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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...



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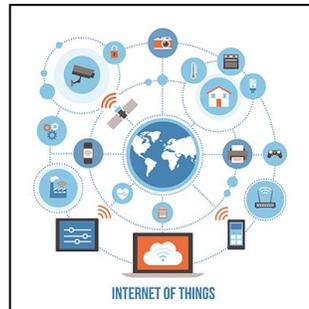
About Directive

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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How Deploying the Internet of Things Can Transform a Business



The Internet of Things is one of the largest transformations in technology over the past several years. The average business may think that it is far too expensive and complicated to actually implement these tools, but with some decent planning and consideration it can actually pay for itself pretty rapidly. This month, we will go into how organizations can utilize IoT, what solutions make the most sense, and how IoT can bring a significant ROI.

How Organizations are Using IoT

Many businesses have started to dip their toes in the pool of IoT, deploying smart devices to not only automate certain processes, but to get the benefits that come with having consistently reported data. In fact, the more IoT devices that are manufactured, the more businesses have to be cognizant of their existence. This is because if there is a process that demands time and effort to be made in the day-to-day operations of your business, there are IoT tools that you can use.

All businesses depend on their supply chain, and over the past few years, product shortages and shipping delays have made it more crucial that businesses keep a finger on the pulse of the products they need to keep their business moving forward. For many organizations,

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To Maintain Your Cybersecurity, You Need to Understand Your Risks



Since it is our belief that our clients are under constant threat of being the next business hit with a cyberattack, we maintain a pretty aggressive security posture. That's not to say that all threats are created equal. That's why it is important to assess risk over the types of attacks and threats you have to confront and plan accordingly.

Managing Risk is Important to Your Organization's Cybersecurity

Cybersecurity, like anything in business, demands attention.

You need a careful consideration of the threats you face. If you live in an arid part of the world, you won't have to worry much about a hurricane bringing 100-mile-per-hour winds your way. That may seem simple to understand, but when planning for the types of threats your business faces, you have to have a similar approach.

In regards to cybersecurity, risk management is understanding how to prioritize your efforts commensurate with the risks you are likely to face. It's as simple as that. When developing your cybersecurity plans, you need to understand what threats you are likely to face and then invest your resources to protect your business from those threats.

How to Properly Manage Cybersecurity Risk

We thought we'd outline some of the variables you need to consider when weighing action in regards to your cybersecurity:

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NDR: NOCOLOGY Disaster Recovery

Protecting Your Business Data from Any Scenario

The one thing that any business needs in order to remain in operation is its data. The office could burn down or be swallowed into the ground—if the business' data is safe, it still has a chance to bounce back. However, how can data be safe if the office itself is destroyed?

Your Data, and What You Could Lose

As we alluded to above, data is the most important of a business' resources. It powers a vast majority of the functions that any given operation relies on. Your data includes:

- Your client lists, including their financial information and personal details you have collected
- Internal financial records and tax forms
- Employee financial information and personal details
- Sales records

...and those are just the basics, without including proprietary information, trade secrets, essentially any information that is required to successfully run your business. A...



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Managed IT Offers More than Just Working Technology



The break-fix IT model can be exhausting and unpredictable. When your technology unexpectedly breaks down,

you shouldn't have to grasp at straws just to keep operations running. Thanks to the proactive approach of managed IT services, the break-fix model is on borrowed time. Will your business move on from this antiquated method of managing technology, or will it remain stuck in the past, unable to move forward?

The fact remains that fully outsourced IT management is the ideal way for small and medium-sized businesses (SMB) to handle their technology solutions. Unlike large businesses that have a generous IT budget, your SMB has limited assets and resources to work with, which can restrict your freedom to implement quality new technology solutions. When you outsource IT to a

managed service provider, that's work that no longer has to be performed, providing you with more time and capital to invest in other parts of your business.

Some of the most common managed IT services include remote management and maintenance, network security, data backup and disaster recovery, email and server hosting, and so much more. All of these services require some sort of technical expertise, and outsourcing them to a qualified managed service provider is often the best choice for SMBs.

Here are three great reasons you should consider outsourcing your IT maintenance:

- **Decreased capital expenses:** Managed IT is like transforming all of your technology maintenance and management into operating expenses...



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How Deploying the Internet of Things Can Transform a Business

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IoT has transformed their inventory management. Utilizing RFID sensors and other tools, the IoT can enable businesses to manage inventory by granting automatic control options to these systems. Not only can these tools be utilized to order components and products as stocks become low, they can be used to track assets throughout the supply chain to ensure that you stay on schedule.

Another way the IoT can work for a business is shifting the way businesses transmit and collect data. These tools allow for greater access to user data and can track the patterns of user connectivity. Using this information, the integrated AI that fuels these devices learns more and offers a much better experience. They get more information

that provides insight into buying cycles, customer demands, and marketing strategies that work to enhance user and customer experiences.

