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Hosting a Workload in the Cloud vs On-Premise: Which Option Saves More Money?

A Cloud Provider Hosting Your Company's Data Should Care as Much as You Do



By now you've heard about the cloud and all that it can do for businesses, but not all cloud

providers can claim equal levels of availability and overall quality as others. Therefore, one of the...



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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

What Can You Do to Prevent Lightning From Frying Your Technology?



It doesn't matter where your business is located--chances are you're susceptible to thunderstorms. Lightning storms are very unforgiving, and they can lead to all sorts of problems for unprepared businesses. We'll discuss some of the ways that your organization could be affected by a lightning storm, as well as how you can take measures to mitigate these dangers in the future.

Lightning causes problems for any electrical appliances and businesses that rely on them. The insurance industry estimates that around 6.5 percent of all claims are related to damages caused by lightning storms. Power surges are a major problem, as they can flood lines with power and cause damage to anything connected to them. Fires are also a major problem, as one freak accident could lead to your organization sifting through its own ashes looking for ways to rebuild its legacy.

Here are a couple of ways that your organization can best prepare for lightning storms and the damages that they can cause.

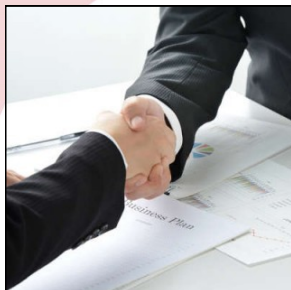
Uninterruptible Power Supplies (UPS)

Any technology that's plugged into an outlet is at risk of being hit by a power surge. UPS devices can help your organization stave off damages from lightning storms by regulating the amount of energy flowing into them at all times. This keeps them from being hit too hard by power surges, and many surge protectors guarantee the quality of their product up to a certain amount of damage in monetary value.

UPS devices also function in a way which lets your data remain secure in the event of a power outage by giving you enough time to properly shut down your devices. This can make all the difference between losing important progress or suffering from data loss.

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Boost Revenues By Outsourcing Your IT Services



Fundamentally, business is simple: if you take in more revenue than you have expenses, your company is a success. There are just so many elements to manage to ensure that revenues outpace expenses that it becomes difficult to ascertain what you can do to cut costs and see a higher degree of profitability for your efforts.

Many organizations are hindered by the need to use big chunks of capital, leaving them with fewer options when it comes time to make critical business decisions. If your budget is stretched, for whatever reason, maybe that capital you would rely on to boost profitability isn't available, putting you in a pretty precarious position.

Today's businesses rely on productivity and operational efficiency provided by technology. Directive has made a name serving Upstate New York SMBs because we make technology work for the modern business. We reduce the overwhelming financial burden that small and medium-sized businesses experience by providing several productivity-boosting

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Additionally, it also prevents damage to your hardware, thanks to regulation in energy levels.

Backup and Disaster Recovery (BDR)

Data backup is necessary if you want to prevent your organization from losing data, and disaster recovery is crucial for getting back in business following a disaster incident (like a fire or lightning storm). A cloud-based BDR solution that allows for multiple backups every day, fast restoration time, and offsite data storage can really be a benefit for any organization that relies on information systems as a part of their core operations.

In general, having a business continuity plan is a critical part of ensuring that your organization can wade through the damages done by threats and disasters

that could end your business. Business continuity leverages various technological assets to take preventative measures against data loss and natural disasters. A business continuity plan is a much-needed first step toward keeping your business safe from lightning storms and anything else that could threaten its existence.

To learn more about how to protect your business from disaster, reach out to Directive at 607.433.2200.



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Keep Your Team Updated on Email Security Best Practices

If the series of cyber attacks that have affected businesses around the globe are any indication, ransomware and other malware attacks are going to be a continuing problem for SMBs.

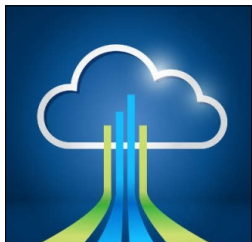
One thing you might not be aware of is that many of these major attacks could be easily prevented by training and encouraging employees to always exercise a few basic email security best practices.

