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It's a Girl!



The stork visited a member of the Directive Team this September.

Justin Biggs, of our programming team, and his wife Holly welcomed a baby girl into the world on September 7th. Arriving at 6:36pm, Kira Mackenzie weighed 7lbs. 12oz.

Congratulations to the whole Biggs Family!

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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Malware Puts Regional UPS Customers at Risk



The Vestal, NY location of UPS has recently notified customers that they have been the victim of a data breach that has affected over 50 stores. According to a spokeswoman for UPS, any customer who had used a credit or debit card at the affected stores between April 29, 2014 and August 11, 2014 could be impacted.

UPS is providing information, identity protection, and credit monitoring services to customers concerned that their financial information may have been compromised. The New York State Attorney's office admitted that it is

difficult to protect yourself against situations like this at retail locations, but added that there are many ways to protect yourself against invasions of your personal and financial information.

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Data Recovery Testing: The One Test That Will Save Your Business!



Every business owner understands the importance of planning and the proper implementation of said plans. However, after everything is set up, it's easy to overlook the testing of one's plans, which can really come back to hurt you when all of your careful planning falls apart. Nowhere is this more true than with data recovery.

Data backup and recovery is a major part of your business continuity plan. When your business is faced with a disastrous event causing downtime due to data loss, the recovery of your lost data is crucial to getting your business

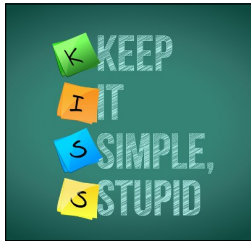
up and running again--and the faster the better. In a dreaded scenario such as this, your next step is to put your data recovery solution into place and hope for the best. How confident are you that when you restore your backup, everything will work as it should? This is where testing comes into the picture.

Going through the effort of testing will prepare your business for unforeseen problems with your backup solution. In an interview with Processor magazine, Adrian Sanabria, senior security analyst of 451 Research, gave an example of a common data recovery scenario gone wrong due to the lack of testing. "It's no good to switch over to disaster recovery (DR) and find that your Tier 0 application won't run because the DR environment is three releases behind. If DR will be expected to support a full production load, plan it as such."

Testing should be done regularly. Many IT professionals agree that a complete test of your backup systems should be done at least once per quarter, and there's no harm in testing more frequently, like monthly or even weekly.

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3 Ways to Keep IT Simple Stupid (KISS)



Keep It Simple Stupid, aka KISS, is a sure way to find success in business. By keeping operations simple, the

cost of doing business is reduced, there's less room for error, and more people understand what's going on. Your IT infrastructure is at the heart of your organization, keeping IT simple will help your business kiss many of its problems goodbye!

Compounding the problem of IT complexity is the nature of technology to become more intricate. While using the latest business technology becomes simpler for the end user, the back end becomes more complex for IT managers. Here are three examples of how business technology has a tendency to complicate things.

Growth Means Increased Demands on IT Infrastructure

A growing business isn't simple to run. Of course, everybody desires their company to grow, but not everybody is prepared for the complex problems that accompany growth. A growing business puts increased demands on your company's systems, like more data being processed and new users being consistently added. Ultimately, these are good problems to have because it means your bottom line is growing.

The best way to prevent growth-related IT issues is to plan for growth. Directive can help you make plans with our IT consultation service. We're more than a break-fix computer repair company, we also know a thing or two about business. We're able to combine our business knowledge with our technology expertise to help you know what solutions to put into place so your system can handle the increased demands you're sure to experience for the next 1-to-5 years.

Mobile Technology and BYOD Support Complicates IT Security

Mobile devices make getting tasks done around the office much easier, but they also make the job harder for IT managers. The addition of every mobile device to the network means additional access points that need to be secured, as well as increased risks from devices being lost or stolen by identity thieves. Then there's the hassle of managing the software on the devices so employees aren't saving sensitive company data to an unsecure and unapproved third-party app.

Keeping mobile technology simple for your business means making extra efforts to manage how employees use their personal devices. This requires a well thought out BYOD policy that takes into account every possible risk, as well as having the right mobile device management software in place that fits the mobile needs of your business. Directive

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3 Sure Ways to Increase Workplace Productivity



The office is a unique place designed solely for the purpose of getting work done. Therefore, no matter how your work-

place is designed, there's always room to improve it in order to squeeze out a few more precious minutes of productivity from each worker. As productivity goes, every minute saved adds up!

Every productivity expert is a careful student in both math and commerce. Office managers are acutely aware that saving even a few minutes in a worker's day can add up significantly over the course of a year. Additionally, if you multiply that figure by every worker in the office, it will easily add up to saving the company weeks of salary. Here are three practical measures your business can take to improve workplace productivity.

Study Your Existing Workflows

It's impossible to know what to improve upon if you're not familiar with your current workflows. By taking time to study your company's workflows, you will begin to see several productivity shortcomings. You can do this by talking to the workers in the trenches. They will be able to passionately tell you what roadblocks are keeping them from getting more work done. Be sure to talk to as many team members as you can. As you begin to compile first-hand accounts of productivity hindrances, you should start to notice patterns that you can address.

In fact, there's an actual scientific method used to increase workplace productivity called Scientific Management. This field of study dates back to before computers were the norm. As reported by The Secret Life of Machines, "Techniques included taking time lapse photos of

office workers with flashing light bulbs tied to their heads and hands to trace their movements. The idea was to eliminate 'wasted motion' and find 'the one best way' for every job."

