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**Smart Businesses Encourage Their Staff to Get Computer Support**



This one is for all of the business owners, C-level executives, directors, and office managers throughout

Otsego, Delaware, and Chenango county. I think your intentions are pure, but you might be doing something at work each and every day that is the equivalent of shooting yourself in the foot.

**Let Your Employees Get Technical Support**

From business owner to business owner—I get it. I don't want to be surprised with a bill from a vendor because someone racked up...



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<https://dti.io/smbpcs>

**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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**Successfully Manage Your Cloud Resources**



that rely on it.

Cloud computing has been touted as one of the most innovative and important technologies for smaller businesses as they look to compete with larger organizations. How it makes this possible is by offering the dynamic computing environments that can help bring these smaller businesses into the information age without saddling them with massive infrastructure costs while doing so. That's not to say that the cloud is cheap by any means, and this month we will discuss how cloud computing is a great option and how if it isn't managed properly, it can be problematic for the businesses

**Cloud Computing Deployment**

There could be a number of reasons why a business would choose to deploy cloud-based computing resources. The breadth of reasons are led by, what else? Money. The cost of new computing infrastructure is prohibitive for many small businesses and the pay-as-you-go structure that cloud resources present can be a major benefit for any-sized business. Additionally, businesses can pretty much get any type of computing environment in the cloud, including ultra-secure computing that meets all IT hosting security requirements for regulatory compliance.

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**5 Tools All Businesses Need to Maximize Their Effectiveness**



The small business owner has to be diligent in the way they spend their company's resources. Technology, and the automation that it often brings, can work to make your business more agile and efficient, but traditionally it does come with substantial upfront costs. Additionally, it means committing big chunks of money on management, maintenance, and regular upgrades. Let's take a look at how other small businesses have been investing in technology to help you determine what you should be prioritizing.

**Five Important Technologies**

In a study conducted by Capterra, 699 small business owners were asked what types of technologies they considered necessary for their business. The responding parties thought that the five most important technologies they currently use are:

- Data & Information Security
- Dynamic Website
- Cloud Computing
- Customer Relationship Management
- Human Resources Software

We'll go through each of these five to tell you how your organization can improve by deploying them.

**Data & Information Security**

With the use of technology, there comes some inherent risk. For every person using this information for the benefit of others, there is one that is looking to take that information and use it for personal (mostly financial) gain. That's why investing in comprehensive

*(Continued on page 3)*



## Department of Justice Updates Website Accessibility Guidelines: What You Should Know

It's important to make your website as accessible as possible to your audience. Obviously, you want to accommodate all the different customers and visitors you might have, and if you provide a poor experience for a person, they might not stick around and become a customer. This is nothing new, and over the years there have been discussions about ADA compliance and accessibility for websites. This blog is going to demystify this topic.

### What is Web Accessibility?

The idea behind web accessibility is to provide a good user experience for as many people as possible. If your website isn't accessible, it could mean that people with disabilities won't be able to navigate it comfortably or safely. You could broaden this idea and blend it with mobile device compatibility and overall user-friendliness too, as a non-mobile-friendly site is definitely not accessible, and a site that is difficult to get around for a typical user definitely wouldn't be considered accessible to someone with disabilities.

All in all, you want your website to be usable for as many people as...



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## These Technologies Can Help Build Better Customer Relationships



Communication is critical if you want to maintain positive working relationships with your customers and clients. If you want to optimize communication, you should be considering the latest and greatest technology solutions that provide operational benefits as well.

### How Powering Communication with Technology Directly Benefits Your Business

The right communication technology can be incredibly empowering for your business practices, so you should not take this decision lightly. On the internal side of things, there are plenty of ways to keep your team aware of what's happening in their departments and across your organization. On the external side, communication technology enables transparency and clear communication with your clients, as well as

offering them value in how they go about taking advantage of your services.

Whether you are simply trying to communicate more effectively with your clients, or you are trying to save money by making communication more effective internally, the right communication tools can provide immense value when implemented correctly. Let's go over some of the best options you should consider.

### Customer Relationship Management (CRM)

CRM systems play a major role in helping businesses maintain relationships with clients and customers. They are systems that allow companies to track their customers and their interactions with them, all through the use of one centralized dashboard. This makes it easier to track this information, as it...



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<https://dti.io/buildrelation>

## Successfully Manage Your Cloud Resources

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### Some Cloud Issues

It stands to reason that as cloud computing resources have advanced over the past decade that more and more businesses have identified them as a valuable addition to their IT infrastructure, but there are some issues that continuously pop up. The first is that with many public cloud-hosted applications, the underlying infrastructure is managed by the provider, giving a business less control over their IT than they would probably like. Another issue is a security one. While the infrastructure the cloud resources are hosted on is sufficiently managed and maintained, it is also home to other customers' applications and data. This increases risk somewhat; as does transmission as all apps and data need to be transmitted over an Internet connection.

