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After the PC



We're in an interesting era. Consumer electronics have been changing the way we communicate, socialize, and get things done. We've all experienced a recent huge evolution in the communication world with the explosion of mobile phones, with more than 4.6 billion mobile subscribers worldwide. Our technology is getting smaller and much more capable, but does that mean we'll be moving away from the typical computer-and-desk to get most of our work done?

You hear Apple's Steve Job throw the term "Post-PC Era" quite a bit during his keynotes, especially when talking about Apple's mobile devices like the iPhone and iPad. Now whether you are a fan of Apple's products or you prefer Android or Microsoft mobile devices, one thing is clear: high-tech mobile gadgets are swarming the market and making a huge impact on the world.

Business owners are finding that mobile smartphones are improving the way they communicate and run their business, and a sleek touchscreen tablet is a great one-on-one presentation tool. Smaller businesses have more opportunity to expand their horizons due to the ease of mobility; going to a trade show, peer group, or any other out of town event doesn't mean you'll miss a few days of communication with your staff and clients. A lot of the basics can be done right on a typical mobile smartphone or tablet, such as document editing, email, conference calling, and other things that a few years ago would restrain us to a desk.

What do you think? Are we at the tip of the post-PC era, or are these tools just helping us when we aren't at our desk? Is this a new revolution in our society or are we maybe becoming too connected? Does your company use mobile devices?

Visit <http://blog.directive.com> and give us some feedback!

Swap your Desktop with a Laptop

Small business owners are discovering they don't need to be chained to their desk to use their computer, and are finding it much easier to be productive with the ability to take their workstation with them where ever they go. The concept isn't new, but the trend hasn't caught on for a lot of small businesses. Business owners who have ditched their desktop for a laptop have a whole world of benefits. Let's take a look at what some of those benefits are.

Productivity

This one should be a no-brainer. You are no longer tethered to your desk. Yes, there are smart phones and tablets on the market that do the very same thing, but sometimes you just need something more traditional. With your work computer with you at all times, you

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Directive CEO Chris Chase listed in Fourth-Annual MSPmentor 250 Report

Global Report Identifies the World's Top Managed Services Executives, Entrepreneurs, Experts, Coaches and Community Leaders.

"It's an honor being on the MSP-mentor 250 list again. I see a lot of familiar faces, great people who have shaped the MSP industry", said Chris Chase, Directive CEO. "The Directive staff are the ones who deserve the credit, these talented individuals aren't afraid of hard work, and making the rubber hit the road for our clients!"



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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Swap your Desktop with a Laptop

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have access to all of your software, files, settings, and can access your business network quickly and easily from anywhere.

Don't Compromise Performance

This is a benefit and a tip all rolled into one. With a good laptop, you don't compromise performance. A few years ago, working on a laptop meant less capabilities and a decrease in performance compared to a desktop. A good, fast, desktop replacement was considera-

mid range. With that said, you get what you pay for in most cases. You'll want a laptop that has at least as good specs as your ideal workstation. Get the same operating system you'd use at your desk. Consider plenty of RAM and a multicore processor to get more done at once (plus multicore processors can use less battery life, which leads into the next benefit).

Get Unplugged

While most powerful laptops can't run an entire workday without getting some juice,

they have sufficient power for meetings, presentations, and conferences. Large capacity batteries can be purchased for most laptop models to give you that extra couple

hours of life away from the plug. All laptops these days should come equipped with wireless capabilities as well,

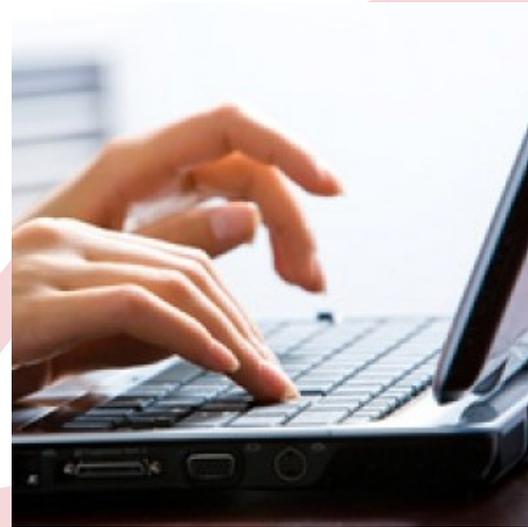
Security

Laptops can boast some pretty hefty security features, such as fingerprint scanners that require your thumb to unlock your device, password-protected hard drives, smart card readers, and data encryption. You can also use services such as LoJack so in the event of your laptop being stolen, you have a better chance of recovering it.

Communication

Most laptops on the market these days have web cams built in, as well as microphones and speakers for VoIP and video conferencing.

While laptops are still a little more expensive than comparable desktops, the gap is much more narrow than it has been over the years, and the benefits can pay for itself. Looking for a great laptop that will suite your needs? Give us a call at 607-433-2200.