Customize the Workplace Around Employee Needs

When it comes to workspaces, it's impossible to implement a one-size-fits-all model. People have different personalities that require different environments to maximize productivity. For example, going with an office designed with all cubicles or an open office that's one big room will isolate people with certain personality tendencies that don't fit the environment. Perhaps a mix of both models will work best to accommodate workers' different personalities. Designing the layout of your workspace will work best if you talk to your staff and better understand their needs. Getting

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Malware Puts Regional UPS Customers at Risk

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NYS Assistant Attorney General Michael Danaher explains one of them, "When your credit card statement comes in; when your bank statement comes in each month, look at it as soon as it comes in. That's the easiest way that you can pick up on this and the quickest way."

Approximately 15 million people have their identities used fraudulently each year in the United States, resulting in over \$50 billions in financial losses. Of the over two millions customer complaints filed with the Federal Trade Commission's Consumer Sentinel Network (CSN) in 2013, Over 140,000 of them were related to identity theft. It is said

that around 7% of all adult Americans will deal with some form of identity theft in the upcoming year. Simply put, individuals need to protect themselves.

For businesses, the threat is even larger. In one study of over 500 U.S. companies suggests that around 90% of all businesses have been hacked at some point in the past year, and half of them were breached more than once. The bottom line is that it's easier to work to eliminate this risk than lose customers because you've transferred that risk onto them.

At Directive, we provide remote monitoring and proactive maintenance for all of your core IT systems, so our clients

aren't faced with the perils of this nature. In addition to our remote monitoring and maintenance service, we can implement several security solutions that can work to keep malware and hackers out of your system.

Call us today at 607.433.2200 to get more information about the solutions we can provide to protect you and your business.



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Data Recovery Testing: The One Test That Will Save Your Business!

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Logistically, testing your company's backup systems may sound like a burdensome task, especially if you're a larger company with multiple departments and multiple locations. Like any project, one way that you can make backup testing easier is to spread it out. For example, a larger corporation may test out a few locations at a time instead of testing every system at once.

Another way that you can test your backup solution is to periodically run your entire business off of it. This the surest way to know that your business can withstand a disaster. Sanabria tells Processor of a major retail company that tested their data backup systems this way:

They'd actually switch production over to DR once every three months and run the DR environment as production for a full week before switching back. The first few tests were difficult, but the outcome was worth the dedication, because they never worry about whether their DR environment will work.

When your business is faced with a disastrous event causing downtime due to data loss, the recovery of your lost data is crucial to getting your business up and running again—and the faster the better. In a dreaded scenario such as this your next step is to put your data recovery solutions into place and hope for the best.

Any way you slice it, testing a company's backup solution is a time-consuming task that only gets done if the organization understands the value of their data as part of their business continuity plan. If regular testing of your company's backup seems like too burdensome of a task, you can outsource it to Directive. We

offer businesses of all sizes our comprehensive Backup and Disaster Recovery (BDR) solution. Our BDR solution is much faster compared to the more traditional tape backup systems that some businesses still use. A tape backup could take as much as 40 hour to thoroughly test the integrity of the backed up data, while a BDR may only take an hour to restore.

BDR is the most secure way to backup and recover your company's data. Included with our BDR solution is having us monitor and oversee the entire data backup and recovery process so that you don't have to, which includes regular testing. This will give you peace of mind that if a disaster strikes your business, your data will be just fine and operations will be up and running again as soon as possible. Call us at 607.433.2200 to learn more about backing up with BDR.



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3 Sure Ways to Increase Workplace Productivity

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to know your employees will help you to determine the introvert-to-extrovert ratio. For accurate results, you can have every employee take a personality test.

Invest in Technology Productivity Solutions

After talking with your team about workflows, you may discover that many of their pain points relate to technology. Directive can improve your current IT infrastructure and help equip your business with the latest in productivity technology. With the implementation of solutions like cloud

computing that give workers the ability to collaborate on projects in real time, and content filtering which allows you to block time-wasting websites, you will get back those precious minutes from being wasted on a poor workflow.

Other technologies to consider:

- Streamlined Business Applications
- Shared Calendar Solutions
- Task/Project Management Software
- Cloud File Management/ Collaboration

- Mobile Computing Solutions
- Live/Remote Meeting Software
- And more!

For a free consultation on what improvements you can make to your technology so that you can increase workflow and profits, call us 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.

3 Ways to Keep IT Simple Stupid (KISS)

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can help guide you through the complexities of running a mobile business.

The Simplest Way to Handle IT Support

Taking care of IT issues is a complicated responsibility, and it becomes increasingly complex as technology becomes more intricate and your business grows. Taking care of technology problems on your own can be a frustrating and expensive under-

taking, and if you're not professionally trained in IT, you may not catch all the problems and you'll miss out on money-saving IT solutions.

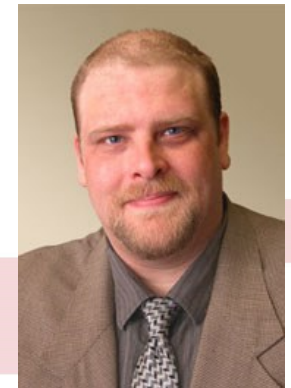
Outsourcing your IT support to Directive is the simplest way to support your complicated IT infrastructure. Taking full advantage of the KISS strategy, we've implemented RMM tools that allow us to resolve many IT issues remotely. Keeping IT Simple Stupid is reflected in your bill;

because we're able to offer remote support, our technicians make less trips to your office. This saves time and expense for both your business and ours!

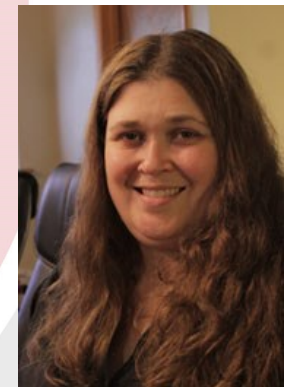
KISS your IT problems goodbye by calling Directive at 607.433.2200!



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