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How Your Nonprofit Can Secure Grants for Your Technology Infrastructure



Nonprofits typically rely on the funding provided to them by grants in order to operate. Fortunately, there are many grants out there for the nonprofit to take advantage of, many based on the cause the nonprofit works towards and many intended to support the use of technology by these organizations...



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Business Disaster Comes in Many Different Forms



In business, there are always issues that need to be met. Often, there are so many that finding which ones to give priority is a chore all in itself. Choosing the best path forward depends on the situation, so when you are considering your organization's disaster recovery you have to take into account every troubling situation your business can encounter. This month let's go through some of the most prevalent disasters that a business can face.

What Makes It a Disaster?

Well, there is no real benchmark to define what constitutes a disaster. Basically, in business parlance, a disaster is a scenario that threatens to harm a business with downtime. Some disasters are worse than others, but they all share one thing: They take your business off the market. Whether or not a business is able to come back from a disaster is all about having a plan in place that can make it possible.

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5 Huge Benefits of Using the Cloud



Cloud computing has undeniably become one of the most important tools a business can use. Most businesses use some form of cloud computing, with 4-of-5 using multiple SaaS applications, virtualized computing environments hosted in the cloud, or other cloud-based tools. Let's take a look at some of the benefits of using cloud computing.

Enhanced Scalability

Cloud services allow you to easily scale your IT resources up or down based on your business needs. This flexibility means you can quickly adapt to changes in demand, whether it's scaling up during periods of high traffic or scaling down during slower times, without major capital investments.

Cost Efficiency

Cloud computing can help reduce capital expenses associated with purchasing and maintaining on-premises hardware and software. You can pay for cloud services on a subscription or pay-as-you-go basis, which can be more cost-effective for many businesses.

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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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FTC Safeguards Rule

Federal Trade Commission Has Set New Data Management Regulations

The United States Federal Trade Commission has always had a set of guidelines that dictate the way that non-banking financial institutions manage and protect data. In 2023, however, the FTC officially put a set of amended Safeguards Rules in place that do a better job of covering modern computing and data protection. The aim is to encourage these organizations to actively do more to protect the individual personal and financial data they have on file.

What are FTC Safeguards?

The FTC Safeguards Aims to Promote Strong Data Privacy Practices

The rules and regulations that make up the FTC's Safeguards are designed to protect sensitive information of all types from unauthorized access. These include personal data, financial information, health data, and more. While banking institutions are regulated by the Securities and Exchange Commission (SEC), non-banking financial institutions such as mortgage providers, insurance companies, and any...



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How You Can Use Technology to Free Up Capital



Businesses need money to operate and sometimes it can be awfully difficult to find enough financial wiggle room to do the things that you want to do after all the bills are paid. Finding the right technology can help. By building a more efficient business, tasks take fewer resources to accomplish and that provides opportunities such as better revenue generation or the ability to reallocate certain resources to better fit your organization's immediate goals. Let's take a look at some tech that can help achieve this goal.

Business Disaster Comes in Many Different Forms

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Let's go through some of the most common disasters businesses may need to plan for:

Natural Disasters

Natural disasters are what you think about when you hear the word "disaster". The type of natural disaster that your business has to plan for is typically geographical; although there are a couple of these that can affect your business no matter where you set up shop. Let's take a look at some examples:

- **Hurricanes/Typhoons** - Coastal regions have to deal with these powerful storms that bring high winds, rain, hail and often result in significant flooding.
- **Earthquakes** - Some areas have seismic activity that is enough to leave buildings damaged or destroyed.
- **Floods** - Floods can inundate land in a number of ways, but can bring many different problems to a business.
- **Fires** - Fires can result from various causes, damaging property, equipment, and inventory.

Lean on Automation

Implementing IT systems and software to automate repetitive tasks and processes can significantly reduce labor costs. There are digital tools that can handle data entry, invoice processing, and customer support inquiries making business run more efficiently and ultimately taking tasks that don't generate revenue off of your employees' schedules.

Commit to Cloud Computing

Moving to cloud-based infrastructure and services can reduce the need for capital expenditure on physical hardware and data centers. Cloud services...



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Cybersecurity Incidents

One of the biggest disasters a business can deal with comes from threats from the Internet. These include data breaches, ransomware attacks, and Distributed Denial of Service attacks, which can compromise sensitive information and disrupt online services.

Other Issues You Need to Plan For

There are quite a few other issues that your business should consider when designing its business continuity plans. These include:

- Reputational damage
- Legal and regulatory issues
- Economic downturns
- Labor stoppages
- Extreme weather
- Utility failures
- Health issues
- Supply chain problems

...And more.