To help keep Email Security Best Practices at the top of your team’s minds, we’ve developed a printable poster for you to hang in your office that reminds them to ‘Think Before You Click’.



Print your Copy Today!
<http://dti.io/emailbp>

Virtualization Means Accessing Game-Changing Tools for Your Business



Virtualized technology services are great assets for businesses with limited budgets. Three of the best

ways that your organization can take advantage of cloud computing and virtualization services are Software as a Service (SaaS), Voice over Internet Protocol (VoIP), and hardware virtualization.

Software as a Service (SaaS)

More businesses than ever are taking advantage of cloud-hosted software that’s dynamic in scope and practicality. It’s software like this that has allowed SMBs to grow and accomplish things that might not have been possible otherwise. Examples of software as a service include Microsoft Office 365 and Google’s G-Suite, but any software solution that is

paid for on a monthly basis through the use of a subscription qualifies as SaaS. Since these payments are smaller than purchasing full-fledged licenses of software, SaaS is ideal for SMBs with smaller budgets.

Virtualized Telephone Solutions (VoIP)

Virtual telephony solutions are great for the express purpose that they can be used on different devices, and most Internet-connected devices can access these VoIP solutions via the cloud. This means that as long as you have a smartphone, desktop, or laptop that’s connected to the Internet, you’ll have access to your company’s telephone number.

Hardware Virtualization

Managing an entire network of servers and other components can be challenging for an organization that doesn’t have an in-house IT department. This is why many businesses are

choosing to outsource their hardware management through a virtualization service.

This allows for servers to be consolidated and hosted in a virtual environment, where they need less maintenance, require fewer resources to operate, and can be accessed via the cloud. Furthermore, hardware virtualization allows your organization to simplify its network.

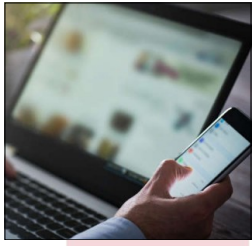
Does your business want to take advantage of virtualization services to get the leg up on your competition? If so, reach out to Directive.

We have the technical skills and expertise required to help your business get the most out of new and innovative technology solutions.



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Increased Mobile Device Use Means Increased Risk for Businesses



Smartphones, laptops, and Chromebooks empower today's workforce to be more mobile, and

employees are often the driving force behind this. Chances are, if your business hasn't even begun to think about your mobile IT strategy, a percentage of your staff already has.

Last year, Gartner conducted a huge survey that concludes just that. Here are the stats:

- 8 in 10 of employees bring their personal mobile device to work.
- 37% of employees receive laptops from their employer.
- Only 23% of employees surveyed were given corporate-issued smartphones.
- Yet, 10% of employees given a work device don't use personal devices as well.
- That said, only 20% of all employees who were given a work device were

dissatisfied with it. Typically the satisfaction level is higher with smartphones compared to desktops and laptops.

- More than 50% of all employees who use smartphones for work use their personal device.
- 2/3 of employees use a personal device, whether it is a smartphone, tablet, or laptop, for work.

So what does all of this have to do with your data? Employers have worked hard to protect and centralize company information, and control access to files and email. Once employees add personal mobile devices to the mix, it adds a whole new layer of complexity.

So Really, What Are the Risks of Personal Devices?

If left unchecked, there are plenty of risks. This is why employers go to such drastic lengths to try and control mobile device use in the workplace; or, even prevent it altogether.

A lost smartphone or tablet could give someone access to company email, which might include sensitive client

information, processes, passwords, and a whole lot of other data. A personal laptop that gets hacked or infected could bring the same risks, while spreading the infection onto your network. If an employee uses public Wi-Fi, even a novice could muscle their way into the data and get passwords, correspondence, and other information. Even worse, if a disgruntled employee quits, they could have access to your contact lists, files, and everything else they had while employed. The trouble they can cause could keep you busy for a long time.

Let Directive Help Devise your BYOD Strategy

A BYOD (Bring Your Own Device) strategy, also known as a mobile device management strategy, will protect your company's data, as well as allow employees to take advantage of mobile devices and the many benefits they can bring to an organization. By crafting a thoughtful, well-documented plan for what's allowed, what needs to be...



