

This Issue:

4 Facts About Cybersecurity Oneonta Business Owners Need to Know

Security Neglect is Expensive... Is Your Business Sufficiently Secured?

Three Tips to Turn You Into a Web Browsing Wizard

How to Spot a Scam: The Critical Role of Employee Training in Cybersecurity Awareness

Don't Let an Old POS Hurt Your Business: 5 Clear Upgrade Signals

Start Strong: A Step-by-Step Guide to Building the Right IT Plan for Your Business

It Pays to Help Your Clients Tell Their Stories... Here's How to Do It

4 Facts About Cybersecurity Oneonta Business Owners Need to Know



If you are going to take away any information about cybersecurity, these four facts are the most important. More importantly, taking them seriously will likely help you and your business stay out of serious danger, avoid data loss, and prevent massive unexpected loss in revenue.

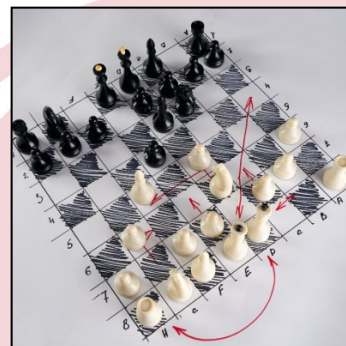
No Business is Too Small to Avoid Cyberthreats

It's so easy to feel like you are safe simply because you are just a small, local business. After all, you don't hear about local businesses getting hacked in the headlines. Most of the time, you only hear about huge corporations dealing with data breaches and other attacks because the attack involves the personal data of thousands or millions of people. Something that large-scale definitely gets plenty of news coverage, and depending on the industry, the different states and countries the corporation does business in, and various other factors, they might be required by law to report it and make public statements.

When smaller businesses get attacked, they might just bear the brunt of it and hope for the best. Or they simply file for bankruptcy, if it's bad enough. It also depends on what kind of data you store, the nature of the hack, who is affected, and other factors.

(Continued on page 2)

Security Neglect is Expensive... Is Your Business Sufficiently Secured?



Cyberthreats aren't just occasional inconveniences, especially nowadays. They are constant, evolving, and some are so highly sophisticated that you can hardly blame yourself if you fall victim to them. This is why proactivity is so important. Businesses that take a reactive approach to cybersecurity find themselves in a never-ending cycle of damage control. Without a purposeful cybersecurity strategy, any organization faces recurring breaches, data loss, and ultimately a situation where customer distrust can result in the company's financial

ruin. This month, we thought we would take a look at why having a comprehensive cybersecurity strategy that addresses these risks is so critical for the modern business to accomplish.

The Hidden Costs of Cyber Neglect

Many small and mid-sized business leaders assume that cybersecurity is only a major concern for large corporations. That's a dangerous misconception. Cybercriminals may like to target larger companies, but they also know that smaller businesses often lack strong defenses. The cost of a data breach isn't just measured in immediate financial losses. It includes:

- Downtime - When your systems are compromised, operations fail to properly function. Every hour of inactivity means massive amounts of lost revenue and an

(Continued on page 3)

Three Tips to Turn You Into a Web Browsing Wizard



Most of us use our internet browser every single day without thinking twice. Open tab, type something, click stuff, maybe panic a little when 42 tabs are open. Your browser can actually do a lot more for you, including saving you time and keeping you organized. This month, we thought we'd give you three browser tips that can seriously help you...



Read the Rest Online!
<https://dti.io/browserwiz>

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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How to Spot a Scam: The Critical Role of Employee Training in Cybersecurity Awareness

Phishing and email-based attacks are now the #1 method cybercriminals use to infiltrate business networks. These deceptive tactics are growing more sophisticated by the day—tricking employees into clicking malicious links, downloading harmful attachments, or handing over sensitive data.

No matter how advanced your IT infrastructure is, it only takes one uninformed click to compromise your entire system.

That's why a modern cybersecurity strategy must go beyond software—it needs smart, trained employees who can recognize and stop threats before they cause damage.