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"Laptops can boast some pretty hefty security features, such as fingerprint scanners that require your thumb to unlock your device, password-protected hard drives, smart card readers, and data encryption."

Fake Antivirus

Have you ever been browsing the internet when out of nowhere your computer starts telling you that you are at risk or that you've downloaded a virus, and before you know it your screen is inundated with warnings and virus scanners? In most cases, this over-dramatic display is

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Fake Antivirus

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caused by a fake antivirus program. Today we're going to discuss how to prevent getting tricked by a fake anti-virus attack.

What is a fake antivirus program? Well, it is exactly as the name would imply: It's a program made to look like antivirus. This harmful program is in disguise as a legitimate antivirus app. These fake antivirus programs use terminology like "you are infected with 52 viruses!" to attract users to install malicious software; it infects your computer by making you believe your computer is already infected. This social engineering is an effective and a dangerous method in infecting a computer. By having a user install the software, the privileges of the software are often escalated to the point where it can take control and have its way with your computer. You need to be able to recognize this danger in order to prevent yourself from making the mistake of downloading and installing malicious software.



The first noticeable feature of a fake antivirus should be the name of the antivirus software. The first step is to know the correct name of your current antivirus, and remember to be wary of generic names for antivirus software like "Windows 7 Antivirus" or simply "Antivirus 2011". This may look safe, but that is the reason why this method of infection has become so widespread. Do not install any software that you do not recognize. Software labeled as an antivirus does not mean that software is actually an antivirus program. A label is all a program needs to encourage a user to download and install the program. Once on a computer, the software may tell

you the computer is infected, but in reality the infection was cause by the very software claiming there is an infection.

Common symptoms of an antivirus can be anywhere from invisible to completely disabling the user from using a computer. The most noticeable attacks can be loss of internet, the inability to access your legitimate antivirus, or disabling system functions such as the Windows Task Manager. If you find any of these symptoms, regardless if it is an antivirus, immediately contact your local tech support specialist. The threat of viruses can be substantial, and waiting to get them removed is never a good idea.

Contact us at 607-433-2200 if your computer is acting a little strange or if software you don't remember installing is asking you to enter in your credit card information.

"This harmful program is in disguise as a legitimate antivirus app. These fake antivirus programs use terminology like "you are infected with 52 viruses!"

Handy Shortcuts for Microsoft Office and Windows

Ever have trouble finding something in Microsoft Word? Wish you knew that cool keyboard shortcut to save or get back to where you were working in a document instead of searching and try-

ing to remember where you left off? Wish you could navigate around Windows quicker? Well then, this article is for you.

Microsoft shortcuts are usual-

ly difficult to remember, and trying to find them is like looking for a needle in a haystack, but once you find them these shortcuts can be invaluable time-savers for anything

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Handy Shortcuts for Microsoft Office and Windows

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you need to do in Office or Windows.

There are several shortcuts that are particularly useful when navigating around Windows. While you may know about the Alt-Tab keyboard shortcut to bring up the task list and switch between programs, there is also the Windows-Tab combination. This combination cycles through the taskbar buttons that you currently have open in an arranged tile view. Each consecutive press of the Tab button will bring up the next window in the arrangement, just like with Alt-Tab.

Another easy shortcut to use if you need to get back to your desktop quickly is to use the Windows-D combination. By pressing the Windows key and the D key simultaneously you can minimize all of your open windows quickly. To restore all the windows again is easy, you just press Windows-D again and it will bring all your windows back up in the order they were in when you minimized them.

When working with Microsoft Word, while at its base, is a word processor with a lot of intricacies that some people either don't even realize are

there or are too complicated for the everyday user. However, there are some shortcuts that cut straight through to what you need. Two that everyone should use, since everyone has their own spelling issues, is how to use spell-check when it isn't enabled. By pressing the F7 key you can spell-check your entire document, however, if you only need a certain section checked, highlight the part that needs checking and then press F7 and instead of spell-checking the whole document it will check that section instead.

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

Tips to protect your computer from Malware

Be aware of the normal functioning pattern of your PC. If it starts acting strange or does something that is not part of its normal routine and isn't part of scheduled maintenance then you should be on alert, as this could be a sign of a malware issue.

Make sure to install a reliable anti-malware software program and that you update it

on a regular basis. SpyBot, MalwareBytes, and Ad-Aware are all very good anti-malware programs and are recommended highly.

Install a firewall to protect your PC. A firewall is particularly important to PCs that are connected to the internet for long hours as this will help prevent a large percentage of Malware attacks.

Use an email client that employs a spam filter. This is because a lot of Trojans and other viruses are spread over the internet by using email as a medium. By having an email client it will create a filter that will provide protection to your computer from attacks this way.



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