

This Issue:

Cybersecurity Basics Explained

Unify Your Communications and Improve Efficiency

Technology Making it Possible to Go Back to School Online

Business Continuity Planning a Must

Useful Gadgets for the Remote Worker

How To Have Your Business Turn Up In a Local Search

Technology Making it Possible to Go Back to School Online



2020 has provided a stark new reality when it comes to education. While many schools across the

country are trying their hardest to get students back in the classroom, the situation with COVID-19 is making it extraordinarily difficult.

Students of 2020 are going to be doing some of their schooling online, there is no way around it. Today, we'll take a look at some of the technology that is making this distance learning possible...



Read the Rest Online!
<https://dti.io/back2school>

Cybersecurity Basics Explained



Over a quarter of all data breaches happen to small businesses. The cost of a data breach, well, it sure isn't worth it. To keep your business' data and infrastructure free of threats and relatively secure, small businesses will need a combination of useful technology tools and well-designed strategies. Let's take a look at several steps your small business can take to secure itself from digital theft.

Security Software

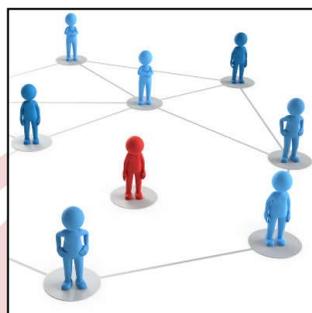
It's pretty evident that the best thing you can do is invest on solutions designed specifically to help keep your business safe. It's understood that having all the proper firewalls, antivirus, and encryption services in place, and ensuring that they are properly updated, can keep a majority of the threats off your network. By protecting your data at its source, you gain the peace of mind of knowing your data has some defenses around it.

Backup Your Data

Every business should have some type of data backup in place. There is information that your business has that, if it were lost, would either make running your business impossible or at least very least, knock your business out for a time. Downtime can be extraordinarily

(Continued on page 2)

Unify Your Communications and Improve Efficiency



Cloud computing is as popular as ever with 80 percent of businesses now using some form of it. Today, you can get about any type of business computing in the cloud, but one of the most valuable solutions that most businesses can use is found in the communications sector. This month we'll talk a little bit about how a hosted VoIP platform can be one of the most useful solutions for your business.

Solid Communication Forges Business Ahead

Today's business is largely a collaborative one. In order to succeed your team will need to work together and be on the same page. One of the best ways to accomplish this is to by using a Voice over Internet Protocol (VoIP) solution. Many of today's most dynamic VoIP solutions also feature powerful solutions for video conferencing, an option that is more useful now than ever.

Businesses today can have a much more coordinated communications effort, often branded as unified communications. This platform combines an organization's telecommunications with its messaging and audio and video conferencing solutions to provide an end-to-end solution that promotes collaboration and productivity and features some of the following solutions:

- Disaster recovery
- Managed support
- Thorough analytics
- Management software integration
- Regulatory support
- Global service delivery

(Continued on page 3)

Business Continuity Planning a Must



When considering a continuity plan for your business, you need to consider some scenarios that may not

ever happen. This is called risk management and it is the basis of keeping your business up and running regardless of the situations that it encounters. This month, we thought we would outline some of the variables that need to be addressed when creating a comprehensive business continuity plan.

Every business continuity plan should include:

Threat Identification

Identifying the threats your business might face has to be the first thing that you do. They should include small issues that could just suspend operations

Cybersecurity Basics Explained

(Continued from page 1)

expensive, but that is really the best you could ask for without data backup.

Today, it's not enough to simply back up your data to a hard drive or NAS device. You need to also keep copies of your data online. With a Backup and Disaster Recovery (BDR), your business gets just that. Not only can you back up your data in increments up to every 15 minutes, it happens while you work. The data is stored on the BDR device and simultaneously sends a copy to the cloud, stored in an offsite data center. Your business' most important data is secure and ready for retrieval.

Have a Plan

There are plenty of security options for the modern business, but in security, it's easy to have redundant costs. Here are a few ways to invest in your business' security, without wasting capital.

