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### Don't Get Caught Using Poor Telephone Etiquette



Thanks to the explosion of mobile phones, the world is connected like never before

and most people seem to have a good grip on how to talk to each other using proper telephone etiquette. Therefore, when someone breaks socially accepted phone etiquette practices, they make themselves or the business they represent look bad.



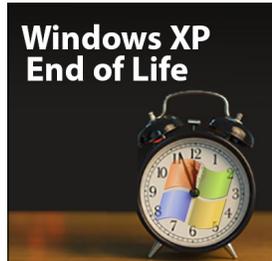
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## About Directive

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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## Windows XP Becomes a Business Liability on April 8!



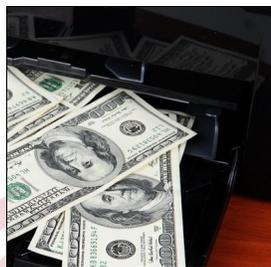
If you're still running your business or home PC on Windows XP, then it's vital that you upgrade to a newer OS. Yes, your decade-old Windows XP system may be working just fine, and therefore, you may not feel the urgency to upgrade, but you will feel the heat when Microsoft stops supporting its popular OS--in just a few short days!

The "death date" for Windows XP is April 8. If you have put off upgrading this long, then you're definitely the type of person that may have a tendency to put things off until last minute; and you're in good company, seeing that 29% of the world was still running Windows XP just last month!

To be clear, the death date doesn't mean your Windows XP computer will display the blue screen of death on April 8th, rendering the machine unusable; instead, it means that Microsoft will stop issuing security patches. Technically, you can still run your Windows XP-

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## How a Print Server can Prepare Your Business for the Future



It seems odd, but people are declaring 3D printers to be the technology that's going to revolutionize the future while simultaneously moving away from paper printers. Let talk about the printers you use for your business. A print server solution will help you transition away from your current printer setup so that you can take advantage of cool futuristic technologies!

One way that a print server can help prepare your company for the future is by consolidating the printers that you're currently using. This will free up space in your office that you can use for something way cooler than an old inkjet printer (like a sweet 3D printer perhaps?).

A print server is able to do this by handling all of your network's print traffic and sending print requests to a smaller number of more efficient and more powerful printers. This is opposed to having old printers haphazardly located throughout the office, or worse, having one cheap printer for every workstation.

The implementation of a new print server solution will give you the opportunity to rethink your entire printing setup. Many organizations that have implemented a print server have consolidated the number of printers used by as much as 3:1! Unless you did a good job planning the setup of your company's network, it's likely that you kept adding random printers to your IT infrastructure as your business grew. This is how most businesses grow, adding new technology as the need arises. Growing this way will get you by, but it's much better when growth is planned for and a framework to handle growth is in place.

One of the ways that a print server relieves a company's growing pains is by directing printer traffic away from the main server units. A lot of data is transferred when a document is printed. If your network isn't designed to handle a large amount of print traffic, then having

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## Yep, We've Got that Covered Too!



Technology is a major part of everything your business does. Therefore, you need a technology partner that does more than

just fixes your computers. For example, if your smartphone decided that, "today is a good day to die," then it wouldn't matter how great your workstation was running, your day would still be ruined.

At Directive, we're much more than a break-fix computer repair company. In fact, we'll cover every piece of technology that's important to you. You may be thinking, "What about my..." Stop right there. Whatever you were going to say, know that we've got it covered. Now you may be thinking, "But what about my..." Sorry, but we're going to have to interrupt you again because we've got that covered too!

The same quality of IT service that you've come to expect from Directive is also available for non-IT technology

that's important to you, all thanks to our vendor management service. With this service, our technicians may not be the guys or gals repairing your broken technology, but they are the ones contacting vendors and arranging the fix.

From the perspective of a technology user like yourself, you know that when a vital piece of equipment goes down, it really doesn't matter who fixes it. Instead, your primary concern is, "when will it get fixed?" With Directive on the case, you can rest assured that the fix will happen as fast as humanly possible.

Thanks to our extensive contacts in the technology industry, we know exactly who to call to get whatever you need fixed. If we're the ones arranging the fix, then that means you or someone else in your office doesn't have to. Our vendor management service frees up your team to focus more of their time on the business, which is a much more profitable venture than having to dig up warranty information or navigate a customer service phone menu.

To give you an idea of how extensive Directive's vendor management service is, here's a few of the most common technologies that we take care of with this service.

### We Can Support Smartphones

When a smartphone goes down, it feels like your workday or even your workweek is ruined. Because smartphones are small, they're easy to lose and easy to drop, which is why we get so many calls about fixing them. There are certain cell phone service providers (which we won't name here) that have a pretty crummy reputation when it comes to customer service. If you don't want to have another mind-numbing conversation with your cell phone service provider, then let us take care of it for you.

### We Can Cover Printers

How long can your office function without a printer? Unless you've taken strides to go paperless, your office likely needs to print off several important documents every hour. To get operations back up and running again as fast as possible

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## Prevent Downtime by Planning Your Network Maintenances



Because you manage a business, we don't have to convince you of the benefits of planning ahead. For example, having

an onboarding strategy in place for hiring a new employee will get them acclimated more quickly, which will help them contribute to boosting your bottom line faster. Similarly, planning your IT network maintenances will benefit your organization.

### The Importance of Timely PC Maintenances

Every PC user needs to keep their software up to date. For businesses, upgrad-

ing software isn't an option. Upgrades are necessary to keep your system protected from the latest online threats. If you're not scheduling your upgrades, then you're likely doing it randomly.

Perhaps you only perform an upgrade when a popup window shows up reminding you to perform the task. This popup may get you to upgrade, or you may click on "Remind Me Later" and put it off. Or worse, you may click on "Don't Display This Again" and forget to upgrade entirely, which can put your company's sensitive data at serious risk.

