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### 7 Things Upstate New York Businesses Get Wrong About Web Design



Having a good web presence is important for any organization, but what makes a good website has

evolved over the last several years. Let's discuss a handful of major mistakes we often see local businesses make when it comes to their online presence.

Your Website Isn't Mobile Friendly We're going to start with the...



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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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## Are You Dealing with Toxic Productivity?



burning out.

There is one question that workers don't hear enough, and if they do hear it, it is usually said in passing as a rhetorical question. That question is:

"How are you doing?"

In today's productivity-obsessed workplace, there needs to be time set apart for mental and physical health. If you work in a place that prioritizes productivity over your mental and physical health, there are things you can do to keep from

### What is Toxic Productivity?

In business, things have to get done. Successful businesses aren't built by people who are aimless and lazy. That said, they aren't built by people who flame out after short periods of time either. Toxic productivity is overworking at the expense of the other facets of your life. Sure, productivity is essential to business success, but if you are burning yourself out, compromising your relationships, and not enjoying your life in the least, is it really worth it?

A toxic productivity mindset is one that manifests itself in what constantly needs to get done, or more accurately, what you need to do. You may look at your workload and think

*(Continued on page 2)*

## What is Coming After the Smartphone?



If you were to ask anyone under the age of 30 what the most important invention of their lifetime is, you may be surprised how many of them would say "the smartphone". These devices have revolutionized the way that people communicate, work, and play, but like any other technology, the form factor may not be here forever. So what's next after the smartphone? We unpack what technologies may replace the smartphone as the next big jump in personal computing.

### What Came Before the Smartphone?

Before nearly everyone had a smartphone in their pockets, they had a cell phone in their pocket. These devices couldn't do what today's smartphone does, but they laid the groundwork for what would come after. The mobile phone innovated pretty quickly from a device that required a shoulder-mounted bag to a device that could easily fit inside a purse or pants pocket.

### The Smartphone

The Apple iPhone is known to be the first smartphone, but it really wasn't. For quite a few years before the 2006-07 launch of the iPhone, there were manufacturers that tried to build an app-fueled ecosystem. One of those was backed by a Microsoft Windows Operating System and full PC integration. Obviously, this is a long time ago, but it does show just how quickly the market has gotten to the point where we need to write an article considering "what's next?".

Don't worry if you just spent over \$1,000 on your new smartphone, they aren't going anywhere anytime soon. The smartphone has shown itself to be one of the most valuable

*(Continued on page 3)*



## Managing Employee Access Improves Efficiency and Security

It's easy to look at access control as a means of keeping people out of certain areas and away from specific documents. What it really is, is a way to completely support all of your organizational efforts by ensuring that resources are available to those who need them to an appropriate degree.

We offer robust, reliable access control systems that not only make use of cutting-edge technology to keep your business secure, but also set up your business for the security it is looking to achieve. Known for our proactive approach to technology management, our technicians spend a lot of time and effort attempting to keep a business' IT secure from a constantly growing number of threats, digital and physical alike.

One of the most pressing threats is the theft of products, data, and documentation, often in some physical format. An access control system works to mitigate these types of threats by using technology to control the flow of traffic in parts of the business, ensuring that only those who should be granted permission to access them...



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## How to Squeeze Every Drop of Value from Your Business Technology



Keeping a business running is no easy feat, with dozens of moving parts and considerations to maintain at any given time. Arguably, this has never been more true than it is now, when you combine current inflation and labor shortages with the technological options businesses now have. In short, it can be exceptionally confusing...and challenging in terms of budgeting it out.

Let's consider a few ways to make your business capital go that much further.

### Cost is Not Value

The first thing that needs to be

## Are You Dealing with Toxic Productivity?

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that there is no way that this amount of work leaves you with any time for anything else in your life and that can be a very stressful situation for anyone. One of the things that builds this toxicity is actually remote work. Since a lot of organizations that depend on remote workers for sustainability will operate the same as they would if everyone was working in an office, it can be easy to forget that remote workers work from home. This means that, along with all the things that they need to do for work, they are constantly faced with all the things that need to be done at home as well. The obliteration of boundaries for remote workers can create situations that they didn't consider when they started working from home: burnout, depression, and dips in efficiency.

If you are constantly worried about the things you should be doing for work, and if to-do lists don't seem like they have an end in place, it won't take long for workers morale to dip significantly.

addressed is how much of a gulf separates "cost" from "value," as it concerns your business' environment. Naturally, big purchases need to more expressly offer value in order to justify the expense of the cost—and therefore, businesses need to seek out this value in each and every investment they consider. This helps ensure short term return on investment as well as the impact they'll have over time. As a result, it's important to evaluate and adjust the investments you make in order to optimize the value your business gets.

### The Cloud is Something to Consider

The cloud may be an option to help your business squeeze as much value as possible from its available budget...



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So, while productivity is mandatory, the detrimental effects that can be seen for workers, remote or otherwise, if they prioritize work over all else can really create major mental and physical health problems.

### What is Burnout?

You never really heard much about people burning out except in really high-pressure situations until the past few years where businesses have come to measure the effectiveness of their employees in productivity. People are people, and have distractions, have moods, have things they need to do other than what is dictated by their employer. Unfortunately, they depend so highly on their paycheck just to sustain their lives that they feel like there is no choice but to prioritize work over all else; to their detriment, and often the business' as well...