Physical Security

Unfortunately, threats come from every

direction and major disasters that would present substantial disruption. A threat matrix, as it is called, should list threats and the response to each.

A Command Chain

Every business has a hierarchy of authority that is crucial to the continuation of the business in times of crisis.

Employee Safety and Evacuation Plan

A business continuity plan needs to have a dedicated section that addresses how and when to evacuate employees to ensure their safety in a dangerous situation.



Critical Processes

Every business has several critical processes that if they were interrupted, business stops. Any critical processes that need to be understood need to be in the continuity plan.

Communication Plan and Contact Information

Depending on the situation you encounter; your business may need to keep people in the know. Having a plan in place that is designed to ensure that your partners, your clients, and your employees are up to date with all the relevant information is essential.

Backup Processes

In order for your business continuity preparations to be complete, you should have a well maintained and current backup stored offsite. Ensuring...



Read the Rest Online!
<https://dti.io/bcplanning>

direction. You need to have a plan for your business' security. Not only do you need to prioritize cybersecurity, you need to consider physical security. Today, there are inexpensive cybersecurity options that could be highly effective for protecting the physical security of your investments and your staff. In fact, a compelling case could be made for the small business to combine their IT and physical security initiatives. Some options businesses could employ include:

- **Security Cameras** – Affordable security camera systems are all over the place, nowadays. They improve rapidly too, so you get what you pay for.
- **Access Control Systems** – To keep unauthorized people out of your workspace is to protect your physical assets, and your digital ones.
- **IoT** – Smart tools can be great for security both as a deterrent, but also as integration that can make it simpler to do the right things.

Whatever combination of tools you decide to deploy, you will want to ensure that they do the job they are being deployed for and aren't going to be difficult to configure with other solutions. Solution overlap could open vulnerabilities, not close them.

Train Everybody

Small businesses need to prioritize comprehensive training for their entire staff. This includes a subsequent testing strategy to ensure that the people that tend to be problematic can be trained properly. Here are a few subjects that your employees need to know about, and how to resolve them without issue.

- **Phishing** – Many of today's most successful threats are the result of successful phishing messages. Staff members will have to know how to...



Read the Rest Online!
<https://dti.io/cybersecurebasics>

Unify Your Communications and Improve Efficiency

(Continued from page 1)



• What makes up Unified Communications?

Let's take a look at some of the solutions that make up a Unified Communications platform:

- **Telephone** - As we said before a VoIP solution is the base of most of the UC strategy. The feature-rich business telephone platform provides both in-office and mobile options so that anywhere you have a working Internet connection, your team will have access to their business phone.
- **Text Messaging** - In unifying your

business' communications, you also integrate alternative ways of communicating. Instant messaging and text messaging are both useful in their own right and with a UC platform, any information you receive will be available through a centralized hub, typically your business email.

- **Email** - Speaking of email, it is one of today's most important business tools, and your VoIP solution and messaging platforms will have integrations that will allow you one central place to view all your contacts and messages.
- **Video Conferencing** - As was mentioned above, the video conference is the new conference room. With reliable connectivity, a video conference can be the best collaboration tool of them all.
- **File Sharing** - One of the best features

of a UC platform is the ability to send and receive files, fostering collaboration and helping teams be efficient and productive.

Many UC platforms integrate right into your business' management platform as well, making it even easier to communicate with your team, vendors, and customers, speeding up business, and keeping everyone connected.

If you would like to learn more about unifying your communications solutions, call the IT professionals at 607.433.2200.



Share this Article!
<https://dti.io/unifycomms>

Useful Gadgets for the Remote Worker



Before 2020, remote work was already growing, albeit much more slowly than we see this year (for obvious reasons), but now that just as many workers are working from home (or have the option to work remotely) as are working in the office, we're beginning to see that it is a functional business model.

With many remote workers fairly new to it, we thought we'd see what gadgets members of the Gig Economy are using.

Laptop/Desktop Computer

All remote workers need a workstation, and most of them have to run several applications that allow them to do their job. As is true inside the workplace, it is essential that you have a reliable, powerful computer in which to do work on. If you have a tendency to travel, buying a powerful laptop is prudent, but if you are a static remote worker, there are some benefits of having a desktop computer. Regardless of what you choose,

to be your most productive you will need a...

