This Issue:

Tuff eNuff? You Bet We Are!

On the 4th of July, in Oneonta, NY's Neahwa Park, Team Directive participated in the LEAF Council's Tuff eNuff 5K Obstacle Challenge. Our team was comprised of 13 participants, 3 volunteers, and 2 videographers. At 10:30am, they began their heat of the race, along with about 40 other participants.

By the time they reached the finish line…

Read the Rest Online!
http://bit.ly/1mku6G2

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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Business Technology, The Right Way

The first step toward properly running a business is realizing that you aren't the average consumer. You don't spend half an hour a day writing checks to pay for your bills - in fact, some of your employees probably do just that all day. The truth of the matter is that everything to a business owner is on a much larger scale than the average consumer - that includes purchasing your technology.

One of the most important parts of running a business is deciding what kinds of technology you'll be using. In most cases, this means that you'll be purchasing new computers, and in some cases, mobile devices. The regular consumer would go down to the local electronics store or purchase a computer online in order to find the PC that is picture-perfect for their needs. They might also spend a ton of time researching the latest industry trends in order to make the most intelligent purchase they can.

Risky Business: 4 Ways to Handle Risk

Every business knows about "spending money in order to make money." Dropping cash on advertising and hiring key personnel are classic examples of this. However, "spending money on risk prevention in order to save money by avoiding expensive problems, and thereby making money," isn't as well known. Perhaps because it's harder to explain.

For businesses trying to bolster their budget and find money from new sources, investing in risk management can be like taking advantage of an untapped oil reservoir directly underneath their feet--minus the mess. When it comes to making money by saving money with risk management, there are four ways that your organization can go about it.

Risk Avoidance

Risk avoidance is exactly like it sounds; it's determining all of the risks your company is facing and then taking measures to avoid them. This proactive approach eliminates expensive problems by taking steps to make sure that the risk isn't even on the table.

For example, let's say that your staff wants to bring in their personal devices to work and use them to access company files (bring your own device, or BYOD). At first, you may think that this sounds like a great idea. However, you do some research and learn that BYOD is fairly risky in regards to the security of your company's data. Therefore, you opt to avoid the risk altogether and deny your employee's request for BYOD. Your staff may complain that they're not getting their way, but ultimately, you know that your decision was made for the good of the company. Potential crisis averted.

"The most exciting breakthroughs of the 21st Century will not occur because of technology but because of an expanding concept of what it means to be human." -John Naisbitt

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Internet of Things: Innovation, a Ride Aboard the Hype Train, or Worse?

The Internet of Things is on its way. But, is the world ready for it? Some experts aren't so sure about that. The Internet of Things may very well usher the world through the door to social inequality and violations of basic human rights, among other atrocities.

At least, that's what a study from the Pew Research Center thinks. The Internet of Things, according to the Gartner IT Glossary, is "the network of physical objects that contain embedded technology to communicate and sense or interact with their internal states or the external environment." Basically, anything connected to the Internet (which is just about everything these days), is part of the Internet of Things.

The Washington D.C.-based research center has organized surveys for the past ten years targeting tech experts around the world for their thoughts on the Internet's future. While most previous surveys turned out generally positive, this year showed a sudden change of opinion - many professionals expressed concern over the growing integration of technology into society.

While most of these experts responded with some positive feedback concerning some of the potentially revolutionary tech advancements, such as computers that respond to voice, medical devices that monitor and treat dangerous diseases, and environmental pollution-detecting scanners, there was a lot of concern over the general security of our technological life.

Security Issues Are a Main Concern

A blog article Directive published a while ago puts this perfectly in perspective. There was some publicity about an Ohio family who witnessed first-hand the terror of a baby monitor hacking attack. It was an eye-opening event, one that re-

vealed that anything connected to the Internet is going to deal with security issues. "Most of the devices exposed to the Internet will be vulnerable," says Jerry Michalski, founder of the think tank REX. "They will be prone to unintended consequences: they will do things nobody designed for beforehand, most of which will be undesirable."

