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Three Types of Software Moving Business Forward

Software plays a major role in business, regardless of what type of business you run. Whether you use a CRM, a point-of-sale system, or your software profile is a little more complicated, you need to understand a few things about modern software in order to get the most out of it. Let's take a look at three things you need to know about modern software...



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<https://dti.io/bizsoftware>

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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Don't Fall for These Image Copyright Infringement Scams

Of all the shady scams on the Internet, image copyright infringement scams are among the worst. Let's talk about what they are, who they victimize, and how you can beat them.

What is a Copyright Infringement Scam?

A copyright infringement scam involves a third-party, claiming to be a law firm or lawyer representing the copyright owner of an image you are using on your website. They send you emails or reach out to you from a

contact form on your website stating that you have violated copyright law by unauthorized use of an image that doesn't belong to you. They usually give you a few pages of legal mumbo jumbo, including terms that usually more or less say that removing the image now doesn't solve the issue, that you owe for damages just for using the image, etc. Finally, they let you know that you can conveniently settle outside of court if you quickly hand over a large sum of money (as if it's some huge favor to you).

There have been a lot of variations of this scam over the years, and some seem much more legitimate than others, and some of them are actually from legitimate, practicing

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Innovation Can Take You to the Next Level

Most businesses need to confront IT innovation, as technology moves pretty fast. If you don't have a plan to at least consider the technology, you could be easily left in the dust. In this month's newsletter, we will discuss some pretty transformative technologies that are evolving quickly and can help your business improve its overall innovation.

Customer Relationship Management

Building and maintaining strong customer relationships is extremely important for the success of small businesses. CRM systems help businesses organize, track, and manage customer interactions and data, enabling them to provide personalized experiences and improve customer satisfaction. By centralizing customer information and automating sales and marketing processes, CRM systems empower small businesses to retain customers and offer more effective customer-based programs that they may find beneficial.

Business Intelligence

Data-driven decision-making is essential for small businesses to gain a competitive edge. Business Intelligence (BI) tools enable businesses to collect, analyze, and visualize data to derive valuable insights into customer behavior, market trends, and operational performance. By harnessing the power of BI tools, small businesses can make informed decisions, optimize processes, and identify new growth opportunities.

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Employee Security Training

What's a Better Role for Your Employees: Security Asset or Vulnerability?

Regardless of their responsibilities, looking at your employees from this perspective isn't unrealistic. Anyone could potentially allow a cyberthreat to darken your business' doors... especially when no effort has been invested into teaching your team members the warning signs these threats are often heralded by.

This is why it is critical that every member of your team has been properly instructed to understand the risks they'll face and how to handle any threats they encounter.

Without the knowledge to help them avoid cyberthreats, each person on your team is another weak point in your business' protection.

However, some targeted and intentional education can help flip this dynamic on its head. Instead of serving as a simple means for a cybercriminal to gain access through scams and...



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Improve Your Opportunities with Managed IT Services



We love to highlight how technology helps businesses thrive, particularly small and medium-sized businesses with a lot of growth potential but limited by their budgets. This is why we provide SMBs with managed IT services specifically designed to drive business growth. If you have yet to consider outsourcing your IT needs, you could be missing out on a golden opportunity to alleviate many of the pain points your organization suffers from on a daily basis.

This month, we want to highlight some of these daily challenges and how managed IT services can help address them.

The Frustrations of IT Cost

IT can be incredibly unpredictable compared to your other budgeted expenses, especially if you're managing it all yourself. You never know when one of your server units will bite the dust, and you might have difficulty planning for the future if you cannot even budget one or two months out. You can eliminate some of this unpredictability with managed IT services. You pay a fixed

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law firms. Others are much more low-effort and probably just done by bots or scam artists. Some are simply a means to distribute malware.

All of them are scams.

Copyright Infringement Scam Examples

Let's take a quick look at a few examples we've seen over the years. Please note that for all of these examples, we are blurring out any

rate very similar to what we might describe as a "subscription service," and you get IT support for your business technology in accordance with your service level agreement. Whether you need someone to fully manage your IT resources or just someone to give your in-house team a hand, we've got you covered.

The Never-Ending Security Threats

If there is anything that businesses need help with related to their technology, it is absolutely, without a doubt, security. Today's cyberthreat landscape is rapidly adjusting in response to the powerful security solutions on the market. Hackers are getting craftier and more innovative in attempts to subvert modern security measures. If your business is unprepared to keep its infrastructure safe, it could be the last thing it does. It's easier and more efficient to outsource this security work to a managed service provider, as they can give their whole attention to monitoring and prevention, which is likely not the case with your in-house IT team, if you have one at all...



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contact information that has possibly been stolen, URLs that could be harmful, and information about the recipient.

