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Full Charge Ahead! Device Battery Maintenance



Do you let the batteries in your mobile devices fully deplete before recharging? If

so, then you may be doing this based on some scientific-sounding advice you once heard. This advice has been around for years, and battery technology has dramatically advanced, which makes us ask the questions, "Is it still necessary to fully deplete your battery before recharging?"

To answer this question plainly: No. Battery technology has...



Read the Rest Online!
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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.

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3 Data Backup Options for Your Business



What would happen if your business experienced a disaster and your sensitive information was erased? If you don't have a business continuity plan in place that includes data backup and recovery, then it's highly unlikely your company will survive. To protect your business, you will want to consider and choose one of these three backup solutions.

External Hard Drive

In a recent worldwide survey of 600 users that backup their data, it was found that 60% use external hard drives as their backup solution. The appeal of the external hard drive is that it's easy to purchase from any retail store, and they are also reasonably priced. External hard drives have also been designed to be easy-to-use. All you have to do is plug it to your PC and it will automatically backup your data.

External hard drives are a great backup solution for your personal PC at home, but using an external drive to backup your company's multiple servers and workstations is outside the scope of what many external drives are designed for. While it's possible to use a single external hard drive to backup multiple drives on your company's network, setting this up is a little more involved than plug and play.

The biggest disadvantage that comes with using an external hard drive is that your backed up data is still at risk from disasters that can damage your property. External hard drives are also not the most secure backup solution. If someone wants to steal your data, it would not be difficult to unplug and tuck away your external hard drive in a coat pocket and smuggle it off the premise.

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Use VoIP to Feel like a Superspy



Remember when a family's home had only one phone line and someone else would pick up the phone in the middle of a call? There would be a click, a pause, the caller would then ask, "Is someone on the other line?" A hasty hang-up click would then follow. With VoIP, you can listen in on phone calls without being detected!

Voice over Internet Protocol is a communication technology that uses your Internet connection to handle all of your organization's communication needs. Businesses that switched to VoIP from a traditional phone plan have seen savings up to 80% on their long distance phone bills! In addition to some pretty sweet savings, VoIP can also provide your business with some helpful communication features. There are three VoIP phone features that allow you to go into stealth mode over your company's phone calls; they are Monitoring, Whisper, and Barge.

VoIP Monitoring will allow you to listen in on a phone call with your end muted. This way, you will not be detected with a click, background noise, or heavy breathing whenever you join the call. VoIP Whisper will allow you to be in on a call in such a way that only one party

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A Fax Machine Can Hinder Productivity



First introduced by Xerox back in the 1964, the fax machine, or Long Distance Xerography as it was called then, was the hottest

office productivity tool of its day. This new technology saved workers from having to send documents via mail, which dramatically improved office communications. Nearly fifty years later, and the fax machine has become a hindrance to office productivity.

In the 1960's, the fax machine was where it was at! Thanks to this new fax technology, if you wanted to shave a couple of days off your order from the Sears Roebuck catalogue, all you had to do was fill out the form and send it to Sears over the telephone lines. Amazing! Today, ordering goods from catalogues is a forgotten practice, if you don't believe us, then poll the twenty-somethings on your staff and ask them if they've ever used a catalogue. You will be sure to get a few blank stares, and some wise guy may even ask if "catalogue" is a new app.

The paper sales catalogue died with the advent of the Internet, yet miraculously, the paper-consuming fax machine is still found in modern offices; and not as some kind of cool display of retro technology, no, many offices still have their beige fax machines powered on, loaded with paper and ink, and still in use! Astounding! To say that offices should switch out their fax machines for a new and better solution is an understatement, because a better solution has been around for like twenty years.