Why Employee Cybersecurity Training Matters

Over 80% of reported cybersecurity incidents are linked to phishing emails. Often, the difference between a secure business and a costly breach comes down to a single employee's ability to spot a scam...



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<https://dti.io/spottingscams>

Don't Let an Old POS Hurt Your Business: 5 Clear Upgrade Signals



Your Point of Sale (POS) system does more than ring up sales, it's the control center that keeps your entire operation running. From processing payments to managing inventory and generating reports, it plays a vital role in your daily business flow. Like any technology, a POS system can get old, glitchy, or just fall behind. If you've been questioning whether yours is still doing the job, here are five clear signs that it's time to move on and upgrade to something better.

Transactions Take Too Long or Constantly Crash

Nothing frustrates customers more

than a slow checkout. If your POS freezes, crashes, or lags during payments, you're not just creating a bad experience, you're losing business. Long lines lead to abandoned purchases. Delayed transactions eat into your staff's time. If your system has become a daily source of stress, that's your red flag. Today's systems are built for speed and dependability. If yours isn't keeping up, it's time to consider upgrading.

Your System Can't Handle Your Growth

A growing business needs tools that grow with it. Whether you're adding new product lines, opening another...



Read the Rest Online!
<https://dti.io/oldpos>

4 Facts About Cybersecurity Oneonta Business Owners Need to Know

(Continued from page 1)

If a restaurant with cloud-based point-of-sale systems suffers some kind of an attack, they usually won't have credit cards and customer information stolen, but they might lose the ability to take payments for a day or two, or they might only have employee information stolen, depending on how and where they store their data. That's still bad—really bad, but at least it doesn't involve a huge amount of public damage control.

A whopping **43 percent of all cyberattacks target small businesses**. Sure, the bigger organizations paint bigger, more attractive targets on their backs, but smaller businesses tend to be easier targets, and the payoff for the criminals is well worth the effort.

The bottom line is that you are not immune. It's just a matter of when you'll get attacked (or get attacked again).

Cyberattacks are Getting More and More Expensive

Who has an extra ten grand to just throw away? Not only are cyberattacks becoming more and more frequent every year, but the costs associated with them go up in terms of productivity lost through downtime, infrastructure costs, damage control, and returning to normal.

On top of that, most modern attacks are financially motivated. This isn't like the early 2000s where viruses and malware were simply destructive. There are several ways cybercriminals gain from their work, the most popular are:

- **Cryptomining** - This is hidden malware that runs in the background of your computers, slowing...



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<https://dti.io/4cyberfacts>

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(Continued from page 1)

increased number of frustrated customers.

- **Reputation damage** - Customers don't take kindly to businesses that fail to protect their information. Trust is hard to regain once it's broken.
- **Regulatory fines** - Depending on your industry, failing to safeguard sensitive data can result in hefty penalties and legal action.
- **Ransomware payments** - If your data is held hostage, you may be forced to pay a ransom, without any guarantee that your files will be restored.

How a Cybersecurity Strategy Saves Your Business

You know what the good news is? Cybersecurity doesn't have to be an expensive, complicated nightmare. With a well-thought-out strategy, businesses can proactively protect themselves, reducing the likelihood of attacks and minimizing damage when they occur. Here's what a solid cybersecurity strategy includes:

Risk Assessment and Prevention

Understanding your vulnerabilities...



Read the Rest Online!
<https://dti.io/neglectsecurity>

Start Strong: A Step-by-Step Guide to Building the Right IT Plan for Your Business



Starting a new business is an exciting journey, but making the right technology choices is crucial for long-

term success. A solid IT plan ensures smooth operations, security, and scalability. This month, we teach you some ways you can go about building one.

Begin by assessing your business needs. Identify the role technology will play in your operations. Will you require e-commerce capabilities, remote work setups, or specialized software? Understanding these needs will help guide your IT decisions.

Next, establish a budget. New businesses often have financial constraints, so it's important to prioritize technology investments that provide the most value. Consider the costs of hardware, software, cloud services,

and cybersecurity. Planning early prevents unexpected expenses and helps avoid unnecessary spending.

