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Handy shortcuts for Microsoft Office and Windows

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Hurricane Irene 2011

Our thoughts are with our partners in the Margaretville area.

We have been on the ground recovering Servers, PC's and Data and



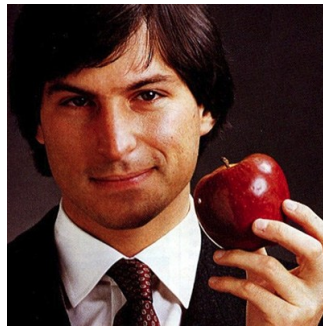
getting clients up and running all week. Many thanks to our clients who allowed us to reschedule to assist in the recovery. Volunteers and Donations are needed, learn more here: <http://ow.ly/6InnN>

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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Steve Jobs and His Impact on the Tech World



Apple CEO Steve Jobs has resigned from the consumer electronic company. Leaving behind a legacy that has made Apple considered ahead of the curve technology-wise several times, and has changed the game in the industries that he's touched. While Microsoft still rules the personal computer market globally towering over OSX's 8.3% market share, Apple has certainly played a major roll in paving a path to high-end electronics and devices over the past decade that has raised the bar for companies, and has even created a few new industries to boot.

However, Apple, like Steve, had humble beginnings. Steve Jobs started Apple with partner Steve Wozniak in 1976. Apple's first office was Jobs' garage where they were building the computers that they were selling.

From Apple's humble beginnings spawned the Apple II, the first real PC to hit it big. While the power of computers had once been only available to large businesses who could afford the staggering price-point, it was now available to classrooms, dens, and offices. The Apple II sold for about \$1300, compared to similar solutions that were around \$8000. In the late 1970's, that was more than enough for a new car. (For a quick inflation formula, multiply everything by 5 and round up).

In 1984, Apple revolutionized the market again with the first Macintosh computer. The Mac's announcement was launched with the now famous "1984" commercial. The Macintosh soared in the publishing market due to its (at-the-time) advanced graphic capabilities combined with the "LaserWriter" and "PageMaker" programs. Apple was making computing possible for businesses and schools, and inspired other manufacturers and software devel-

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Spam: The Art of Deception



If you use email, you've probably seen spam. If you think we're talking about a canned meat product, and are wondering how it relates to email, then we envy you. For everyone else, saying your inbox probably has a little spam is a dramatic understatement.

Spam comes in several different flavors; ranging to inappropriate solicitations to unwanted gibberish to carefully coordinated scams. We're going to go over one of these tricky spoofs that is known to fool users.

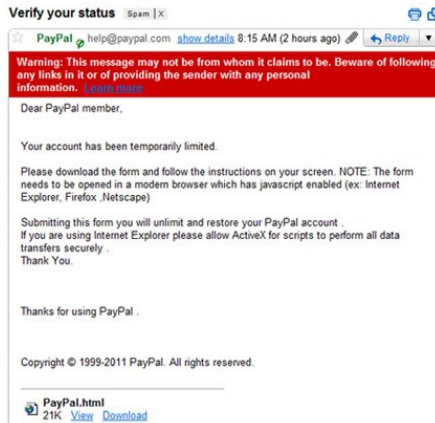
I have a PayPal account, although I received this email at an address that is not tied to my PayPal

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Spam: The Art of Deception

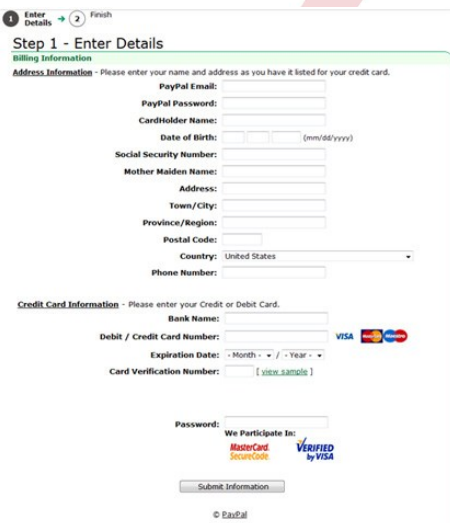
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Just the fact that the form was an attachment (they don't have a place for me to go



on the PayPal site to fill out this form?) is a HUGE indicator that something is wrong here. This doesn't mean if they have a link to click on instead of an attachment that you are in the clear. It isn't difficult to put together a webpage that looks exactly like PayPal (or any other site) and trick people into filling out the form, sending all of that private data to the spammer.