### What You Can Do to Better Manage Your Cloud Resources

With a large percentage of organizations choosing to utilize cloud computing for one thing or another, strategies and solutions have been developed to circumvent the traditional problems that arose from cloud computing deployment. Let's take a look at a couple of them:

### Cloud Monitoring

If you are familiar with the way that IT administrators monitor and manage network resources, it won't be a big surprise to know that there is always a shred of doubt that a business' cloud providers live up to their service level agreements. The best way to know...



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## 5 Tools All Businesses Need to Maximize Their Effectiveness

(Continued from page 1)

network security measures is viewed as uncompromisingly necessary.

The data security market is pretty large, and as a result, there are a lot of solutions you can implement to confront your network security problems. Before we go into them, however, we'd be remiss to not mention that much of your ability to protect your data lies not with the technology you use, but with your people. Understanding solid security practices is essential for any organization that is looking to avoid security issues.

Some of the best data security out there lies in some pretty well-known technology, such as antivirus and firewalls. Beyond that, the best way to

## AI Can Help Your Business Stay Secure



When it comes to network security, businesses need all the advantages they can get, especially since cyberse-

curity as an industry is one which is rapidly adjusting and responding to an enormous amount of ever-changing threats. One way in which security researchers have attempted to subvert this security rat race is through artificial intelligence measures, a trend that promises to change the way businesses protect themselves more effectively.

### How Does AI Security Work?

At its core, AI security is a set of tools that can automatically identify and respond to perceived threats on a network. This autonomous activity is dictated and guided by previous or similar activity, so you can say that AI security solutions grow more adept at identifying threats over time. Since AI is always trying to learn more about how to identify threats, you can expect a large

number of false positives and false negatives during this process, but overall, the process involved is much less involved on your part because it is automated. AI security can even piece together trends and identify suspicious activity in that regard, making it quite sophisticated for a security solution.

protect your data is to invest in a comprehensive data backup and recovery platform. By taking frequent backups of your data you can protect it from any manner of threats. With a comprehensive backup plan in place you are assured that whatever trouble you have with your network, your data's security is on point.

### A Dynamic Website

Nowadays, almost every business has some sort of web presence. If they don't have a dedicated website, they use social media to interact with the large number of potential customers that utilize the Internet. For the...



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number of false positives and false negatives during this process, but overall, the process involved is much less involved on your part because it is automated. AI security can even piece together trends and identify suspicious activity in that regard, making it quite sophisticated for a security solution.

### What Are the Benefits?

Security professionals are expensive to find and hire, especially for small businesses with limited budgets and deadlines. AI can shore up these problems by providing an automated system that can identify and learn from threats over time. Furthermore, AI can actually decrease the amount of time invested in discovering threats, which also in turn cuts down on costs over time. However, it should be noted that AI security can become a burden if your organization has no one to manage or maintain it.

### Is AI Security the Future?

Considering the decreasing trends in...



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## CYBERSECURITY TIPS

### Protecting Your Wi-Fi Router

Our Wi-Fi routers are the gateways into our home or office. Take the time to make sure the proper protections are in place to keep cybercriminals out.

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### 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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*Thanks in advance!*

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## Marketing Ideas & Tips for Your SMB

### A Balancing Act: 4 Ways the 80/20 Rule Applies to Marketing



The 80/20 marketing rule is based on a century-old economic principle that, despite drastic economic and technological changes over the past century, continues to be effectively leveraged by businesses of all sizes and industries. Conceived in 1906 by famed Italian economist Vilfredo Pareto, the Pareto principle observed that about 80% of Italy's wealth belonged to 20% of the population.

Economists and mathematicians expanded on this notion, realizing that the majority of the re-

sults in almost any situation result from a small number of causes – or what became known as the “vital few”.

Below is a look at ways that Pareto's Principle has been applied to business over the past 100 years:

- 20% of employees are responsible for 80% of a company's output
- 20% of an individual's time is responsible for 80% of their output
- 20% of customers generate 80% of a company's revenue
- 20% of a services features draw in 80% of the service's clients

There are several ways to apply the 80/20 rule to your marketing strategy. Here are four examples that we encounter on a regular basis.

**Creation vs. Promotion:** 20% of time spent on an initiative should be spent on creation, while the other 80% should be spent on promoting it.

The bottom line is that regardless of the quality of your marketing campaign, it will not be a success if no one knows it exists. We see a lot of marketers abandon marketing initiatives...



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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  
CEO

### Charity Spotlight: Super Heroes Humane Society

We have the pleasure of working with a variety of organizations and one of our greatest honors comes from the opportunity we have to work with Super Heroes Humane Society.



We are a company full of pet lovers, and as such, hold a great deal of respect for those who dedicate tireless hours to providing care and aid to the pets and needy animals of the Oneonta area. It is our honor to highlight Super Heroes Humane Society this month.

Initially founded to address the increased demand in the local community for low-cost spay/neuter services and a desire for a pet food pantry, Super Heroes Humane Society has grown a robust network of foster homes and has been able to provide care for over 1,200 animals.

Super Heroes Humane Society has been vital in helping care for the animals of Oneonta and has found forever homes for many animals. If you ever wish to adopt or even foster an animal in need of a good home, please consider Super Heroes Humane Society. To learn more about them or to donate to this great charity, **Visit them online at: <https://superheroeshs.org>**



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