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What to Do If Your Business Can't Work Remotely?



We often discuss the "new normal" for businesses post-coronavirus and focus on the need for organizations to update their businesses to continue to complete and, most importantly, remain operational during the lockdown, most notably remote workers. However, the reality is there are many businesses that can't readily take advantage of a remote workforce, due to the nature of their business. Here are some tips to help your business...



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<https://dti.io/noremate>

Business Technology Comes in All Shapes and Sizes



Businesses use a vast array of technology for several different purposes. Some businesses use a muted strategy, while others depend on a technology-centered strategy to completely run their business' operations. With businesses really trying to maximize their profitability, many turn to the automated tools offered by technology to cut their human resources costs. This month we thought we'd discuss some of the basic technology that even the smallest businesses are using to get ahead in a time when it is easy to fall behind.

Hardware

Every business that wants to utilize technology needs to have access to hardware. When we say hardware we mean servers, workstations, mobile devices, printers, routers and other networking equipment, and basically any other tangible technology. The average business will need at least one server, but usually more. Most businesses have multiple workstations to support as well as a number of mobile devices. Additionally, businesses will need at least one modem and a router, and usually some network switches to facilitate connectivity between a business' hardware and the Internet.

This may seem like a lot already, but those pieces of hardware are the bare minimum that any business will have to procure. Hardware comes at a substantial cost and besides the computing infrastructure, most businesses will also need a printer, a copier, a scanner, and many more pieces of hardware. The longer you are in business, the more hardware you will have.

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3 Scenarios Where Data Backup Can Save Your Business



Know it or not, your business takes in and creates a lot of data. Most of this data, like most items and information, isn't worth much. Some of it, however, is crucial to your business' ability to operate. If a situation comes along where you are faced with the prospect of losing your data, it will be much better to have a backup plan in place than not.

At Directive, we understand that not all data is the same, but we also know that losing data is not an option. That is why we offer comprehensive data backup and disaster recovery (BDR). It ensures that no matter what your business does, you're protected in the event a situation comes up where your business would suffer.

By backing up your organization's data you completely avoid the complete disaster that goes along with losing everything you and your staff have worked so hard to build, client information, and any other data you consider too important to lose. Today, we'll take you through a couple of scenarios that will help you understand just how important your data backup processes are to the sustainability of your business.

Scenario #1: An Actual Disaster

Depending on where you do business, you are likely at risk for weather-related disasters. Some places have the potential for hurricanes, earthquakes, tornadoes, floods, high winds, and more. If your place of business is in the path of one of these natural disasters, there is

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What Will the Workplace Look Like After COVID-19?



As vaccines are showing promising results, we finally seem to see a light at the end of the COVID-19 tunnel. While

it is still early to “look back on” the pandemic (after all, we are far from out of the woods), it makes sense to look to the future and consider how the lessons we’ve learned will continue to impact us—and this is perhaps nowhere truer than in the workplace.

The Outlook

With over 25 million doses of vaccine successfully administered worldwide as of this writing, it finally feels like it makes sense to consider how the workplace will be shaped once the threat of the virus is ultimately rendered controllable.

There is no denying that work and employment were two factors that the pandemic wreaked havoc upon. Some

industries were shut down or heavily restricted in the interest of public health, while others were more essential than ever before. Of course, in terms of employment, this caused a huge dip in employment rates around three times worse than most economic recessions on record.

Fortunately, the technology that we have today has enabled many—but by no means all—of the jobs put on hold initially to either be replaced or resumed in some manner. The growing remote capabilities of today’s workforce have assisted many businesses in remaining open, as well as encouraged many, many new business applications to be submitted, primarily those that operate online.

Naturally, we are all hopeful for a return to some semblance of the working environment that COVID-19 has interrupted. However, to simply abandon the improvements and innovations that we have embraced as a means of surviving once they are no longer necessary can (and should) be seen as foolish.

Therefore, we feel that we can safely predict a few foundational changes in how “business-as-usual” is shaped.

How Remote Work Will be Different

First, we confidently expect the proportion of companies that embrace remote capabilities (provided they could/can do so) to rise, for a few reasons:

- Unfortunately, many businesses who could have—but didn’t—embrace remote operations, are no longer in operation, as they could not support themselves financially through the extended shutdowns that the pandemic has forced.
- The number of available tools and technologies that support remote operations has increased with the heightened demand.
- Businesses will be more likely to consider the viability of remote work as it concerns their long-term business strategies and cost optimization...



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<https://dti.io/aftercovid>

Business Technology Comes in All Shapes and Sizes

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Inevitably, hardware needs to be replaced every few years. To manage this, many modern businesses have begun to forgo the capital expense of upgrading their physical IT by taking on the operational expense of hosted computing systems. Sure, you will still need a device to access hosted systems on, but companies can get the processing and storage they need without the upfront cost (thousands of dollars) for a server.

Software

Software effectively allows you to run your business. It allows for productivity. It keeps your systems secure. It manages your money. The average small business uses several applications that fit into the following categories:

- File and Document Management
- Security
- Tax, Accounting, and Bookkeeping

- Customer Relationship Management
- Productivity
- Project Management
- Human Resources
- Collaboration and Communication
- Website Management
- Marketing Tools

Your business’ software needs will be different than those of other businesses. Many businesses will use multiple titles that basically do the same thing. This is largely because workers have a preference of what software they use, but it can get costly fast. Every enterprise software, if it were to be purchased outright, has substantial licensing fees involved. For this reason—much like we see in hardware—companies are looking to the cloud to get the software they need.