That's exactly what we have here:



"The email from first glance looks pretty legit. It even says the email was sent from help@paypal.com. The email appears helpful, as its purpose is to inform me that my account was limited and help me get it fixed. Sounds great, right?"

We have a form that looks like it could be taken right off the PayPal site. In fact, it probably is.

Here's the difference: Hitting Submit won't send my info to PayPal. Instead, some complete stranger will get all of that data: Bank account, PayPal account, Credit Card numbers; the whole list gets stolen. account. My mail client flagged it as Spam, but depending on your junk mail protection, something like this could slip through.

The email from first glance looks pretty legit. It even says the email was sent from help@paypal.com. The email appears helpful, as its purpose is to inform me that my account was limited and help me get it fixed. Sounds great, right? If my email client didn't stick that big red warning at the top, it wouldn't be difficult to believe this is real.

I'm going to go a step further and check out this attachment.

DISCLAIMER: You really shouldn't ever

download an attachment if you don't know exactly what it is. At Directive, we are professionals, download unfamiliar email attachments at your own risk.

This tricks users all the time. Here are a couple quick ways to tell if something is legit:

Know the companies and sites you have accounts for. If you get an email that says your PayPal account has an issue, log into PayPal and check. DO NOT log into PayPal by clicking on any links or downloading attachments in the email; just go to the website and log in directly.

If you do click on a link from an email, look in your address bar to make sure it is going to a domain that makes sense. If it sends you to an IP address instead of a domain, or to a domain that doesn't make sense, do NOT fill out any information. Go to the website in question (<http://www.paypal.com> in this case) and look at your account from there.

Employ a good anti-spam solution. This will greatly reduce the amount of time you waste cleaning up your inbox and protect you from email scams.

If you suspect spammers have gotten your personal data, contact us at Directive immediately.

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Steve Jobs and His Impact on the Tech World

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opers. Fast forward to 1997, Steve Jobs returns to a floundering Apple and announces the creation of the Apple Store, and that they will be joining Microsoft with releases of Apple versions of Microsoft Office.

In 1998, Apple releases the iMac, an All-in-One computer that featured modern technology in a unique design. The computer sold 800,000 units in the first six months. This was the beginning of what would become the giant that we know Apple as today.

The computer industry isn't the only industry that Jobs has spun on its head. Jobs had purchased what is now known as Pixar in 1986, now famous and critically acclaimed in the film industry as innovators in computer generated animation. In 2001, Apple introduces the iPod MP3 player which becomes the industry standard. Jobs followed that up with the release of iTunes in 2003. iTunes became the first online service to convince the record labels to sell their music online.

However, Steve wasn't done yet. In 2007, Apple released the iPhone which set the early standard for the smartphone industry, bringing it to consumers. While Microsoft and RIM had successfully penetrated the business world with feature-rich smartphones, Apple's iPhone lit the mobile device fire. With the colorful and full screen GUI, to the versatility of the applications (an industry that didn't truly get kicked off until the time) you could download and the additional functions that the phone had, it was a game changer.

Let us not forget the last industry Steve Jobs touched. Last year, Apple launched the iPad, a Tablet (another industry that couldn't break into the consumer market until Apple dove into it) similar in format to their iPhones. While originally scoffed at, the tablet market has emerged into a very competitive market with many different tablets vying for your dollar.