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services that can be leveraged to improve overall profit margins.

How do we do it?

By signing on to our managed IT services, organizations can take advantage of our consultants' and technicians' expertise to find cost-efficient solutions to solve their core business problems. Some of our solutions typically include:

End-to-end network and infrastructure monitoring - With a combination of technical expertise and properly-leveraged automation, we are able to monitor your hardware and network to proactively handle a variety of issues before they can force your business to lose effectiveness through downtime.

Backup and disaster recovery - One of the biggest misconceptions that small and medium-sized business owners have is that their data isn't important. Since the success or failure of a business can rest on their data management systems, we've developed a comprehensive backup and recovery platform to protect those assets from any circumstance, including fire, flood, cyberattack, or garden-variety negligence.

Cloud-based services - One of the biggest capital costs for a business is continuously upgrading its central computing infrastructure. By turning to cloud computing to host some of the business' mission-critical processes (like email, applications, and storage), businesses are now able to better manage many of their infrastructure costs.

At Directive, we understand revenue generation is something successful companies excel in, and unsuccessful companies don't. That's why we aim to provide the tools and expertise that modern companies need to secure themselves, boost productivity and efficiency, and reduce their capital expenses.

For more information about our managed IT services, or other technology solutions that can help your business succeed, call us today at 607.433.2200.



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Directive Employee Spotlight: Christopher Lynk



We are fortunate to have Chris Lynk, our company president, celebrating his **10th anniversary** with Directive this year.

We feel even more fortunate when we think about how he almost didn't even apply to Directive in the first place. After studying a mix of music theory, music industry, creative writing and art, and graduating from SUNY Oneonta with a bachelor's degree in Computer Art, Lynk (as we fondly call him) was actually about to apply to work next door to us. However, we managed to snatch up his resume instead, and the rest is history. In the office, this Norwich na-

tive has his hands full with plenty of responsibilities. From juggling the needs of the web and content teams, to assisting with sales opportunities, to creating the comic for our newsletters, Lynk is sure to be busy with some work project.

Outside the office is no different, either, as Lynk can usually be found exercising his many talents. These include writing (including blogs of his own) and drawing cartoons. As of right now, he's currently in the process of writing a musical and a novel, teaching himself traditional animation techniques, and creating a comic book series.

Describing himself as "what you might call a nerd," Lynk loves comic books and video games, as well as trying out new hobbies and starting new projects on a whim. He currently (and probably indefinitely) holds the office title of Best

Electric Accordionist. He also enjoys reading, and recommends that every human being reads Stephen Covey's *The Seven Habits of Highly Effective People* and *The Ultimate Hitchhiker's Guide to the Galaxy*, by Douglas Adams.

Looking back, Lynk is very proud of what the team at Directive has accomplished over the years. From once literally knocking Chris Chase out of his chair with some news (really, ask Lynk about it) to hanging out with the dogs that visit the office periodically, Lynk has made himself at home here at Directive, for which we are happy and thankful.

And so Chris Lynk is the focus of this month's **Employee Spotlight**, as he thoroughly deserves the recognition. We thank him for his dedication and his team spirit, and look forward to many more years with him!

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

Crock-Pot Thursdays at Directive!

Baked Sweet and Sour Chicken, Pineapple, and Peppers



Get the Recipes Here!
<http://dti.io/sweetsour>

It's National Pizza Party Day!

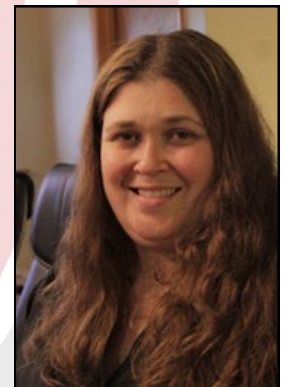


See The Video Here!
<http://dti.io/pizzaparty>

Okay.. We Might Have Fibbed a Little



See the Video Here!
<http://dti.io/sals>



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