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### New Faces

Welcome aboard Jared Myers! He is settling in nicely on the Web Development team. Mr. Myers, who graduated from SUNY College At Oneonta,

will be playing a significant role in providing Directive clients with cutting edge websites and marketing.

Mr. Myers enjoys watching and playing hockey and soccer, photography, and loves cars. Mr. Myers currently resides in Oneonta, NY

Press Release; <http://bit.ly/oJhTM>

## 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](http://newsletter.directive.com)

## Understanding the True Cost of Downtime for Upstate New York Businesses



In today's IT industry, downtime can have a huge impact on your company's bottom line. When system downtime occurs, whether it affects an individual employee or the entire company, it means lost money. The definition of the term "downtime" is very ambiguous, although at Directive we consider any issue where an employee can't do their job properly due to technology not being available to be downtime. Even though an application may be up and running, it is essentially "down" to a user if the application can't be used no matter the reason.

According to a recent study, each company suffers on average \$160,000 or 10 hours of downtime per year. During these periods of downtime, it's estimated that companies lose around one-third of their ability to generate revenue. However, downtime doesn't just affect the company while the systems are down. During the data recovery period, there is an additional loss of 7.5 hours per year which businesses aren't fully functional. Additionally, during this period, revenue generation is reduced, on average, by 17%.

While these statistics are excellent in detailing trends, and finding what the possible industry average is, it has too many open possibilities. To figure out the true cost of downtime for your business you need to multiply the number of employees affected by their average cost (not their wages) per hour, and take your yearly revenue divided by the number of business hours in a year to get an average of how much revenue you could be missing per hour of downtime.

If your company is currently re-evaluating your backup and disaster recovery needs, there

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## 7 Steps for Mastering your Inbox with Outlook



Email has integrated itself into the way we do business. If you use Outlook as your primary email client, there are plenty of tricks you can do to increase your productivity and practice better email etiquettes.

### Utilize Cc and Bcc

If you want to send a message to a group of people and you want everyone who gets the email to know who else is receiving it, use the Cc field. If you do not want to reveal a recipient's identity, include them in the Bcc line. Bcc stands for Blind Carbon Copy. Any recipient in the Bcc field will not be disclosed to other users getting

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## 7 Steps for Mastering your Inbox with Outlook

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the message, although the Bcc users will see everyone else on the email.

### Set reminders to reply to messages

If you know you need to get a response out to an email but don't have time, Outlook will let you set yourself a reminder to follow up. Simply right click the message you want to set the reminder for, and go to Follow Up > Add Reminder. You can set the date and time you want the reminder to go off. Outlook will then remind you to respond to that email.

### Use Flags and Colors

Quickly label important messages with flags and different colors. You can set up colors to mean different things, such as red for internal conversations, blue for meetings, and so forth.

### Quickly Flag a Message

When a message is selected, hit INSERT on your keyboard to attach a flag to it.

### Use Categories

Instead of simply creating rules to move certain emails to specific folders, assign categories to messages so they display right in your inbox.

**"Quickly label important messages with flags and different colors. You can set up colors to mean different things, such as red for internal conversations, blue for meetings, and so forth."**

### Find all Messages from a Certain Sender

Right click a message from a particular person and go to Find All > Messages from Sender.

### Delete Names from the AutoComplete List

When you start typing in an email address or a person's name in the To: Field, Outlook will automatically suggest contacts you've emailed in the past. If you want to clear out these lists, use the arrow keys on your keyboard to highlight them, and press delete. This won't delete contacts from Outlook, it just prunes down your autocomplete list to make it more accessible.

Got a tip or suggestion? Use the QR Code or the link below and leave a comment and let us know on our blogs!

<http://bit.ly/qeaool>

## Are Digital Security Habits Linked to Real-World Security Habits?



Sometimes studies like these are laughable, but nevertheless, worth discussing. Norton's latest Cybercrime report suggests that people who fall victim to malware are statistically more likely to be mugged in real life. If someone is careless when it comes to online security, could that really reflect how susceptible they are in everyday life?

There are hopes a lot of money didn't go into the study, although as a statistic, it certainly is interesting. Although technically, anyone could be a victim of a mugging, being alert and cautious can help prevent it in some cases. If you aren't careful online, it is pretty easy to be-

come a victim of malware too.

Of course, Norton's report, is pretty intense, stating that every day there are twice as many cybercrime victims than there are newborn babies. While those numbers are probably technically accurate, what they define as a cybercrime isn't quite clear. Norton is including virus/malware attacks, not instances where actual theft or damage occurs. Still, malware is dangerous and can certainly lead to more serious issues. The report suggests that 1 out of every 2.27 online consumers, almost half, will experience some sort of cybercrime. More staggering are the dollars lost, which according to the report, top \$388 billion dollars collectively lost to cybercrime for the past year.

Proper protection is extremely important, but education plays a big role. Do you and your staff know when you are being attacked? Can you pick out a fake email when you see one? Do you know when you are getting a real virus notification vs a spoof notification? Sometimes, even someone experienced can be tricked by malware. Directive is here to help. If something is ever suspicious, let us know. We can help educate you and your staff to prevent you from letting malware and other threats take over your network, which in the long run can eliminate a lot of expenses and lost time.

<http://bit.ly/ptCiAM>



## Understanding the True Cost of Downtime for Upstate New York Businesses

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are a few things that you should consider. On an internal level, evaluating your current system and data protection/recovery strategies and finding where you can make them more robust will help reduce both the frequency and length of IT outages. Additionally, many companies endure longer than necessary interruptions to their systems because their policies are too focused on just one aspect of data protection and recovery.