Finally, in a more practical manner, IoT can be outfitted to control access to physical and virtual locations, manage your utility consumption (including bandwidth), and help with cybersecurity. Overall, these systems bring a lot of value that can be seen not only in the added efficiency, but also on the bottom line.

What IoT Tools Should You Consider?

If you are looking to get into the IoT game, but don't know where to start...



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To Maintain Your Cybersecurity, You Need to Understand Your Risks

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Recognize a Hierarchy of Potential Threats

The first thing you need to do is to consider the position your business' technology is in and what kind of software it has. Are your systems patched and up to date? Have you maintained your infrastructure regularly? Are you using any legacy systems that may have additional security concerns? You need to look at your IT and ask yourself for every tool you use, are there obvious potential issues that may affect your ability to keep the system secure?

Consider the Risks

Once you have a list of concerns, you need to prioritize the ones that happen

So, What the Heck is an NFT, Really?



The blockchain and cryptocurrency have collected no small amount of attention over the past few years,

with another trend arising—that of the non-fungible token, or NFT. Could this trend be one that businesses could benefit from?

Let's examine what an NFT is, in actuality.

Non-Fungible Tokens, in a Nutshell

According to *Investopedia*, NFTs are "cryptographic assets on a blockchain with unique identification codes and metadata that distinguish them from each other."

So, whereas a cryptocurrency has a set value that each and every one of them equals—meaning they can be used for commercial transactions—an NFT is an entirely different animal. While one Bitcoin equals one Bitcoin and one Dogecoin equals one Dogecoin, NFTs

more frequently or present your business with the largest potential risks. This is called an impact analysis and will give you the perspective you'll need to properly prioritize your next steps.

Consider How You Would Respond to Each Risk

Looking at your previous list, you can easily identify what risks you need to be on the lookout for. What you'll do then is determine your reaction to risks if they do happen. Here are four responses that are known as the "four Ts of risk management..."



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are all different and cannot be replicated.

This has led to NFTs being used as receipts for real-world transactions in art or real estate, a certificate of ownership being recorded and tracked via the blockchain. However, NFTs have largely been turned into upscale collectibles. The NBA has turned big moments into NFT cards, and Twitter's founder Jack Dorsey turned his first-ever tweet ("just setting up my twttr") into an NFT. The unique nature of Cryptokitties and the Bored Ape Yacht Club is due to the fact that they are NFTs.

Almost all of the above, by the way, have seen transactions totaling in the millions of dollars. One Cryptokitty in particular, nicknamed "Dragon", sold for 600 ETH (Ethereum, the currency of the Ethereum blockchain), which equaled about \$1.3M at the time.

Does this all sound pretty silly? Yes, especially when you consider how volatile blockchain operations are where...



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CYBERSECURITY TIPS

Social Media Scams

In this Micro Training, learn how scammers try to gain your trust, and personal information, by impersonating people you know on social media.

<https://dti.io/smscams>

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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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We would **love** to hear your feedback, and would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

Thanks in advance!

<https://directive.com/review>

Marketing Ideas & Tips for Your SMB

How To Write a Quality Blog Article



As a business, you know that there are tons of people out there who have no clue about the products and services that make up their daily lives. As a business they trust, you're responsible for educating your clients about the numerous aspects of your services, as well as informing them about how they are helping them accomplish their business's goals.

That's where blogs come into play. It's no secret that effective blogging can help your business achieve greater success and

web visibility. In fact, according to an infographic titled The BlogConomy: Blogging Statistics, blogging is one of the single largest influences when an individual decides they want to invest in something.

In the meantime, here are some statistics to chew on:

- 77% of Internet users read blogs.
- Small businesses which blog regularly generate 126% more leads than those that don't.
- 81% of US consumers trust the content delivered in blogs.

- 61% of all US consumers have made a purchase from reading a blog.
- 82% of consumers enjoy reading related content from brands.

So, not only is blogging good for attracting website traffic, but it is also good for gathering leads (the above statistics predict that blogging can potentially more than double your current leads). Of course, none of this really helps if you don't have a blog; and the number one goal of a...

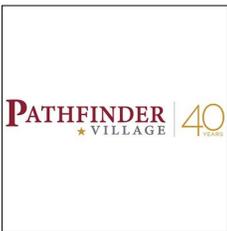


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We partner with many types of businesses in the area, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is our success, and as you grow, we grow.

Client Spotlight: Pathfinder Village

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 Pathfinder Village



You know the saying is true, it really does take a village and the wonderful people over at Pathfinder Village have been able to create a community where individuals with developmental disabilities can gain not only independence but also a second family and home, a **village** of people to support and care for them. It is our honor to shine a spotlight on Pathfinder Village this month!

With roots that go all the way back to 1922, Pathfinder Village has spent years dedicated to creating a healthy and progressive environment and has succeeded in creating an open and beautiful country village that has become a positive fixture in our community!

Pathfinder Village has become a safe haven for many and has strived to improve the quality of life for its residents. If you curious about all that Pathfinder Village is doing and how you can get involved and help

Visit them online at: <https://pathfindervillage.org/>



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