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When the Wi-Fi Dies

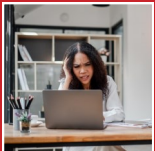
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Stop the Productivity Drain

Every business owner understands the concept that time is money, but are you one of the few who know exactly how and where it is chipping away at your bottom line? One thing that is often cited is productivity, or often, the lack thereof. We believe that understanding these numbers is the first step to mastering them.

Have you ever had one of those Mondays? The coffee's brewing, the team is getting to their desks, but the server is down or the Internet is out. Or perhaps it's slow computers and bad software...



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

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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**Can Your Phone System Do This?**

It's easy to look at your business phone system and think to yourself, "Well, the old girl is doing the best that she can," as if it's a beloved senior work horse with arthritis. We've mentioned this in a previous blog about how Otsego county businesses have been left in the dust with these older phone systems, so most business owners have no idea that they have been missing out on a ton of really great innovations.

In this post, we're going to talk about some of the more advanced integrations that a cloud-based phone system can bring.

A Quick Recap About Modern Phone Systems

Just to catch you up, modern cloud-based phone systems are a huge game changer,

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When the Wi-Fi Dies

Every business is looking to technology to enhance their ability to support their operations and provide a better customer experience. Maximizing the value you get from your technology involves a combination of optimizing usage, staying updated, and using the tools and resources you've chosen efficiently. Here are some strategies:

Optimize Device Performance

In order to get your organization's technology to function for your needs, you need to ensure that it works the way you intend it to work. Here are three ways you can work toward that end:

- **Regular maintenance** - Clean up unnecessary files, update software, and perform regular maintenance checks.
- **Battery management** - Use power-saving modes, adjust screen brightness, and close unused apps to extend battery life.
- **Upgrade hardware** - Consider upgrading components like RAM, SSD, or GPU for better performance.

Stay Updated

Software plays a critical role in business nowadays, and there needs to be a strategy in

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Microsoft's Artificial Intelligence Brings New Perspective to Business Computing

Your business needs every advantage. Microsoft Copilot adds another powerful tool to Microsoft 365. Microsoft's AI tool helps you and your team work smarter, faster, and more creatively, freeing you up to focus on what matters most: growing your business. Imagine having an intelligent assistant that can help you conquer everything you need to do, while unlocking new levels of efficiency.

AI has become an extremely important part of today's business, and Microsoft Copilot, integrated through the Microsoft 365 productivity suite, brings several benefits.

Boost Everyday Productivity

Microsoft Copilot gives you the ability to do much more today than you did yesterday. Let's take a look at some of the ways Copilot can help build a more dynamically productive business:

- **Reclaim your time** - You'll have to spend less time on...



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<https://dti.io/mscopilot>

5 Tips to Optimize Your Workspace



You're on your second coffee, but the gears just aren't grinding. You know the feeling. Sometimes, it isn't that you lack motivation, it's that where you are working isn't conducive to productivity. A well-optimized workspace, not just in your physical setup, but in your digital organization, can improve productivity and efficiency of tasks immediately.

Think about this: the average office worker spends around 1,700 hours per year in front of a computer screen. That's a lot of time to be battling a less-than-ideal setup, if you ask me. Let's go through five tips that will help you have a more optimized workspace.

Conquer the Clutter

It's more than just a tidy desk; it's a tidy mind. Studies have shown that physical clutter competes for your attention, resulting in decreased focus and increased stress. Think of it like this: Leonardo da Vinci, a master of many disciplines, was known for his meticulously

organized notebooks. Your organization matters.

You should always dedicate 10 minutes at the end of each day to clear your desk. Digitize documents where possible and have a designated spot for everything. You'll start the next day with a clean slate and a clearer head.

Sit Up Straight

Ergonomics is your body's best friend if you have a desk job. Slouching over a laptop for hours isn't just uncomfortable; it's a productivity killer. Poor ergonomics can lead to fatigue, discomfort, and even impact long-term health.

Definitely invest in a comfortable, adjustable chair, ensure that your screen(s) is/are at eye level, and your keyboard and mouse are positioned to keep your wrists straight. Consider a standing desk to get you up out of your chair. It's oftentimes the small adjustments that can lead to significant gains in comfort...



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<https://dti.io/optimizework>

Can Your Phone System Do This?

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especially compared to the "traditional" phone systems that most organizations in our area have been stuck using for the last few decades. We cover this more in the other article, but the gist is that Otsego county, in general, has been slow to adopt modern phone systems, to no fault of the business owners. Up until very recently, phone providers just haven't made hosted VoIP a clear option for organizations to upgrade to.

These hosted VoIP solutions offer a massive array of features, where older systems tend to nickel and dime you for

the basics—features like call forwarding, parking, auto attendants, and more are simply always included with most VoIP solutions, and in a lot of cases, VoIP can be cheaper in comparison to the more traditional options.

It doesn't stop there though, which is what we want to talk to you about today. Modern cloud-hosted VoIP solutions, like the one we offer, offer some great integrations that can help automate and streamline your...