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## What is Coming After the Smartphone?

*(Continued from page 1)*

electronics to ever be manufactured. Not only do they fuel people's professional and social lives, they also have major financial applications that have created a multi-trillion-dollar per year economy. Three out of every four people in the United States have made at least one purchase on a smartphone. That is a larger percentage than has used a PC or tablet to purchase things.

The mobile application infrastructure that makes the smartphone work is probably the most impressive thing about the modern smartphone. There are literally millions of applications designed to do anything you can think of from finding the love of your life to shopping for groceries to playing the

hundreds of thousands of games people have developed.

All in all, if you asked most people, the smartphone has been a resounding success. So...what's next? People that develop new technologies don't just stay complacent and with nothing but minor tweaks to the smartphone form factor over the past couple of decades, it stands to reason that something new will be coming along soon to make smartphones a thing of the past.

### Enter Augmented Reality

Augmented reality is a technology...



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## Proactive Management Strategies Can Reduce IT Costs



Staying proactive with your IT maintenance can save your business a lot of money, but a lot of people don't

know exactly how they can go about doing this. In this month's newsletter we are going to discuss how proactive maintenance works and how it is a crucial part to any evolved managed IT strategy.

### Proactive Management

When we discuss proactive management, we often see some confusion. This is because we are typically talking about fixing computer problems that aren't really problems. So why would you need to fix not-problems? Technology doesn't have to be broken to run inefficiently. Many times if a computing system is running inefficiently it is a precursor to complete breakdown of said computing system.

To maximize the uptime of your business' technology, it obviously needs to

be managed and maintained. If you do this in a reactive manner (that is, fixing technology problems as they arise) downtime-induced losses are going to be more pronounced. If you are able to manage and maintain your information systems before they have a chance to break down, however, you can maximize uptime and see more productivity as a result.

### How Does this Work?

Using cutting-edge technology, IT administrators can effectively monitor every piece of technology in your office and that allows them to troubleshoot issues before they ever cause any downtime. Technology doesn't always run as intended, but getting ahead of IT problems can save having a litany of headaches including: downtime, cost increases, loss of revenue, and more.

### What are the True Benefits of Proactivity?

The biggest benefit of being proactive is continuity. You keep your business...



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<https://dti.io/managcost>



## CYBERSECURITY TIPS

### Getting Personal with Work Devices

It is more common than ever for personal devices to be used for work.

In this Micro Training, explore the two main ways personal devices are used for work purposes and the risks that come with this new trend.

**View this tip and others at:**

<https://dti.io/cybersecuritytips>

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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

### Direct Mail Isn't Dead... Here's How to Use It Effectively



Print marketing is alive and well and sending direct mail pieces through the mail can be an effective way to target leads, prospects, and clients.

There's something special and unique about getting something in the mail that resonates with people, even if it's "just" marketing materials. This greater investment into communication adds a personal touch to your marketing and gives recipients a tangible reminder of your business that won't get lost in their email or buried in their social media feed.

Here's how you should be using direct mail as a part of your own marketing strategy.

#### Effective Direct Mail Marketing Mediums

As you probably know, you have a lot of flexibility when it comes to direct mail marketing. However, the costs can definitely add up!

Here are five great, relatively affordable options that a small to medium-sized MSP can take advantage of:

- **Letter** - Letters are a great way to introduce your business to a potential prospect in your area. You can also use them when you want to include a lot of information about a product or service you offer. When using them, make sure they are branded with your logo and are signed as coming from a prominent member of your team, like your CEO or a head

salesperson.

- **Postcard** - Postcards command attention with their oversized image, drawing in the recipient to read the marketing message.
- **Newsletter** - Printed newsletters draw attention like postcards do and have the added benefit of tending to stick around the office to be read at leisure. As a result, your target is effectively hanging on to your marketing and generating more impressions for you!
- **Deliverable** - Send a deliverable to your promising prospects with an accompanying letter. Consider including a brochure or a case study!
- **1% Kit** - A package full of branded goodies and...



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HAVING AN IT ISSUE?

#### EMAIL SUPPORT

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

#### CHAT WITH US

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

#### TICKET PORTAL

[support.directive.com](https://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!



Chris Chase  
CEO



#### Tech Trivia

In 2022, organizations all around the world detected 236.1 million ransomware attacks.

### Client Spotlight: H.W. Naylor Co., Inc.



We aren't exactly shy about how much we love animals here at Directive, so when we get to work with businesses that strive to help take care of animals, we are thrilled. We wanted to take a few minutes to showcase one of these clients, H.W. Naylor Co., Inc., and how they've done just that for generations.

Ever since Dr. Howard Naylor combined his engineering mind with his work as a veterinarian to create "dependables for modern animal care," the Morris-based company has served to fill needs that larger companies have historically overlooked. From salves that treat hoof rot to ointments that prevent horse scratches and diaper rash alike, H.W. Naylor Co. offers a variety of wholesome remedies—a mission we are proud to help them accomplish.

Visit them online at: [drnaylor.com](https://drnaylor.com)

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