

## This Issue:

The Definitive Guide for Getting Your Passwords In Order, Once and for All

The Opportunity Cost of Neglecting Your Business IT

The Unseen Vault

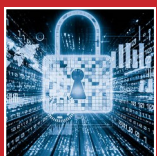
More Than Just Eyes: How Modern Security Camera Systems Protect Your Business

How AI Could Be Quietly Streamlining Your Operations

Easy Ways to Spot Phishing Scams

SEO Tactics Beyond Your Website

### The Unseen Vault



For business owners, your most critical assets aren't your office or your inventory; it's your data. Every client list, financial record, and strategic plan forms the makeup of your company. Protecting this data, due to its importance, isn't just an IT issue—it's an essential business function.

With everything that is going on, we have come to believe that proactive technology management is a key component to finding secure and sustainable growth. One of the key components...



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

## 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.

Visit us **online** at:

[newsletter.directive.com](https://newsletter.directive.com)

## The Definitive Guide for Getting Your Passwords In Order, Once and for All



Normally, we try to keep the focus on business technology, but this guide is geared toward the typical home user, who may not be that high-tech.

These days, nearly all human beings are wrapped up in a little technology, and there isn't a huge divide between protecting yourself as an employee at a company versus protecting yourself as an individual—at least as far as cybersecurity habits go. Even if you feel like you are pretty low-tech, you still have to worry about protecting

your identity, financial information, and personally identifiable information online.

We encourage you to share this guide with everyone you can, from students to those enjoying their retirement. We all have family or friends who have a loose ream of paper they scrawl their passwords onto, or might even have worse habits that they think are perfectly healthy that are putting them at risk. This guide might help them reduce the risk of expensive, frustrating problems.

If you were sent this guide, greetings! There is someone who cares about your safety online and wants to try to make your digital life a little easier. We hope you find this

*(Continued on page 2)*

## The Opportunity Cost of Neglecting Your Business IT



In business, it's tempting to think, if it's not broken, don't fix it. This is especially true for technology. Your computers turn on, emails go out, and things seem to work... so why bother with constant maintenance?

What if I told you this safe approach is actually draining your profits? It's a hidden expense, and understanding it can completely change how you see your IT.

### A Tale of Two Businesses

Let's imagine two similar, successful businesses. The only real difference is how they handle their technology.

Business A sticks to a tight budget. They use older computers and software. When something breaks, they fix it. On the surface, it seems like they're saving money.

Business B, however, partners with Directive. They invest in modern technology and proactive support. They see tech as a tool for growth, not just a cost.

At Business A, a modem crashes. Work stops. Customers can't be helped. They spend hours on the phone with support and pay extra for an emergency technician to come in and swap it out; either by the ISP or a third-party. By day's end, the Internet is fixed,

*(Continued on page 3)*



### More Than Just Eyes: How Modern Security Camera Systems Protect Your Business

Safeguarding your assets, employees, and customers is a top priority for any business owner. While traditional security measures like locks and alarms remain fundamental, modern security camera systems have evolved significantly, becoming indispensable tools for comprehensive business protection. For small-to-medium-sized businesses (SMBs), understanding the capabilities and benefits of these systems is crucial for maintaining a secure and efficient operation.

#### What Are Modern Security Camera Systems?

Today's security camera systems go far beyond basic surveillance. They leverage advanced technology to provide high-definition, intelligent monitoring. Most systems include high-resolution imaging for clear identification, and remote access allowing you to monitor your premises from anywhere, at any time. Advanced features that incorporate smart analytics, such as motion detection and object...



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

## How AI Could Be Quietly Streamlining Your Operations



Today, few topics are generating as much buzz right now as Artificial Intelligence. It's a concept that can feel both futuristic and, at times, a little intimidating. What if I told you that AI is already working behind the scenes in many businesses, acting as the most efficient, data-driven coworker you've ever had?

The true power of AI in streamlining operations is about intelligent automation, providing you with insightful data analysis, and empowering your team to focus on driving your business forward.

#### The Magic of Automation

Think about the daily tasks that eat up valuable time. Data entry, invoice processing, scheduling and other tasks that don't drive revenue generation. AI-powered systems can take these repetitive chores off your schedule completely, and complete them with remarkable accuracy. Imagine an AI that can read, understand, and categorize invoices,

## The Definitive Guide for Getting Your Passwords In Order, Once and for All

*(Continued from page 1)*

guide useful, and we'd love to get feedback from you if you have any!

#### Why Strong Passwords and Strong Cybersecurity are Important

Protecting your personal information is extremely important. It doesn't matter how little or how much you use a computer, tablet, or smartphone; if you use the Internet at all, you need to protect yourself.

We're not using this guide to sell you anything (although we will mention

automatically routing them for approval. This not only speeds up your accounts payable process but also significantly reduces the risk of human error and costly delays that can result from those mistakes.

The thing is, this isn't a far-off fantasy. It's happening right now. In fact, the idea of machines learning and performing tasks independently has been around for a while, but today's AI systems are far more advanced, and are learning more by the day.

#### AI as a Strategic Partner

Streamlining operations with AI goes far beyond simple task automation. It's about gaining a deeper understanding of your business and making smarter, data-backed decisions. Here are some ways AI can strategically help your business.

- **Optimized supply chains** - AI can analyze vast amounts of data— anything from weather patterns to...