Blatant Malware Spreading Scam

This particular scam tends to come in through a contact form on your website, but it's possible it could also be sent as an email...



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Cybersecurity

With cyberthreats increasing in frequency and sophistication, cybersecurity has become a top priority for businesses of all sizes. Small businesses are particularly vulnerable due to limited resources and expertise. Investing in robust cybersecurity platforms is becoming essential to successfully protect sensitive data, customer information, and intellectual property. From antivirus software and firewalls to encryption and employee training, small businesses must commit to implementing a multi-layered approach to cybersecurity if they want to thwart risks effectively.

Benefits of Virtualization on Your IT Infrastructure



Is your business frequently grappling with the challenges of implementing new solutions, whether software or

hardware? Consider harnessing the power of virtualization in the cloud to address these issues head-on. With the right tools, virtualization can open up remarkable opportunities to enhance your business' operations while bolstering its security and flexibility.

Aligned with the concept of digital transformation, virtualization offers myriad benefits that can optimize resource management and streamline your business processes. Let's delve into the advantages of software and hardware virtualization for your enterprise.

Enhanced Efficiency Through Virtualization

Virtualization simplifies IT resource

Cloud Computing

Cloud computing has revolutionized the way businesses manage their data and applications. Small businesses can benefit immensely from cloud services, which offer scalability, flexibility, and cost-effectiveness. By migrating to the cloud, businesses can access their data and applications from anywhere, streamline collaboration among team members, and reduce infrastructure costs. Today's cloud platforms provide businesses a wide range of services tailored to...



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management by extending resources into virtual environments like the cloud. By virtualizing physical servers, for instance, you can create virtual machines hosted in the cloud, enabling more efficient resource utilization through consolidation. This not only reduces energy consumption but also translates into cost savings. Moreover, by abstracting away concerns about underlying hardware, software deployment and management across different environments become markedly easier.

Flexibility and Scalability

In an ever-evolving business landscape, virtualization empowers your infrastructure to evolve alongside your organization without being tethered to physical constraints. With resources hosted in the cloud, scalability becomes seamless, allowing you to adapt swiftly to fluctuating business demands, such as shifts in service or product demand and market trends...



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<https://dti.io/virtualitbene>



CYBERSECURITY TIPS

Pig Butchering Scams

In a pig butchering scam, cybercriminals are playing the long game to squeeze as much as they can out of their victim.

In this Micro Training, learn about how pig butchering scams work and what you need to be on the lookout for.

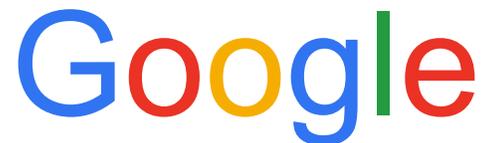
View this tip and others at:
<https://dti.io/pigscams>

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Thanks in advance!

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Marketing Ideas & Tips for Your SMB

Why You Should Identify Your Ideal Client (and How to Do So)



While it might be nice to think that your business can serve

“anyone”—after all, being able to serve anyone means that you have the potential to work with everyone—this, unfortunately, isn’t the reality. Even the most accessible businesses will have certain clients that are inherently more valuable than others. These “ideal clients” are critical to identify, so let’s talk about how you can do so.

Before we do that, however, let’s examine why it is so important to know who makes up your ideal customers or clients.

Why Should Small and Medium-Sized Businesses Know Who Their Ideal Clients Are?

At The End of the Day, a Client is a Client... Right?

Yes... and no.

It’s true that money is money and that doing business with anyone could be seen as a

plus for an organization. However, that statement omits the considerable amount of value that can be seen by dividing your clientele into different groups—different people with specific shared needs and behaviors—and identifying which niche benefits the most by working with your business.

This niche exemplifies your ideal client.

This is the niche your marketing should really be...



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HAVING AN IT ISSUE?

EMAIL SUPPORT

support@directive.com

CHAT WITH US

chat.directive.com
607-433-2200.

TICKET PORTAL

support.directive.com

MANAGED RESOURCES

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

Client Spotlight: Shearers



We like to think that by helping our clients, we contribute to accomplishing their missions, so we’re especially proud to work with Shearer’s Express, Inc. Since 1940, the company has specialized in transporting medical equipment and packaging from the manufacturer to the distribution and sterile processing centers across the Northeast.

Obviously, the supply chain (especially where medical needs are concerned) is extremely important to modern society. Fortunately,

Shearer’s Express is there to contribute with a sizable fleet of vehicles at its disposal. We also have it on very good authority that the current owners started their tenure by modernizing their technology to make their operations more efficient and secure, ultimately benefiting the businesses that rely on them.

We encourage anyone who could benefit from the services of Shearer’s Express to give them a call at (607) 432-2440.



Charlotte & Chris Chase

Tech Trivia

There are over 15 billion connected IoT devices worldwide.

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