To Those We've Left Behind

Another big problem with the Internet of Things is that some people will be lost in the technical transition. Think about it in terms of today's generation and the previous generations - children are growing up and learning about technology at the same time, while their parents might not have had access to the same technology years ago.

Another problem is that the cost of these technologies will leave a lot of potential investors behind simply because not everyone can afford them. For example, the environmental monitoring

A Desktop Virtualization Infrastructure Can Save Your Business Barrels of Cash!

There's no denying that maintaining an IT infrastructure is a major expense. Not only is the equipment expensive to purchase, but it often comes with a larger-than-expected price tag to maintain. One of the best ways that you can cut back on the expenses of owning and operating an IT infrastructure is by taking advantage of desktop virtualization.

Are You Using More Tech Than You Need?

One of the biggest reasons why the expenses of operating a traditional IT infrastructure can quickly add up is due to business owners feeling obligated to arm each worker with a powerful work-

station. While there are advantages to providing each staff member with a high-end desktop, it may be the case that not every employee requires the latest PC with all the bells and whistles. For example, does the worker whose primary job is data entry really need a CPU that can handle HD video editing? We're thinking, a big fat "nope!"

Get the Same Job Done Using Basic Equipment

You may not have known this when you purchased your hardware and bought a bundle of high-end workstations, but you could have saved a bunch of money by instead going with low-end computers. If you went with a virtual desktop infrastructure (VDI), you would be able to assign each employee with an inexpensive and stripped-down PC (also known as a terminal).

VDI utilizes the hardware and resources of your powerful server unit to run the operating system viewed on the employee's terminal screen. What's viewed on the terminal monitor is commonly referred to as an "image." This is due to the fact that what's seen on the monitor is basically an image being broadcasted to the screen from the server.

Save Money and Improve Network Security and Software Management with VDI

In addition to saving money on hardware purchases, there are other advantages that come with having your server process the workload. First off, your server is essentially doing the heavy lifting; this means that the wear and tear normally experienced across a fleet of workstations is now consolidated to just one machine.

Business Technology, The Right Way

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PCs vs Workstations

You're not the average Joe, though. You, as a business owner, take a much different approach to things. Rather than purchasing a PC, or personal computer, most business owners would rather purchase what is known as a workstation. Compared to a regular PC, a workstation has more memory, more CPU slots, and much more power. Workstations are designed to take the abuse that the office will exert on it with heavy computing requirements, and their networking capabilities are optimized. The regular consumer rarely needs the advanced capabilities of a workstation when looking for their next home PC, but your business might.

Go Big or Go Home

When it comes to purchasing computers for your business, it might be best to purchase them in bulk. There are several advantages to doing so. You can plan on upgrading and cycling out your old workstations all at once, and you can take advantage of the retailer's bulk pricing. The discounts of buying in bulk also apply to software in addition to hardware. However, no matter how you look at it, it is still a major expense, and one that could affect your company's future. Most businesses will plan this expense out carefully by using what is called a technology roadmap, detailing their tech expenses and making sure it fits their budget. It just so happens that making technology roadmaps is just the sort of thing that Directive can help you with, too!

It's Not Delivery; it's Directive!

By letting Directive handle the details of your purchase, you'll be freeing up valuable time that could be spent doing other important business-related work. Directive can scour the tech community for the computer that is perfect for your needs, and you won't have to worry about researching the latest tech trends or features. As IT professionals, we already know all about that. By outsourcing your IT needs through Directive, you are freeing up valuable time - all we need to know are your needs and your budget, and you won't have to worry about a thing. We'll find the best deals with the best features, and even deliver it to you and set it up in your office. Talk about convenient!

Running a business can be exhausting, but it doesn't have to be. Directive excels in helping businesses do business better. Your budget can save its thanks - it's what we do! All you have to do is call us today at 607.433.2200!