While one of the tech world's leading innovators is putting his hat up and calling it a day, the question is will Apple continue to innovate and push new technologies to the mainstream. With a

strong foundation of premium products and a passionate fan base, Apple will likely continue to be a strong entity and will still maintain that unique stroke of genius that Jobs put into every brick of that company.

Whether you are a fan of the consumer electronics giant or not, it must be said that Jobs' energetic passion and strong leadership are inspirational, and Apple's explosive control over the consumer-tech market has a heavy impact on technology and the way we interact with technology today.

"The Apple II sold for about \$1300, compared to similar solutions that were around \$8000. In the late 1970's, that was more than enough for a new car. (For a quick inflation formula, multiply everything by 5 and round up)."

Mobile: The Fine Line Between Freedom & Security

Ever since the mid-1990s employees have been taking advantage of personal gadgets to help them get work done faster. Remember the PDAs and Palm Pilots from a decade and a half ago? Even though many companies weren't quick to establish policies to protect corporate data, tech savvy users were able to sync contacts, schedules, email, and company files to their mobile device. These days, mobile devices are in the hands of many more users, but there are ways to provide security without sacrificing your employees rights to their per-

sonal device.

These days, when an employee brings in their mobile device, IT can enforce policies on that device to keep sensitive company data safe. While features depend on the device, these policies can enforce the device to lock and require a pin or password to get in and allow the memory to be completely purged if the device goes missing.

This means the user can have the mobile device they want (without carrying around two phones). Most of these poli-

cies benefit not only the company but the user as well, but the question still rises how much control should a company have over a device that belongs to the user? What if an employee leaves the company?

Many organizations are finding success in giving their employees freedom, but accountability is still a big concern, as well as sensitive company data. Wiping the phone's memory doesn't hurt the device, but it will remove both company

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Mobile: The Fine Line Between Freedom & Security

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the employee is utilizing their mobile device so they can perform better for the company; unless your industry has regulations that make this unlawful, they shouldn't feel they are being punished for trying to do their job better.

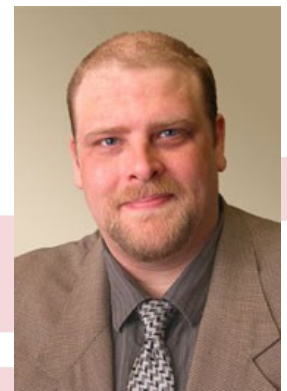
and personal data. One of the biggest things to remember is

Some companies are investigating new ways to allow employees access to company

data without storing it on the phone with cloud-based solutions. Other companies reimburse employees for a portion or all of their mobile plan to make up for tighter control over the user's device.

Either way, smartphones are here to stay and only getting more and more advanced. If you aren't prepared for your staff to start using mobile devices to improve their effectiveness, give us a call at 607.433.2200 to find out what steps you need to take to enforce mobile device policies without taking over your employees personal device.

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

Cloud Computing - What does it mean for Businesses?

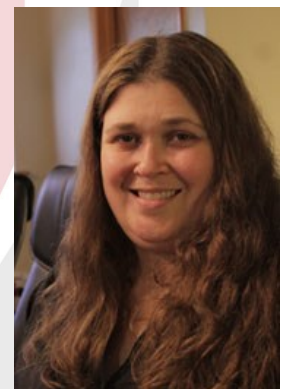
You've probably heard of cloud technology. All the big names in the technology industry are talking about it; but for a lot of people, it's still just a buzz word. Microsoft has been pushing the idea of a cloud for a while, with a couple sitting at an airport waiting for a layover, with the end result being that the cloud ceases their boredom

by letting them stream movies from home. What exactly is the cloud and why does it matter for businesses?

First of all, cloud technology is more than just data storage. Essentially, cloud computing means you are pulling data or utilizing a computer or computers over the internet to the heavy lifting instead of relying on your workstation or

laptop. The cloud essentially means if your computer were to break, your work and data that is on the cloud will remain in tact. Ideally the cloud is redundantly backed up, managed, and secure...

Read the rest of this article at:
<http://ow.ly/6lnRd>



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