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### Protecting Your Users From Self-Inflicted Cybersecurity Threats



You know the old idiom, “you are your own worst enemy?”

That can be the case when it comes to cybersecurity, especially in a business environment. In fact, most cybersecurity threats these days happen because of user error, mistakes, or missteps.

There are plenty of scary, aggressive cybersecurity threats out there that can do a lot of damage to an organization, but most modern threats these days target the end user...



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<https://dti.io/safeusers>

## 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.

Visit us **online** at:

[newsletter.directive.com](https://newsletter.directive.com)



## USB-C? Thunderbolt? What Ports Should My New Laptop Have?



We're at a weird point in the technology world (but honestly, when is it not at least a little convoluted?). Right now, modern technology has been slowly shifting between a few different technologies and consumers and businesses are stuck in the middle trying to figure out what to do and how to future-proof their hardware investments.

If you look at the loadout of ports on a new laptop or desktop and you are confused, we don't blame you. Between awkward naming conventions for ports, a lack of education on the differences between these technologies, and brand new legislation for companies like Apple to ditch their proprietary technology to use something more standard, it can be daunting to make sure you get a device that connects to the other devices you already have.

We're going to break down these new ports, from USB to Thunderbolt to HDMI, and help you make the right decisions before you purchase that new device.

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## Cyberthreats Can Threaten Your Business in Several Ways



Every organization has a lot of things that could go wrong in the course of doing business. They can run into supply chain issues, employee turnover and poor performance, natural disasters interrupting your “business as usual”, but one of the most unassuming, yet worrisome threats to your business is the cyberattack. This month, we go into a few ways cyberattacks threaten your business and how they play out to give you an idea of how to prepare.

### How Cyberattacks Threaten Your Business

Cyberattacks affect businesses differently than any other threats and have the widest array of outcomes. Cyberattacks are generally attempts to gain access to a business' technology to steal data, steal money, or extort business owners. This can set up a lot of very frustrating scenarios for business owners and managers. These include:

#### Financial Losses

The bottom line is always a factor and cyberthreats threaten the financial stability of your company. They do this in two very distinct ways.

- **Through Data Breaches** - Cyberattacks can result in the theft or exposure of sensitive customer and company data. This can lead to financial losses due to regulatory fines,

*(Continued on page 3)*



## Business Continuity Services

### Expert IT Solutions to Safeguard Your Business

Is your business prepared for the unexpected? Don't leave your success to chance. Ensure uninterrupted operations with our top-notch Business Continuity services. At Directive, our team of IT professionals can help determine the steps your organization needs to create a custom and comprehensive business continuity plan that covers your entire business and the various scenarios that can disrupt your operations.

### Why Choose Our Business Continuity Services?

#### Our Advanced Understanding of How IT Fits Into Business Can Help You Plan for Any Situation

There are several benefits to trusting our knowledgeable consultants with the creation of your business continuity policies. Not only do we have a team of experienced technicians to help, we offer solutions that can help your organization:

- **Minimize Downtime** - We keep your business running smoothly, even in the face of disasters or disruptions.
- **Reduce Risk** - Identify and...



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<https://dti.io/bcs>

## Seven Ways VoIP Makes Business Better



Voice over Internet Protocol (VoIP) has become an indispensable tool for businesses, with over 30 percent of them adopting it as their primary means of communication. Beyond its telephony capabilities, VoIP plays a pivotal role in modern collaboration by seamlessly integrating with various communication and collaboration tools. Here are seven ways in which VoIP enhances collaboration.

### Integrated Unified Communication Platform

VoIP consolidates voice, video, and messaging services into a unified platform, enabling users to communicate seamlessly through different channels. This integration fosters real-time

communication, eliminating the need for disjointed communication tools.

### Flexibility and Mobility

VoIP systems are incredibly flexible and can be utilized on a variety of devices, including smartphones, tablets, and computers. This mobility empowers employees to collaborate from anywhere with an internet connection, promoting remote work and flexible work arrangements.

### Integration with Collaboration Tools

Many VoIP systems seamlessly integrate with other collaboration tools like project management software, email, and document sharing platforms. This integration streamlines communication and collaboration, enabling users to access relevant information and...



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## USB-C? Thunderbolt? What Ports Should My New Laptop Have?

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### The ABCs of USB-C

Most everybody is pretty familiar with the gold-standard of device ports, USB. For a lot of us, it's been the standard for most of our lives, and only those of us who are a little older remember the finicky PS/2 connectors for computer accessories like mice and keyboards, or the old 15-pin serial ports on computers in the mid-90s.

Granted, there are still specialized devices that might use these older ports, especially in manufacturing, older inventory management or point of sales systems, and healthcare, but for most general computer usage, USB has been the trusted port that more-or-less handles everything the average user throws at it. It's right in the name; USB stands for Universal Serial Bus, and it allows for both data transfer and a decent amount of electrical transfer so you can power, say, a webcam, and still have enough throughput to also

transfer the digital video that it captures in real-time.

Standard ports and a smarter, pin-less design means they are easier to plug in and unplug from a computer or laptop without damaging the device or the cable, and as long as you can get by with the limitations of how much electricity and data you can send through the cable, virtually any device manufacturer could use the technology. For the first time, you could almost guarantee that a modern device could connect to a modern laptop or desktop without a lot of hassle or specialized cables.

USB standards have evolved over the years, with different, more compact ends that fit into smaller, more compact devices. We had Micro...