Before we rip on the poor fax machine even more, we should take a break and explain why this antiquated technology is deserving of such ridicule. When it comes down to it, a fax machine actually hinders workflow in the modern office when compared to widely-used solutions like e-mail. While it's true that fax machines are still a faster solution than snail mail, the convenience of digital communication makes going through the motions of sending a fax very inefficient. Sending and receiving an e-mail is an instantaneous process. Sending a fax on the other hand can be quite the involved process. Consider the steps it takes to send one fax:

- After your message is typed up, you will need to print it.
- You will also need to find, open, and print the cover letter.
- You will have to make your way to the printer to retrieve your message.
- If you did not already type in the contact information on the cover letter, then you will have to manually enter it with a pen.
- You will now have to find your way to the fax machine and load the fax in the tray.
- Enter in the phone number and push send.
- Wait a bit for the fax machine to do its thing.
- Now you have to figure out what to do with your paper letter. Do you recycle it? Shred it? File it away?
- When it's all said and done, you will make your way back to your desk, only to get up again when you receive an incoming fax.

In a situation like this, the more steps you have means the more chances there are for something to go wrong. What if the printer is out of paper? What if you

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Improve Productivity and Protect Your Business with UTM



You can connect to over 2.7 billion people over the Internet, but you probably shouldn't. There are many people on the Internet

with bad intentions, along with several websites that can harm your business. With a Unified Threat Management (UTM) tool, you can protect your business by filtering out the worst of the web.

A UTM network security solution is the ultimate tool to manage all the different threats on the Internet. By providing

your network with a strong UTM firewall, you will be able to control who views your company's website, and which employees can see what websites. This security technology is called content filtering and it can make your staff more productive while keeping your sensitive information safe. Here are three different ways UTM content filtering can benefit your business.

Filter Out by Bad Countries

Is there a country on the planet that you despise? Maybe this nation is your country's arch rival in the World Cup, maybe you think their country is just shaped funny, or perhaps you find their culture offensive. Whatever you have against

this one particular nation, you can adjust the settings on your UTM to make sure that nobody within that country's borders can view your organization's website.

From a practical standpoint, filtering out an entire country can help protect your business from a nation that your country is at war with. Today's battlefields include the Internet as special units of hackers are trained to disable businesses' websites from enemy countries. One way to protect your company from these commando hackers is to filter out Internet users of hostile countries from accessing your website.

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3 Data Backup Options for Your Business

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Tape Backup

Backing up data with tape is one of the oldest backup solutions on the market. In fact, backing up data with tape is such an old solution that we're surprised it's still being used. Yet, a significant number of businesses continue to use it, perhaps because it's a technology they are comfortable with and old habits die hard.

Tape backup is a better solution for backing up servers on a network than trying to back up a business using external hard drives, but that still doesn't mean backing up with tape is an easy process. When backing up with tape, you're still required to perform routine tasks like switching out your old tapes for new ones on a daily basis. Then there's the issue of finding a place to store the previous day's tape, and wherever you decide to store it, the tape will

still be at risk from fire, theft, flood, or any other disaster.

Directive's Backup and Disaster Recovery Solution

Hands down, the best technology available to securely backup your company's data is a Backup and Disaster Recovery (BDR) solution from Directive. A BDR tool is cloud-based and designed for businesses operating an IT network of any size. One of the best things about BDR is that you don't have to do a thing. Directive will handle the setup and maintenance of your BDR remotely, making the backing up of your network an afterthought. This is how data backup should be. You have better things to do with your time than having to switch out tapes on a daily basis.

Another advantage of BDR is that all of your company's data is securely and re-

dundantly stored in the cloud to an offsite data center. This way, in the unfortunate event that a disaster strikes your office, your invaluable data will not be lost. BDR also gives you the ability to virtualize your old data to your new network as soon as the replacement equipment is set up. BDR is also more affordable than you would think, and Directive's BDR solution can be even more affordable when it's included with Directive's other comprehensive managed IT services.

To backup your company's valuable data with the most secure and convenient solution available, call Directive at 607.433.2200.



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Use VoIP to Feel like a Superspy

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can hear you (it's like you're whispering in their ears), and with VoIP Barge you can fully enter the phone conversation. These features are pretty sweet and have been designed to assist you in training your employees on how to handle phone calls. Before we explain how these tools can be used for training, we want to go over three scenarios that these tools should not be used for.