Monitor

For desktop users, you will likely want two. Studies show that users are about one-third more efficient with a two-monitor setup than they are with a single screen. You will want a screen that easily connects to your hub or directly into your computer, and is big enough so that you can dock several windows on there. Now that you have your setup, you will need your...

Peripherals

A lot of new remote workers didn't (or don't) have the dedicated space to put in a proper desk, so they are forced to improvise. There are some great products on the market that will be of benefit for these types of workers. Bluetooth keyboards and mice provide the ability for users to move around a little bit, making working without a dedicated workspace a little bit easier...



Read the Rest Online!
<https://dti.io/remotegadgets>

Cybersecurity Tips

Insider Threats - Turncloaks

We learn a lot about external threats, but insider threats can be just as damaging for an organization. A turncloak is the term for an employee's deliberate abuse of their privileges to steal sensitive information, company secrets or sabotage projects.

Learn more about turncloaks and how to defend against them. <https://dti.io/turncloaks>

Get our Cybersecurity Tips to your inbox weekly!

Each week we send an email with **FREE** cybersecurity tips to help you to avoid a data breach. These tips can be used to educate yourself and your employees on security best practices.

Sign up today!
<https://dti.io/gettips>

Marketing Ideas & Tips for Your SMB

How To Have Your Business Turn Up In a Local Search



When it comes to search results, all search is local. The more connected you are to your community, the better your chances are to rank higher in local search results. While there are a variety of steps to increase your local search marketing, the most basic, but critically important, is to ensure that Google knows where your business is.

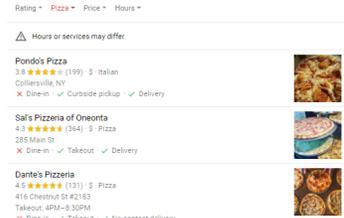
If your NAP (Name, Address, Phone Number) isn't consistent throughout your presence on the internet, there is a chance that you may not appear in your localized search results.

What is the Local Search Result?

Privacy issues aside, Google (yes, there are other search engines, but they pale to the market share Google has) knows where you are located. According to Google, 46 percent of searches have a local intent, this means when a person searches for "pizza restaurants", Google assumes that the searcher means, 'near me' and will provide the searcher with a list of local

pizzerias. This listing is known as the Local 3 Pack.

What is the Local 3 Pack?



The Local 3 Pack is the block of three business listings that appear below the map in the result page after a localized search.

User intent is a critical component of how and why Google decides on which businesses to place in the Local 3 Pack. Google tends to focus on immediate purchase intent, which is why if you search for 'Pizza parlor', Google assumes you want to purchase a pizza (locally) now and the Local 3 Pack is triggered. However, searching for a purchase or service that is not recognized as an immediate need or a generic term such as 'cloud computing', may result in your search not delivering a Local 3 Pack result.

A good example (and keep in mind, this changes based on your location) would be looking up terms like "tech support" and "it services." This, for the most part, pulls in a Local 3 Pack. Searching for "cybersecurity" doesn't.

In order to trigger the Local 3 Pack for Directive, we had to make our intention to make a purchase more definitive by making the search criteria more specific: **managed service providers near me**. If we had just used the term, "managed service provider", the results would have been blogs or a featured snippet describing what a managed service provider does.

Make no mistake, there is nothing wrong with your blog or a featured snippet being a page one result on Google. However, when trying to increase your presence locally, you want your business to be the result of a local search because that is where the majority of your customers are going to be coming from and the Local 3 Pack is where you should strive to be...



Read the Rest Online!
<https://dti.io/localesearch>

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



Charlotte Chase
Solutions Integrator

Directive

330 Pony Farm Road
Suite #3
Oneonta, NY 13820
Toll-Free 888-546-4384
Voice: 607-433-2200



newsletter@directive.com



facebook.directive.com



linkedin.directive.com



twitter.directive.com



blog.directive.com



instagram.directive.com

Visit us online at:
newsletter.directive.com