Companies have a tendency to simply focus on backing up their data securely, while they neglect to consider the speed they can recover their data in the event of a system failure when determining their backup and recovery needs.

Reconsidering your current backup solution? NOCOLOGY's disaster recovery platform could be the answer to your needs. Our bullet-proof system goes much further than tape-drive replace-

ment. If a server goes down, the BDR unit can assume the role of that server. Don't think of the BDR as merely a backup solution. If a disaster occurs and it takes out one of your servers, the BDR will completely virtualize the downed server and assume its place exponentially, something you could never consider with tape. With NOCOLOGY, you can move past those archaic backup solutions, so call us today!

<http://bit.ly/oU3isz>

## Looking to Advertise? Try Facebook



Facebook, the enormous social network that shouldn't need an introduction for anybody, has been a fantastic way for small businesses (and major corporations and brands, and just about anyone else) to promote themselves. If you haven't established your company on Facebook (which is free, by the way), a new offer from the social network might help sweeten the deal.

Facebook is running a new program that will give away \$10 million in free advertising for small businesses. The social

network giant has partnered with the National Federation of Independent Business and the U.S. Chamber of Commerce, and in an effort to promote online advertising through Facebook's targeted ad system, will give each qualified business at least \$50 in free advertising.

Facebook's ad system allows for extremely targeted ads, which mean you don't waste precious marketing dollars for impressions and clicks that don't mean anything to your company. Ads can be targeted by demographical data such as location, age, gender, interests, and more, and ads can be changed in-

stantly on the fly.

On top of the offering, which is scheduled to roll out sometime in 2012, Facebook promises free resources to help small business market themselves on social networks. Facebook plans on sending representatives out to meet with small businesses to push the program.

For more information, visit our blog and get the link and be sure to follow us on Facebook as well.

<http://facebook.directive.com>  
<http://bit.ly/plgwok>



## 6 Security Policies Businesses Should Consider



Security is an important aspect to a company's continuity, and while portions of business security involve things like anti-virus and

firewalls, other aspects of security can't be handled by a piece of equipment. In these cases, your organization needs to

create security policies, and keep them up to date as the company grows and changes. There are many policies and sub policies that are necessary for any organization that, if non-existent, can cause chaos down the road.

### Acceptable Use Policy

This policy is a pretty straightforward set of rules that define what is allowed and what is not allowed on company equip-

ment and resources. Typically the Acceptable Use Policy covers things that are prohibited and the consequences received, such as software pirating or accessing inappropriate web-content. The Acceptable Use Policy isn't designed to make employees feel like prisoners however, it just sets the boundaries for productive and acceptable work habits. For example, you may allow employees

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## 6 Security Policies Businesses Should Consider

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to make send text messages or use Facebook as long as it doesn't interfere with day-to-day business and work still gets done.

### Password Policy

Password policies can typically be set up on your server to enforce a minimum length and the types of characters required in the password. This policy can also dictate how often passwords need to be changed. It is also a good idea to tack on a number for how many unsuccessful login attempts are made before the account is locked out.

### Storage and Retention Policy

Data, both digital and hard-copy, can pose a security risk when not archived and organized properly. These policies detail things from file structure to how long certain data is retained. Some industries have their own sets of laws for data retention, for example a legal office may be required to keep customer records for a certain number of years. When possible, it's recommended to go beyond the minimum requirement and have better than the recom-

mended security just to be on the safe side. Data backup plays a huge role in this policy, and it is important to have a structured plan in the event of a disaster or hardware malfunction.

### Privacy Policy

It is important to clearly define what information is considered private and what data is not considered private. You will want to enforce privacy that at least complies with legal regulations, which may vary depending on your business. Privacy Policies include data collection as well.

### Incident Response Policy

This is the emergency policy. Just like you should prepare for bad weather with flashlights and batteries, preparing for a security incident should be done in advance. The policy should cover multiple types (or levels) of instances and how to handle each. Address the basics such as hardware outages, data theft, data leaks, and failure to comply with other policies. Proper planning and definition will keep downtime to a minimum.

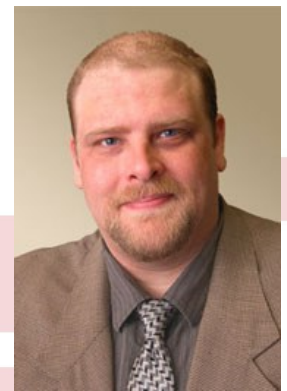
### Social Media Policies

This policy is an offshoot of the Acceptable Use Policy and the Privacy Policy that involves social media and online behaviors. Businesses need to clearly define what is appropriate and inappropriate behavior on the internet. The goal of this isn't to prevent employees from using social media, and doesn't need to abolish all content related to the company; social media is a huge marketing paradise for small businesses. The policy should define what is acceptable, what type of information can be shared, and lay out actions and activities that are not appropriate, such as portraying the company negatively or leaking private information.

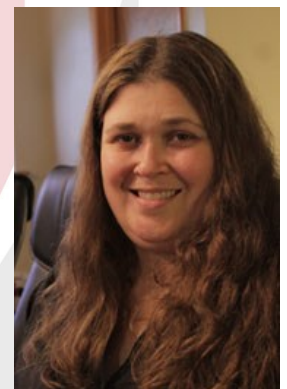
If your security policies aren't laid out and organized, or they aren't kept up to date with regular revisions as the company changes and grows, you risk potential chaos, customer dissatisfaction, and worse, legal issues.

<http://bit.ly/n81kj9>

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.



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