- **Spying:** With great and powerful phone features comes great responsibility. These VoIP features give you the ability to spy on your employee's phone conversations. Although, spying on your employees is what we would call a jerk move; and if it's discovered that you've been pulling a President Nixon on your employee's calls, be prepared to lose all leadership credibility.
- **Spooking:** VoIP Whisper makes it almost too easy to mess with peo-

ple. You can listen in on people's phone calls and then then drop lines to confuse callers, or you can use Whisper to scare someone with a loud shout when they least suspect it. April Fool's Day is the only time when using Whisper for prank purposes is universally accepted--it's in the April Fools bylaws, look it up.

- **Being a Control Freak:** As a manager, you have to learn to let go and be comfortable with your employees handling phone calls. If you use VoIP Barge to take control of too many phone calls then your staff will never be able to develop the confidence they need to work the phones.

VoIP Monitoring, Whisper, and Barge have been designed as training tools to help teach your staff how to use the phone. Using these three VoIP features, you will be able to listen in on the phone call without making your customers

nervous by giving off clues that there's a third person on the line. Using Whisper, you will be able to assist an employee on what to say, like details about your product or giving them insight about topics you know the customer cares about. Barge will allow you to fully join the conversation if you think the situation calls for it.

With VoIP, you can even use these three features on phone calls made outside the office. As long as the call is made from your VoIP phone number, you can monitor it, no matter where in the world it originates! To get VoIP for your business, call Directive at 607.433.2200, and be aware that your call may be monitored for quality assurance purposes.



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Improve Productivity and Protect Your Business with UTM

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Filter Out by User

Maybe you know which Internet user is threatening your company's website. This information can be determined from your website's backend; from here, you will be able to use an analytics tool to see the IP address of people that may be spamming or trying to hack your website. Armed with this information, you can block out this malicious user with your UTM solution. You can also use this same strategy to block out a competitor if you discover they're spending too much time perusing your web pages.

Filter Out by Productive vs. Unproductive Websites

On the other side of your network firewall, you can use UTM to filter out which websites your employees can visit. This can dramatically boost the productivity of your business when time-wasting websites like YouTube, Facebook, Twitter, and more are taken off the table.

To be fair, you may have some very responsible employees on your team that can handle Internet privileges, and there may be staff members that need to access social media in order to manage

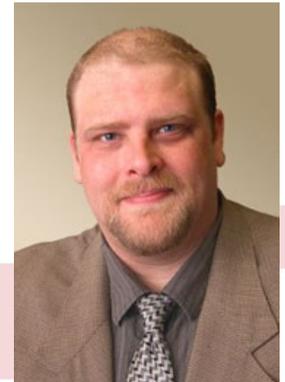
your company's marketing. For these employees, you can use UTM to provide them full access to the web while filtering out other users that can't be trusted. Also, with a UTM, you can block access to dangerous sites that have viruses and malware.

UTM is a powerful solution that can improve productivity for your business and keep your network protected. There are billions of people on the Internet. . .



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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

A Fax Machine Can Hinder Productivity

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get up from your desk and get asked about your weekend? What if you get lost trying to find the fax machine? All of these steps and risks can be circumvented by using e-mail instead. Using your e-mail account to send and receive faxes is not difficult; in fact, you can easily do it with a fax server solution from Directive.

you will cut down trips to the fax machine and save money from having to feed the machine paper, ink, and electricity. A fax server solution will also free up a spot in your office where your fax machine used to sit, and it will increase productivity by saving people time from having to tend to paper faxes.

A fax server solution is a handy tool that processes all incoming and outgoing faxes through your e-mail inbox. By using a fax server solution,

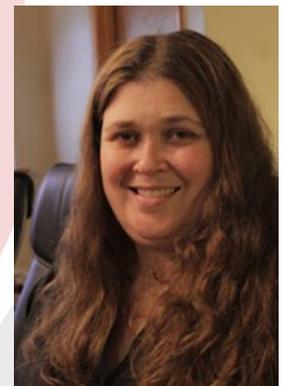
Maybe fifty years from now e-mail will be outdated by an even faster solution like sending messages via the mind and keyboards will be

mocked. While we can't be sure if the future will bring us mind-to-mind communication technology, there is one thing that we can be sure of about for 2064, and that is, fax machines will still be used in offices...in space.

Call Directive at 607.433.2200 to learn more about switching out your inefficient fax machine for a fax server solution!



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