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<https://dti.io/laptopports>

## Cyberthreats Can Threaten Your Business in Several Ways

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legal liabilities, and the pain and cost of notifying affected individuals.

- **Ransomware** - Ransomware attacks can encrypt a company's data and demand a ransom for decryption keys. Paying the ransom can lead to direct financial losses, and if the data is not recovered, it can result in lost revenue and productivity.

### Reputational Damage

There isn't much that can hurt a business quite like an event that causes its clientele to sour on it. Cyberattacks can be a major red flag as they often result in personal information being stolen and leaked or sold. There are two common cyberattack scenarios that cause reputational damage. They are:

## Social Media Scams are on the Rise



Social media scams are fraudulent schemes or deceptive activities that take place on various social media

platforms. Users of Facebook, X (formerly Twitter), LinkedIn, and dozens of others have been victims of these attacks. These scams can target users of all ages and backgrounds, and they aim to exploit people's trust, curiosity, or lack of awareness. Social media scams come in various forms, and here are some common ones.

### Phishing Scams

Phishing scams involve tricking users into revealing sensitive information, such as login credentials, payment card numbers, or personal details that can lead to access to secured accounts. There are over 3.4 billion phishing emails sent daily, and as a result, nearly everyone has come into contact with a phishing attack at some point in their computing life. Some phishing scams are more sophisticated than others; and

- **Outside Data Breach** - A publicized data breach can damage a company's reputation and erode customer trust. Customers may be hesitant to do business with a company that can't protect their sensitive information.
- **Sabotage** - When insider threats result in data leaks or malicious actions, the organization's reputation can be tarnished. It may be perceived as negligent in its hiring and security practices.

### Operational Disruptions

Cyberattacks not only present surface challenges, they present operational...



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<https://dti.io/multithreats>

the ones you see on social media often come in the form of fake messages from hacked accounts.

### Fake Profiles and Catfishing

Speaking of fake profiles, scammers create fake profiles to impersonate someone else, often with attractive photos and an enticing persona. Sometimes they are able to hack people you interact with frequently. Obviously, this can be problematic. These scammers aim to build trust with unsuspecting individuals, often for financial gain or emotional manipulation.

### Investment Scams

Scammers promote fake investment opportunities on social media, promising high returns or other benefits. Unsuspecting victims may invest money into these schemes, only to lose their funds with no recourse for remediation available. These can include seemingly benign activities that promise ease to profits...



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## CYBERSECURITY TIPS

### Does Your Device Have Malware?

Is your device running slower than normal? Are excessive pop-ups ruining your online experience? If you answered "yes" to these questions, your device might have malware.

In this Micro Training, find out more about signs of malware and learn what steps to take if your device has been infected. View this tip and others at:

<https://dti.io/cybersecuritytips>

### Get our Cybersecurity Tips directly to your inbox!

Sign up to receive our **FREE** cybersecurity tips to help you to avoid a data breach or other compromise. These tips can be used to educate yourself and your employees on security best practices.

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

## REVIEW US ON



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

### 6 Tips You Can Easily Apply to Your Email Marketing Efforts



Email marketing is a hugely useful effort when you're trying to accomplish any of various business initiatives, and there are plenty of ways that you can make it even more useful. Let's run through some of our favorite email marketing tips that aren't challenging at all to implement if you're committed to enhancing your efforts through this medium.

#### Split Up Your Lists

You've likely been collecting email contacts (and the permission to email them) for some time. Have you taken the time

to subdivide this list into different groups, based on various factors?

This is a process known as *market segmentation*, and is a very valuable endeavor to undergo.

Think about it: would you engage with one of your prospect's employees the same way you'd engage with the CEO of the company? Would you bring identical sales pitches to try to sell your services? What about someone you were just beginning communications with, as compared to a loyal, repeat customer?

Hopefully not—so why would you treat your email marketing any differently?

Creating varied lists to send different emails to allows you to better shape the message you're sending. Unfortunately, an email urging someone to make a purchase is ultimately going to be wasted if it is sent to someone without the authority to make that purchase, or to someone who wouldn't benefit from such a purchase. Dividing up your lists helps you more directly communicate with your recipients, allowing you to...



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<https://dti.io/6mkttips>



HAVING AN IT ISSUE?

#### EMAIL SUPPORT

[support@directive.com](mailto:support@directive.com)

#### CHAT WITH US

[chat.directive.com](http://chat.directive.com)  
607-433-2200.

#### TICKET PORTAL

[support.directive.com](http://support.directive.com)

#### MANAGED RESOURCES

Use the icon in your desktop system tray for support options, quick links!

For more support options scan the code!



### Spotlight: Chenango Valley Home



While we're proud of the benefits that we provide to our clients through our services, we also like to celebrate the successes these businesses and organizations have in fulfilling their own missions. This time around, we wanted to highlight the Chenango Valley Home & Apartments and their 100-year-plus history of providing the opportunity for independent living to the aged.

Originally consisting of two building lots in Norwich and a donation of \$1000, Chenango Valley Home & Apartments now hosts their residents in 30 private rooms and 12 independent apartments, supported by a team of employees and volunteers alike. Providing a comprehensive assortment of amenities, activities, and needs for their residents, the licensed facility focuses on providing a rich and full experience.

If you have a loved one in need of a supportive, safe, and community-focused place to live, we recommend you check Chenango Valley Home & Apartments.

Visit them online at: [chenangovalleyhome.org](http://chenangovalleyhome.org)



Chris Chase  
CEO

#### Tech Trivia

Linux was launched in 1991, and has its own mascot, Tux the penguin.

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