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What is ChatGPT and Who Should Use It for Work?



By now, you've probably started hearing a lot about AI and how it's doing a lot of things to disrupt the world. It

seems like every modern software application boasts AI capabilities, social media feeds are plastered with generative AI content, and techy people everywhere are providing their two cents on this new...



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<https://dti.io/whatchatgpt>

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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Benefits of VoIP for Oneonta Businesses



Many businesses in Oneonta and around the surrounding area are still using phone systems that are outdated and therefore hinder their capabilities and growth potential. Cloud-hosted VoIP—Voice over Internet Protocol—is a much better option for businesses to utilize, with many benefits to make the switch a no-brainer for our fellow organizations.

Traditional Phone Systems Have Considerable Limitations

What follows is a brief sampling of the shortcomings that the telephone systems of yesteryear present to businesses.

Traditional Phone Systems Lack Scalability

- More traditional phone systems are limited in the number of lines and extensions that they can support, restricting your company to the capabilities that its phone system offers.
- It can be costly to add or remove additional lines in a traditional system, potentially requiring expensive and challenging changes to the work environment.
- These systems are inflexible, while business flexibility is now seen as a key feature.

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How to Move Away From Evernote (And Some Note-Taking Alternatives)



Sometimes, good things come to an end. For users who have been using the popular note-taking application Evernote, that time might be now. Let's dive into why users are jumping ship from what was arguably once the best note-taking app in the world, and what options you might have.

What is Evernote?

In case you haven't tried the application, Evernote is a robust note-taking application for virtually every platform. It worked on Windows, Mac, iOS, Android, and even had a Linux client (although it's no longer supported as of this year). Evernote also preserved most of their best features in the browser version, so if you just wanted to log into your Evernote account, you could access your notes and your other documents without installing anything.

What made Evernote stand out was how robust it was. First of all, it would sync notes across all of your devices, and it was the first solution on the market many years ago to do a good job with that. The notes apps that tend to come with most phones and tablets tend to fall short in that regard, and Microsoft's own OneNote took a while to support Android and iOS.

(Continued on page 3)



Improve Your Organization's Security by Installing High-Resolution Security Cameras

There is a lot of time and effort spent on your business by you and your staff. These efforts need to be protected. At Directive, we prioritize security. We have a catalog of security products and services that are designed to work for the Upstate New York small business. To that end, we offer innovative digital surveillance solutions that are designed to protect your business from loss and other threats.

Safety and Asset Protection Our Advanced Understanding of How IT Fits Into Business Can Help You Plan for Any Situation

Upgrade Your Antiquated Surveillance System to Improve Long gone are the days of surveillance systems that leaned on low-resolution cameras displayed in black and white. Those camera systems are no way to try and help you monitor your business or lead up your loss-prevention.

Today's security cameras provide crystal clear color images around the clock and many dynamic features that are designed to help protect your business' assets...



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These Communications Tools are Driving Modern Businesses



Imagine doing your job without the advanced communications tools that you have access to. It would make things much less efficient. Most organizations use all types of different solutions to be able to support their workforce and customers, but in today's business, there are three solutions most organizations have come to depend on. Let's take a look at these three today.

Email

Email remains a fundamental communication tool for businesses. It is often used for formal communication, document sharing, and marketing. Many businesses use email for internal communication among employees as well as for external communication with

clients, partners, and vendors. Email gives users the ability to attach files, and manage conversations, and often comes with some pretty advanced features as far as software integration goes.

Voice Over Internet Protocol

VoIP has become a serious contender in the telephony space given organizations' reliance on their Internet connections. Essentially, VoIP is a feature-rich telephone service that allows organizations to get the advanced features they need, without the need for dedicated telephone wires. Using VoIP-enabled phones and mobile applications an organization can get the telephone coverage they need, as well as access to video conferencing and a myriad of call-management features that any...



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Benefits of VoIP for Oneonta Businesses

(Continued from page 1)

Traditional Phone Systems are High Maintenance

- More traditional phone systems are prone to hardware failures, leading to downtime and other negative impacts.
- This failing equipment subjects you to costly repairs and replacements, often with little to no warning.
- These systems also require specialized technicians to maintain them, making it more challenging to ascertain their upkeep.

Traditional Phone Systems Offer Limited Features and Functionality

- A traditional phone system only offers very basic call handling features.
- These systems also lack any integration with your other business tools.
- Remote work becomes more challenging with a traditional

phone system, as there is no means to transfer calls to follow the user.

What Advantages Do Cloud-Hosted VoIP Solutions Offer?

VoIP Provides Significant Cost Savings

- As VoIP can be supported by hardware you already have, there are no upfront hardware costs required.
- Many VoIP providers offer lower monthly service fees as compared to their traditional counterparts.
- Repairs and maintenance are less often required, and less expensive for the business.

VoIP is Far More Scalable and Flexible

- The plug-in-and-play nature of VoIP makes it easy to add or remove phone lines and extensions as needed...