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

When the Wi-Fi Dies

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place to ensure it doesn't ultimately serve as another vulnerability. You have some options to consider:

- **Software updates** - Keep your operating system and applications updated to benefit from the latest features and security patches.
- **New technologies** - Stay informed about new technologies and trends that could enhance your work or entertainment.

Enhance Productivity

Technology can present a lot of value to organizations to support growth in productivity, but knowing what tools

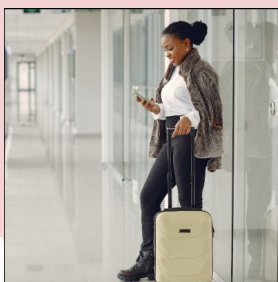
to use may be a little difficult to identify. Let's take a look at some of the tools people are using to improve productivity:

- **Automation tools** - Use tools, like macros, scripts, or automation software to streamline repetitive tasks.
- **Productivity apps** - Utilize productivity apps for project management, note-taking, and time tracking.
- **Keyboard shortcuts** - Learn and use keyboard shortcuts to save...



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<https://dti.io/deadwifi>

Advanced Cybersecurity Strategies for the Modern Traveler



As you prepare to travel, remember that your digital security strategy needs to be as agile as you

are. While advice like using strong, unique passwords and employing a VPN on unsecured Wi-Fi are helpful, professional data on the move has grown more complex. Today, we offer key security strategies that go beyond the usual to help you travel with greater digital confidence.

Travel Light with Your Data

Before you even pack your bags, critically evaluate your digital necessities for the trip. Instead of traveling with devices brimming with your entire digital life, determine what's truly essential. Consider using a dedicated travel laptop or tablet, or even a distinct user profile on your primary device, equipped only with the specific files and applications pertinent to your journey.

Reducing the volume of data you carry inherently lessens your potential risk—think of it as digital light packing. Minimizing your attack surface is a cornerstone of robust cybersecurity.

Protecting Your Most Sensitive Information

For highly confidential information not immediately required for your travel tasks, question whether it needs to be digitally accessible at all. One effective strategy is to store such data on an encrypted USB drive, kept securely and physically separate from your main devices. For crucial summaries or access codes, even a hard copy stored in a secure location, like a hotel safe, can be a prudent choice.

Your smartphone, undoubtedly a constant companion for almost everyone, also requires heightened protection. Even if you're using a dedicated travel device, your phone carries significant personal data. A Faraday bag—a...



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



CYBERSECURITY TIPS

Display Name Scams

Did you know that the first element of an incoming message that we often see, especially on a mobile device, is not the sender's email address but their display name.

In this Micro Training, tune in for another episode of the "Cyber Talk Show", and learn more about the sneaky tactic of display name spoofing.

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

Get our Cybersecurity Tips directly to your inbox!

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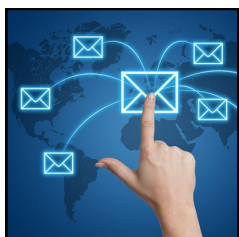
We would *love* to hear your feedback, and would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

Thanks in advance!

<https://directive.com/review>

Marketing Ideas & Tips for Your SMB

How to Use Email Marketing to Its Fullest Potential



Email marketing can be a powerful marketing

tool for businesses. After all, you want to stand out enough that you get noticed, clicked on, read, and

interacted with. To maximize the effectiveness of your efforts, it's beneficial to approach your email marketing by following a few key best practices.

Let's talk about some of these email marketing best practices that your business can and should utilize the next time

you take advantage of this particular marketing medium.

Time it Right

Let's start with one of the easiest elements to control... when you send out your marketing messages...



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

Employee Spotlight: Courtenay Chambers 10 Years



We have a special employee celebration this time, folks. While we always take advantage of any opportunity to celebrate our team members, it isn't every day we get to also relish in the fact that a team member has spent a decade with us, as Courtenay Chambers has.

Hired fresh from her collegiate studies, Court quickly became instrumental to the marketing team. Not only are her talents and experience with graphic design leaned on heavily, she has earned

herself a title within the office that—while we can't publish the actual moniker here—roughly translates to "Lead Problem-Solver."

Court appreciates that her considerable skills help contribute to many goals around the office, and very much enjoys that she can make these contributions from her home. This means she can easily transition from work time to family time and has the opportunity to ride her horses and play with her dogs while it is still light outside.

Looking back, Court's work has taken a much different trajectory than she ever expected. In addition to the remote work and other shifts that technology has enabled, Courtenay herself has undergone a professional transformation, transitioning from a lone wolf to her current role as a manager and team leader. As such, it is little surprise that she is so trusted amongst our team and company as a coworker and friend.

Thank you for sticking it out with us for ten years, Court! We're so happy to have you as such an integral part of our team!



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MANAGED RESOURCES

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



Charlotte & Chris Chase

Tech Trivia

86% of ransomware victims were targeted on a weekend or holiday!

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