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

tools and services that have paid tiers). Our goal for this guide is to spread awareness and help people in and around our community build stronger defenses against the growing number of online threats.

We talk a lot about cybersecurity in the rest of our blog; if you find this guide helpful, you can certainly check out more articles...



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

## The Opportunity Cost of Neglecting Your Business IT

(Continued from page 1)

but a whole day of productivity is lost. The team is stressed, frustrated, and behind.

At Business B, our monitoring system spots a potential server issue at 3 a.m. The Directive team fixes it remotely before it can cause any trouble. When their employees arrive, it's just another productive day. They have no idea a crisis was avoided. They're free to focus on what matters: serving their clients and growing their business.

This is the hidden cost in action. Business A didn't just pay for a repair.

They paid with lost productivity, missed sales, and unhappy employees. The money they save on IT was nothing compared to the cost of one bad day.

### The Real Cost of Your Technology

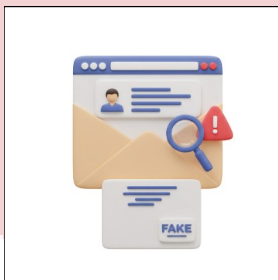
These hidden costs aren't just about big disasters. They're the little things that add up:

- **The slow PC** - An employee waits 30 seconds for a file to open. If that happens 20 times a day, you've...



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

## Easy Ways to Spot Phishing Scams



Have you ever received an email that just felt... off?

Maybe it promised a prize you didn't enter to

win, or it tried to scare you into thinking your account was in trouble? That's likely a "phishing" scam, and it's one of the most common tricks thieves use on the internet.

Think of it like a fisherman casting a line. They bait a hook and hope a fish bites. Cybercriminals do the same thing with fake emails, texts, and social media messages. They're "phishing" for your personal information, like passwords and bank details. For businesses, taking the bait can lead to serious trouble.

At Directive, we believe that being prepared is the best way to stay safe online. So, let's make this simple and talk about how to spot these scams and keep your information secure.



### How Scammers Try to Trick You

Criminals have a few go-to moves. These include:

- **Pretend to be someone you trust** - They'll create fake emails that look like they're from well-known companies like your bank, Amazon, or even your own boss. This is their most popular tactic.
- **Send you a scary message** - You might get a text or email that says that your account has been locked. They want you to panic and click a bad link without thinking.
- **Use social media** - Scammers create fake company profiles online to fool you into giving them your login info when you ask for help.

### Easy Ways to Spot a Fake Message

You don't need to be a tech genius to spot a phishing attempt. Just look for these simple clues...



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



## CYBERSECURITY TIPS

### Cyber-Safe Travel Tips

Traveling can broaden your horizons and offer the chance to explore, but in today's hyper-connected world, it can also make you more vulnerable to cybersecurity risks.

In this Micro Training, learn practical strategies to protect yourself from cyber threats while traveling.

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

### 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>

## REVIEW US ON



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

### SEO Tactics Beyond Your Website



Search Engine Optimization is important, but being

found online goes beyond whether your website is optimized.

Let's discuss expanding your digital presence beyond your own website. Building your reputation and authority out-

side of your website is where off-page SEO comes into play, and it's vital for attracting high-value local clients. Here are some powerful off-page SEO tactics that can significantly assist your business' marketing.

Think of on-page SEO as making sure your own house is in order. Alternatively, off-page SEO is like building strong relationships and a stellar reputation within your neighbor-

hood and city. It tells search engines like Google that others trust and value your expertise, boosting your credibility and, consequently, your rankings.

#### 1. Become a Pillar of the Local Business Community: Join the Chamber of Commerce

This might seem old-school, but the local Chamber of...



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



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!

### Community Spotlight: Delaware Valley Humane Society



Besides sharing expert business IT tips and practices, we also enjoy using our platform to support other organizations that provide services to our community. For instance, take the Delaware Valley Humane Society. We're big fans of their mission, so we want to give them the spotlight this time around.

Located in Sidney, the DVHS has operated since 1964, officially becoming a no-kill facility in 2005. As their mission statement says: *The Delaware Valley Humane Society, Inc. is a nonprofit organization that provides Shelter care in the most humane and compassionate way possible with a focus on health, care and adoption of homeless cats and dogs to desirable homes.* Their team works to provide pets in need with various emergency services, including housing, medical care, and food until new permanent homes can be found for them, which is accomplished about 200 times per year.

Not a bad record for a facility that can house up to 35 dogs and 70 cats at a time!

Whether you're searching for a new forever (or "forever") friend or simply want to help support their mission as a volunteer or a donor, we strongly encourage you to visit their website at [dvhsny.org](http://dvhsny.org), or give them a call at 607-563-7780! Tell them we sent you!



Charlotte & Chris Chase

#### Tech Trivia

Emojis were invented in 1999 by Shigetaka Kurita and replaced emoticons.

### Directive

330 Pony Farm Road  
Suite #3  
Oneonta, NY 13820  
Toll-Free 888-546-4384  
Voice: 607-433-2200

Visit us online at:  
[newsletter.directive.com](http://newsletter.directive.com)



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



[facebook.directive.com](https://facebook.directive.com)



[linkedin.directive.com](https://linkedin.directive.com)



[x.directive.com](https://x.directive.com)



[blog.directive.com](https://blog.directive.com)



[instagram.directive.com](https://instagram.directive.com)