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5 Huge Benefits of Using the Cloud

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Improved Collaboration

Cloud-based collaboration tools and applications enable employees to work together more efficiently, whether they are in the office or working remotely. This can enhance productivity and streamline operations, which is crucial for business growth.



innovations in areas like artificial intelligence, machine learning, and big data analytics. This can give your business a competitive edge.

Reduced IT Management Responsibility

Cloud providers handle much of the infrastructure management, maintenance, and updates, freeing up your IT team to focus on more strategic tasks that support business growth.

Access to Advanced Technology

Cloud providers continuously invest in cutting-edge technology, ensuring that businesses have access to the latest



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Which is Better? Wired or Wireless Connection



Make no mistake about it, connectivity to the Internet is paramount for any business. A surefire way to gauge this

importance is to observe people's reactions when they are informed that the Wi-Fi will be down for a few hours. In such a context, businesses face a crucial decision: should they opt for wired connections or embrace robust Wi-Fi? To make an informed choice, it's essential to understand the benefits associated with both options.

Wireless Connections

Wireless networks are ethereal, brought to life through technologies like Wi-Fi. Here are some benefits of employing Wi-Fi for your business:

- **Convenience** - Wireless connections provide the convenience of mobility, enabling you to connect devices without the hassle of physical cables. This is particularly advantageous for smartphones, laptops, and other portable devices.

- **Flexibility** - Wireless networks allow multiple devices to connect simultaneously without the need for additional cables or ports. This feature is invaluable in settings with numerous connected devices.
- **Ease of Installation** - Setting up a wireless network is generally simpler and less intrusive than running cables throughout a building.
- **Scalability** - Wireless networks can be easily expanded to cover larger areas by adding access points. In contrast, wired networks may necessitate a more complex cabling infrastructure.
- **Aesthetic and Cost** - Wireless setups often have the advantage of being more aesthetically pleasing, as they do not involve visible cables. Additionally, they do not incur additional costs associated with extensive cabling.

Wired Connections

Wired connections entail physically linking a device, typically a computer, directly to the network via a cable...



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CYBERSECURITY TIPS

Online Tracking

Many users are aware that they are being tracked online. While some of this tracking can be used to customize the user experience, it is important to know how to protect your tracked data from cybercriminals' prying eyes.

In this Micro Training, follow along as we dive into how internet tracking works and the many ways to protect your data.

View this tip and others at:

<https://dti.io/cybersecuritytips>

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Marketing Ideas & Tips for Your SMB

Is Your Phone System an Antique?



As computer techs, we try not to judge older technology. After all, if it still works for you, and it still works properly after all these years, it can sometimes simply be impressive. And to be completely honest, as amazing as modern devices and technology are today, sometimes even the geekiest of us look back with fondness of the simpler times, when you needed a little plastic stylus to tap away at your tiny phone screen.

With that said, usually technology doesn't age gracefully, and while you might not realize it, your business could be leaving

money on the table by sticking with the more vintage stuff.

Many Area Businesses Have an Antique Phone System Problem

If you are paying too much for a decade-old phone system in your office, you aren't alone. As it turns out, most of Otsego County and even the surrounding area have been at a disadvantage as far as the options available for business communications. It's not really anybody's fault—this area has just been sort of slow to adopt the modern phone solutions that organizations elsewhere have been using for years.

And then there's the old adage, if it isn't broken, don't fix it. It works well enough for phone

systems, because, well, they are only supposed to let you make and receive calls, right?

That's where local businesses are at a huge disadvantage. Well, at least that's one of the issues.

There is an even bigger issue, and that's just how much everyone is paying to keep their ancient phone systems running, but we'll get to that in a bit.

Modern Phone Solutions are Massive Improvements to What You Know

Even the most robust, expensive telephone systems of...



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For more support options scan the code!



Community Spotlight: Creekside Industries



We are incredibly grateful that we have the opportunity to work with so many great companies, many of which accomplish incredible things as a result of their operations. Take, for instance, Creekside Industries, a division of The ARC Otsego.

There are a lot of people who need access to meaningful and accessible employment, as well as many companies that need access to a greater labor force than they could normally support. Creekside Industries helps connect these groups, employing 120 or so people to work as outsourced fulfillment providers, giving other businesses an affordable and effective workforce to lean on. Working out of their 300,000 square foot facility, Creekside Industries provides services including hand assembly of goods, labeling, and many more packing and assembling tasks.

We appreciate that Creekside Industries entrusts us with their IT, as well as the fact that they too support other businesses in the area while also enriching the lives of their staff. If you need outsourced services such as these, we strongly recommend that you reach out to them at (607) 433-8447.



Chris Chase
CEO

Tech Trivia

Since the year 2018, every day, approximately 900,000 people have gone online for the first time.

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