Many of today’s software developers offer Software-as-a-Service (SaaS). This

is where they host and manage the software in their data center and businesses pay per user per month to use the software. Businesses then can pay for just the software they need and have it available for workers around the clock on many different devices. Most of us have gotten pretty used to this model, this is how Microsoft Office is distributed for the most part these days. This is a useful strategy to avoid redundant software costs, while also obtaining a tool that can be used from virtually anywhere.

Security

Businesses pay for security software, sure, but they need to consider that there are a lot of affordable digital tools that can help them maintain their...



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<https://dti.io/tech4biz>

3 Scenarios Where Data Backup Can Save Your Business

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little you can do at the time. In fact, nearly half of all businesses that are hit with a natural disaster never reopen, and only about a third last longer than two years after that.

If you are proactive and realize that taking a dynamic backup of your most important information will allow you to have your data secure and waiting to restore once the disaster has passed, you will immediately be in a better position. This is the first way that a BDR can save your business; by being a failsafe against some truly horrible event.

Scenario #2: Corruption

One of the biggest problems for today's business is maintaining cybersecurity. This is because there is a rapid rate of phishing attacks and other attempts at

undermining your organization's network security efforts. An example of this is ransomware. Say one of your employees mistakenly clicks on a link or downloads a file that just so happens to be ransomware. You are then locked out of your files.

If you have backed up your files properly with a BDR, you will not only have the ability to restore your files to working order from your onsite backup, but you also have a cloud-based backup of all of your files if you decide that migrating them to a new server will be the most cost effective solution. Either way, you are protected against the corruption of your data from ransomware, other forms of malware, and any other corruption, even if it is from hardware failure.

Scenario #3: Course of Business

One of the best parts about having a BDR in place is that it allows for the restoration of your backed-up data, on demand. This feature can be a lifesaver for teams that collaborate on projects. For example, say you are working on a document as part of a team, and someone mistakenly deletes a crucial file. Restoring the file from backup will get you a recent copy of the document, ensuring that hours of work aren't just lost to the wind.

With a dedicated BDR, you will always know that your files are backed up, giving you the peace of mind to know that your investments are secure and...



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<https://dti.io/saveddata>

Cultivating Good Business Communication is Critical



Communication is key to any good relationship, and this is even more true when that relationship is based

in a business setting. This is the case whether you're referring to the correspondence between an organization and its clientele, or the collaboration between employees as they complete their tasks. Let's consider four things small businesses can and should do to create a communications strategy that encourages their success.

Why Good Communication is so Crucial

For a business, many of its problems can be resolved via proper communications. Whether it's confusion regarding the strategy that the business plans to follow and customer needs, or internal conflicts amongst departments and individual employees, multiple factors can upset the flow of the workplace and negatively impact both its productivity and culture.

Fortunately, there are a few things you can do to help absolve (or at the very least minimize) these factors:

Cut Back on Distractions

One of the biggest obstacles to effective communications is, perhaps predictably, inconsistent listening habits in the face of so many other things calling for attention. How often have you tried to speak to someone about something important, only to have their focus remain on the screen in front of them? How often have you found yourself doing the same?

You should always put forth an effort to devote your full attention to the person trying to communicate with you whenever possible. This will help you to accomplish the tasks that would otherwise provide these distractions more effectively while building habits that suit a collaborative environment.

Don't Rely on Official Meetings

Meetings are often considered the...



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Cybersecurity Tips

Make your Google Account More Secure

Going through your passwords and updating them every so often is a very wise habit to get into, particularly when they are used to protect a lot of data—as the password to your Google account often is. Considering this, let's go over how to update your Google password and otherwise lock down your account.

Learn more: <https://dti.io/secureacct>

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.

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Marketing Ideas & Tips for Your SMB

How to Use Social Media to Market Your Business, Without “Marketing”



Social media allows businesses to reach millions of potential customers all over the world. However, most people don't want to be 'marketed' to. Moreover, they have various methods to tune out your message and your business from their Facebook feed. Take a moment to learn how to use social media to create leads without giving the impression you're 'marketing.'

Marketing Your business in the Digital Landscape
 You have to market your business despite the reasons or excuses you have for not doing it. Simply put, if you don't market your business, no one will know you exist or how your services can help them. Even now during the pandemic, you have to market your business. Yet despite the need to market your business services, the reality is that most people don't want to be marketed to.

Unlike previous generations, this generation of consumers have a greater ability to ignore your advertising, making it difficult for your message to break through. Due to this, it's fair to say that digital marketing can be a double-edged sword. While the digital marketplace can allow you to reach hundreds, thousands, even millions of people, these same people have the...



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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.

Employee Spotlight: Dillon Chase



Here at Directive, we have a close-knit team... but what else would you expect from a company that was literally built around a family? This month, we wanted to share a little more about one member of this founding family—Dillon Chase—so that you can get to know him a little better.

responsible for overseeing the relationships our team members maintain with our managed service clients and making sure their bases are covered. This is even the case with one client in particular, whose location had a massive spider emerge from the wall and terrify him when he was much younger.

especially music. As the company's resident—and excellent—disk jockey, he ensures that any company events have a perfect soundtrack. His artist of preference is GRiZ, who he asserts makes the best music! Someday, he'd love to have a dog rescue (his way of saying “have a lot of dogs”).

This role is perfect for him, since the opportunity to help our clients with their challenges is his favorite part of the job.

We're happy to have Dillon here as part of our team, whether he's at his desk, working on a playlist, or behind the grill.

Born into the business, Dillon grew up in our native Oneonta, diving into the business once he had finished high school. Now functioning as our Service Manager, Dillon is

In his spare time, Dillon enjoys various forms of media, including video games and

Thank you Dillon, for all you do!



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