With a budget in place, choose the right IT infrastructure. Decide between on-premise hardware, which provides more control but requires a larger investment, or cloud-based solutions, which are cost-effective and scalable. Cloud computing allows businesses to store data, run applications, and collaborate remotely without physical servers, making it a great option for startups looking to grow efficiently.

Cybersecurity must be a priority from day one. Implement firewalls, antivirus software, strong passwords, and multi-factor authentication to protect critical systems. Encrypt sensitive data in transit and at rest and back it up regularly to prevent data loss...



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<https://dti.io/itguide>



CYBERSECURITY TIPS

AI and Spam

Does the internet ever feel like an avalanche of never-ending content?

In this Micro Training, learn how AI content farms exacerbate this feeling, leading to intentional and unintentional misinformation spreading like wildfire.

View this tip and others at:

<https://dti.io/aispam>

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>

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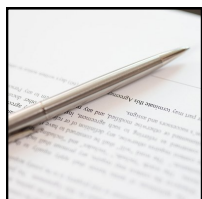
We would *love* to hear your feedback, and would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

Thanks in advance!

<https://directive.com/review>

Marketing Ideas & Tips for Your SMB

It Pays to Help Your Clients Tell Their Stories... Here's How to Do It



Let me ask you an important question: would you find a state-

ment more impactful if it came from a business or if it was presented from the perspective of one of its clientele?

It's probably the second option. It only makes sense... even if it's the business distributing it, the fact that someone else's name is tied

to a statement adds significant confidence that the contents are trustworthy. This is precisely why client success stories can be so compelling when featured in your marketing.

Let's talk about how to use these powerful marketing tools for yourself, but first...

...Why are Success Stories Such Powerful Marketing Tools?

On some level, you'd think that your perspective—the

expert one—would be the most impactful one out there. After all, you're the one who understands how the sauce is made.

However, you need to consider it from your prospect's perspective. Of course, you'd talk up your services. You're the one who stands to profit. Anything you say will be taken with a grain of salt until you can prove yourself...



Read the Rest Online!
<https://dti.io/aboutclients>



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!

Support the Friends of the Feral May 17th at Foothills



FERAL FEST 2025
BENEFIT FOR FRIENDS OF THE FERAL TNR-OTSEGO
SATURDAY, MAY 17TH 1PM - 6:30PM
TICKETS AVAILABLE AT: TICKETLEAP
FRIENDSOFTHEFERAL.TNR.ORG
FOOTHILLS
24 MARKET STREET, ONEONTA, NY 13820
SPECIAL THANKS TO OUR SPONSOR: Best WINE & SPIRITS
\$5 GENERAL ADMISSION \$25 ADMISSION AND SAMPLING GLASS
KING KONYE
• BEER, WINE AND SPIRITS TASTING 1-4
• LIVE LOCAL ENTERTAINMENT THROUGHOUT EVENT
• FINGERFOOD DONATED BY LOCAL BUSINESSES
• CASH BARI • RAFFLES!
100% OF ALL MONEY RAISED GOES TO MANAGEMENT OF THE LOCAL FERAL CAT POPULATION

As animal lovers, our team supports the crucial work of Friends of the Feral, an Otsego County nonprofit dedicated to controlling the feral cat population through TNR (trap-neuter-return) initiatives. This vital work requires funding, which events like their upcoming Feral Fest help provide.

Join Friends of the Feral for their major fundraiser, Feral Fest, held at the Foothills Performing Arts & Civic Center on **Saturday, May 17th, from 1:00 PM to 6:30 PM.** Sponsored by Best Wine & Spirits, the event offers a chance to sample assorted beer, wine, and spirits, enjoy live entertainment and local bites, and participate in raffles.

Admission is \$5, or \$25 which includes a sampling glass. All proceeds directly support Friends of the Feral's mission and local cat population control efforts.

We hope you can make it! <https://dti.io/fof25>



Charlotte & Chris Chase

Tech Trivia

35% of businesses have adopted AI technologies in their operations.

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