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Risky Business: 4 Ways to Handle Risk

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Risk Prevention

Sometimes, a risk can't be avoided. In a scenario like BYOD, you may have to implement it despite the known risks. Because you did your homework and you're aware of the risks involved, you can now take measures to prevent these risks. Taking risk prevention steps will often cost you money, like subscribing to Directive's managed IT services. When proactive risk prevention measures are taken and expensive problems are avoided, the money spent on a preventive IT service will be more than worth it.

Risk Retention

Fact: You can't run a business without taking on any risks whatsoever. It's well known by every entrepreneur that the greater the risk taken will yield greater rewards. Retaining the risk means having a plan in place to deal with risks that are unavoidable. Concerning technology, this means having a firewall in place for your IT infrastructure along with an anti-virus solution. Unlike BYOD which is optional, your business has to access the Internet, which is full of viruses, malware, and other risks that can compromise your network. Therefore, having Directive monitor your network in order to detain these risks is your best option to deal with unavoidable technology risks.

Risk Transfer

Also known as "passing the buck," risk transfer is one of the best ways to deal with risk because it moves the risk to an entirely different entity--essentially making it someone else's problem. The classic IT example of risk transfer is with cloud computing. When Directive hosts your company's data and mission critical applications, we're the one's taking on the risk of hard drive failure and other support issues. Transferring hardware failure risks with cloud computing will cost you a monthly fee that will more than pay for itself because the expensive risk of having your budget busted by a hard drive crash is transferred to us.

By managing risk in all of these different ways, major problems are either dealt with and prevented while they're still small issues, or they're avoided altogether. In business, you have to take risks to get ahead, but you've got a lot to lose by risking your technology and data. Reach out to Directive at 607.433.2200 and we'll manage your technology risks for you!

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A Desktop Virtualization Infrastructure Can Save Your Business Barrels of Cash!

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Another VDI benefit is software management. When it comes time to upgrade an important business-critical application, all you have to do is perform the upgrade once to the server's software. With one software upgrade performed, all of the terminals accessing the server will be utilizing the latest version of the software. It's also easier to manage your licenses when they are dished out through one central point.

Lastly, VDI is an easy way to improve network security. When it comes to running a network, the more access points you have, the more precautions you will have to take in order to safeguard your data. With VDI, network traffic is easier to manage and easier to secure when it's all directed through one server. Do you think that switching to a VDI environment will remedy many of your company's networking problems? To find out if VDI is right for your

business, give Directive a call at 607.433.2200. We will take the time to look at your setup and provide you with the best money-saving options (like VDI and cloud computing). Call us today to make your technology work for you!

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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.

Chris Chase
Solutions Integrator

Internet of Things: Innovation, a Ride Aboard the Hype Train, or Worse?

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technologies previously mentioned wouldn't be affordable to the countries that need the technology the most.

All Aboard the Hype Train!
Just like how the Internet of Things might take over the universe, it also might not do anything at all. It might not even grow to be popular. Some professionals think that the only use for the Internet of Things will be niche applications - extremely useful for the right audience, such as the military, hospitals, and prisons, and not of much use to anyone else.

Think about it in terms of the smartphone. It was such a huge thing when it first became a thing, but now everyone and their seven-year-old kid has one. The Internet of Things might very well be the next big thing, only to be diminished and looked down upon by the next big thing, whatever it might be.

How will the Internet of Things pan out, and how will it change the world? Only time can tell. However, you don't have to wait for the Internet of Things to take off to reap the benefits of more advanced technology. Di-

rective can help you take advantage of productivity-increasing technology, as well as strong Internet security options. We can even provide phone and technical support via 607.433.2200. So, whether the Internet of Things is a flop or not, Directive will still be here to provide you with solutions for all of your technical needs.

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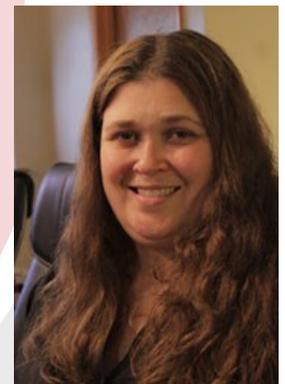
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