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How to Move Away From Evernote (And Some Note-Taking Alternatives)

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Evernote also stood out from the crowd because it could also be a place to store images and documents. Snap a photo of an invoice or receipt and Evernote would take the text from it and make it searchable. Scan documents into Evernote and you can easily find things with a quick search. Combine this with the ability to mark up documents, and a lot of nice features for organizing your notes, and a lot of professionals could easily organize their lives within the application.

What's Going On With Evernote in 2024?

Evernote has evolved a lot over the years, and while its users were no strangers to odd changes and sometimes glitchy periods of time where

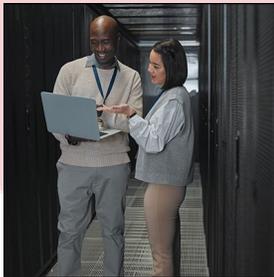
things didn't seem to work as well as they should, the general consensus is that the application has started to "lose its way" and just didn't cater to how a lot of people tend to use it.

To make matters worse, Evernote was acquired in January 2023 by an Italian app development company, and a large portion of the Evernote staff was laid off. The cost of the subscription plans for Evernote have increased, almost doubling over the course of a few years for some users, and the free version is now severely limited. Previously, the free version of Evernote allowed users to have up to 100,000 notes, but as...



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Improve Your Chances of Success with IT Consulting



Having a professional perspective always helps, it's just that in today's world of inflated rates for everything, it's

hard to find experts that don't charge an arm and a leg. IT consulting plays a crucial role in helping businesses gain a better perspective on their technology landscape. Here are several ways in which IT consulting can contribute to a more informed and strategic approach to technology within a business.

Technology Assessment

IT consultants can conduct a comprehensive assessment of your current technology infrastructure, including hardware, software, networks, and security systems. This evaluation helps identify strengths, weaknesses, opportunities, and threats.

Alignment with Business Goals

IT consultants work to understand the overall business objectives and ensure

that technology strategies align with these goals. This alignment is essential for maximizing the impact of technology on business outcomes.

Cost Optimization

Consultants can identify areas where technology costs can be optimized. This includes evaluating existing contracts, recommending cost-effective solutions, and ensuring that technology investments are aligned with business priorities.

Risk Management

IT consultants can assess the cybersecurity measures in place and recommend improvements to mitigate potential risks. This involves evaluating the security posture of the organization, implementing best practices, and ensuring compliance with relevant regulations.

Creating a Technology Roadmap

Consultants assist in developing a technology roadmap that outlines a...



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CYBERSECURITY TIPS

Spotting a Phishing Landing Page

Phishing landing pages are commonly found after a user clicks a link in a malicious message or by being redirected during a web browsing session.

But how can you spot these sneaky sites? Learn the difference between a phishing landing page and the real deal in this Micro Training.

View this tip and others at:

<https://dti.io/cybersecuritytips>

Get our Cybersecurity Tips directly to your inbox!

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Thanks in advance!

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Marketing Ideas & Tips for Your SMB

The Marketing Collateral Your Clients and Prospects Want To See



Marketing collateral is a collection of media that is used to support the sales of a company's products or services. The primary purpose of marketing collateral is to showcase your business' products and services in an informational but attractive way, while at the same time expanding your credibility. The collateral you use should support your overall marketing efforts.

Collateral comes in many different shapes and sizes. It can be online content such as

landing pages, videos, and emails. Or, it can be physical marketing materials such as printed newsletters, promotional flyers, and letters. It could even be scripts for your sales team to read when selling a particular product or service. Your collateral can be standalone collateral or supplemental media to other collateral pieces.

Because there are so many options of collateral to choose from and so many different ways to use them, picking your go-to collateral pieces can be a bit intimidating. Here are our top suggestions to help you get started.

1. Brochures

Brochures are a unique but flexible piece of marketing collateral. They allow you to provide information about your products and services in a visual, easily digestible format.

Brochures can be distributed in both physical and digital formats. You can distribute them in person, whether you are at a trade show or you just finished meeting with a potential client. Brochures are also a staple piece for direct mail campaigns. They can also be added to your website for...



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<https://dti.io/collateral>



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chat.directive.com
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TICKET PORTAL

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MANAGED RESOURCES

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

For more support options scan the code!



Client Spotlight: Otsego County Patrons Co-Op



Otsego County Patrons Co-op
Fire Relief Association

As we bid farewell to another remarkable year, we find immense joy in turning the spotlight onto one of our exceptional clients – the Otsego County Patrons Co-operative Fire Relief Association (OCPC). Nestled in the heart of

Schenevus, NY, this Property and Casualty Insurance Company stands as a beacon of cooperative strength and community support. Behind the scenes are dedicated individuals who genuinely care about you and your insurance needs. They are more than just agents; they are guardians, personally assisting individuals and businesses alike in protecting investments, managing risk, and covering liability throughout the majority of New York State.

It is a privilege to work with OCPC, an organization that shares our values of dedication, community, and excellence.

May the coming year be filled with continued success, growth, and unwavering community spirit.

Visit them online at: otsegocountypatrons.com



Chris Chase
CEO

Tech Trivia

Did you know that a team of 200 goats mows Google's lawns?

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