heavy-duty wireless router built for a business with hundreds of users, call Directive at 607.433.2200.



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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.

Out With The Old, In With The New



For those of us that have been able to witness the current technological revolution,

we can say mankind has progressed at an exceptional rate. Remember spending hours on your TRS-80 writing code to play the simplest of games? At that point, if you didn't have the floppy disk drive, once you turned it off you had to spend all that time to rewrite the code. This period has taken us from bulky PCs (albeit still marvelous at the time) to devices with hundreds of times the computing power that fit in the palm of our hands.

In retrospect, the amount of time it took us to write all that code didn't really matter. We

just didn't like it when we spent all that time doing it, and have our mom tell us to shut it off and come eat dinner. Of course, we really couldn't complain, because we were lucky to have one. Coming in at a hefty price of \$600, which is equivalent to \$2200 today, not many people had them.

The TRS-80 was one of the first mass produced, personal computers available to consumers. It featured a Zilog Z80 CPU and 4 KB of RAM. Amazing hardware for those days. Of course, its RF interference made it so surrounding electronics wouldn't function properly, but it helped lead to stricter FCC regulations on interference. If you got the base model, it consisted of a keyboard and screen, with the tape backup sold separately.

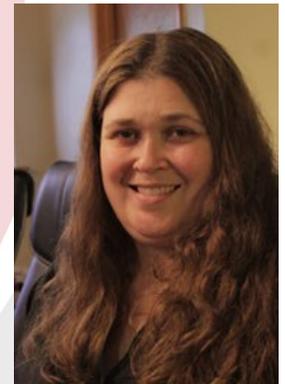
From the late 60's to now, computer technology has gone through an amazing amount of innovation. Today, a 14-year old girl has more computing power in the palm of her hand than NASA did in a 200 square foot room when they launched the Apollo 11 mission. Their computers used cassette tapes, or tape rolls, to back up and store data where now we can store entirely more data in a solid state drive the size of our thumbnail. The tapes have degraded over time, constantly needing to be replaced. That technology was state of the art for the 1960s, but nowadays using any form of tape is considered an out of date practice.



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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



GOOGLE GLASS VS. DO-IT-YOURSELF