### How Upgrading without a Plan can Cause Downtime

If you do get around to updating your software, it may be a significant upgrade

that will require you to restart your system. Additionally, sometimes an update to an OS will be annoying about giving you the option to restart your computer later. You've likely experienced this when you've upgraded your Windows OS in the middle of an important project and gotten annoyed with a popup window bugging you about rebooting. In this scenario, you click on "Restart Later," only to have that annoying box show up again fifteen minutes later and derail your train of thought.

Eventually, you cave to the demands of the annoying popup box, close out your project, close all of your other open applications, and then restart your computer. Because you're anxious to get back to

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## Windows XP Becomes a Business Liability on April 8!

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enabled machine just fine without support, but if your Windows XP computer is connected to the Internet, then you will not want to go anywhere on the web without the support of Microsoft. This is especially true for Windows XP because it's the world's most popular OS, which makes it the biggest target for hackers.

When it comes to upgrading, you have options. Microsoft will provide security support for Windows 7 and 8 for years to come, with Windows 7 being supported up to 2020. Both Windows 7 and 8 are solid-yet-different operating sys-

tems. Windows 7 has the classic Windows OS layout and Windows 8 has gone through a makeover with a new mobile-friendly "metro" interface.

Aside from security precautions, there are also performance reasons why you will want to upgrade from a decade old operating system. As you have likely noticed, there have been some pretty dramatic advancements of computer technology in the past twelve years, and Windows XP was designed before many of these advancements were even released. If you're used to running new solutions with Windows XP, then you

may be pleasantly surprised with the performance boost that will accompany an OS upgrade.

While upgrading the OS on your home PC is a fairly easy task, it can get complicated when you are dealing with multiple workstations on your company's network. If you would like assistance in upgrading your company's computers to a more secure and efficient operating system, then give Directive a call at 607.433.2200.



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## 7 Surprisingly Hilarious Tech Statistics



If you think you are not up to date on your tech jargon, don't feel bad. A recent study conducted by Voucher-

cloud.net asked 2,392 adults multiple choice questions about the definitions of common technology terms. The findings

suggested that many of them were worse off.

The interesting thing about this study is that 61% of the respondents said that, "It's important to have a good knowledge of technology in this day and age." We agree 100% that staying up with technology trends is important when it comes to seeing success in today's workplace. However, based on the

results of this study, it looks like there's still a lot of educating yet to do when it comes to the meanings of even the most basic tech terms!



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## How a Print Server can Prepare Your Business for the Future

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multiple users trying to simultaneously print documents will slow down your entire network.

Print traffic slowing down your network can hinder office communications and the performance of your hosted applications, which is an expensive problem we call downtime. By diverting all of your print traffic to a dedicated print server, you will free up bandwidth on your network so that you can use your network's resources for more essential tasks.

Additionally, a print server will give you control of all the printing going on in

your office. Without any oversight for your company's printing habits, it's easy for your employee's to use more paper and ink than what they need to. If you're the one buying refills on printer ink, then you know firsthand that it's one of the priciest commodities per ounce in the office. In fact, it's estimated that a gallon of black printer ink retails for a minimum of \$2,000!

With a print server, the network administrator can set printing limitations on a per-user basis. This can include limits on how many pages of paper a user can print in a workday, and you can even make it so that only the staff that needs

to print color documents will have the ability to. This will really help cut back on losing money if you have employees that aren't careful about printing. It can also take away the suspicion that certain employees are abusing their printer privileges for their personal needs, like garage sale flyers and scrapbooking.

With the money saved from printing expenses, using a print server will free up capital and desk space so that you can take advantage of more futuristic technology solutions.



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## Prevent Downtime by Planning Your Network Maintenances

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the project, you just sit there waiting for the machine to reboot; an unwelcomed break. When the PC is rebooted and the update is installed, you now have to reopen all of your applications, including the one you were working on. Now you have to find your place on the project and wrestle with your thoughts to regain focus.

This inefficient upgrading process is called downtime, and when this process is multiplied by however many workstations you have, along with every mission critical applica-

tion that needs a regular upgrade, then you're looking at a significant amount of downtime that can be avoided if you just plan your upgrades.

### How Directive Plans and Implements Computer Maintenances for You

With managed IT services from Directive, we plan out software updates for your business in order to eliminate this lengthy downtime scenario that we just described. With our solution, we're able to remotely manage your IT infrastructure and handle many of the mundane maintenance tasks that often

go overlooked, such as software updates. Our managed IT service gives us an overview in regards to which applications need updates, and this assessment allows for us to quickly perform the needed updates so that you're not hit with any surprises. As a bonus, having Directive take care of your updates will give you peace of mind that your system is current and protected from the latest viruses and exploits.



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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.

## Yep, We've Got that Covered Too!

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sible, give us a call and we'll get our trusted IT partners on it.

### We Can Cover Fax Machines

Maybe you're still using a fax machine and you need it repaired so you can send an important fax. If you want it fixed, we'll be happy to arrange it for you. However, we will also take an opportunity like this to let you know about easy communication solutions that make the fax machine obsolete. Informing you about better solutions is just one

aspect of our vendor management service.

### Yep, We Can Cover That Too!

Whatever technology that's important to you and you want covered, just let us know about it. It never hurts to ask. We think that you'll be pleasantly surprised to discover just how extensive our vendor management service is.

The biggest advantage that comes with using Directive's vendor management service is that we understand how urgent it is to find a fast fix for

you. When you have to deal with the customer service department of a major technology corporation, the phone call will be impersonal and they may treat your call as an inconvenience, not a priority. To get outstanding customer service that covers all of your technology, give Directive a call at 607.433.2200.



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