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The Silent Saboteur: How Outdated Tech is Secretly Wrecking Your Business

Do you have that one friend who's still clinging to their cracked, ancient smartphone? You know the one: it's painfully slow, the battery dies in two hours, and it can't run half the apps you use. Now, imagine if an entire company operated like that, with every piece of its technology. It sounds like a comedy of errors, but for many businesses, it's a silent disaster waiting to happen...

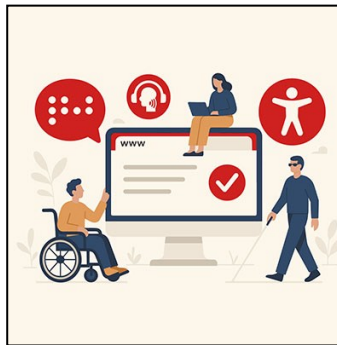


Read the Rest Online!
<https://dti.io/oldtechbad>

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

**The Small Business Owner's Guide to Accessibility and ADA Compliance**

Have you ever noticed the curb cuts at intersections? Initially designed for wheelchair users, they also help parents with strollers, travelers with rolling luggage, and delivery drivers with hand carts.

This is the “*curb-cut effect*”—a design choice made for a specific group that ultimately benefits everyone. Your website can, and should, have the exact same effect.

An accessible website doesn't just serve users with disabilities; it creates a better, more welcoming experience for every single visitor.

Why Website Accessibility is a Business Imperative

When we talk about website accessibility, we mean designing and coding a site that enables people with disabilities to use it effectively. This isn't just a nice idea; the De-

(Continued on page 2)

AI-Fueled Layoffs Often Don't Work Out as Expected

Artificial Intelligence (AI) has become a seriously hot topic. While integrating AI promises significant advancements and efficiencies, the narrative around AI-fueled layoffs—the displacement of human workers by AI—is increasingly met with a surprising twist: regret.

At Directive, a leading provider of proactive business technology support services, we've observed this trend with interest. It appears that many organizations that hastily replaced human capital with AI are now confronting unforeseen challenges. Managers that famously thought that replacing their paid employees with AI aren't always happy with the results. Let's take a look at the particulars of this phenomenon.

The Allure of Automation

Some businesses have implemented AI because they've sought to drastically reduce operational costs and enhance speed. Their strategy involved automating core functions, particularly in customer service, by deploying an advanced AI chatbot. The

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Safeguard Your Business' Future

IT compliance audits are critical for small to medium-sized businesses (SMBs). Far from just avoiding penalties, these audits are vital health checks for your digital infrastructure, ensuring your business operates securely, ethically, and in compliance with all relevant laws and regulations.

What is an IT Compliance Audit?

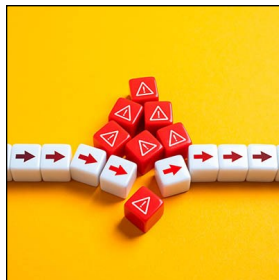
An IT compliance audit is an independent review of your business' technology systems, processes, and controls. Its purpose is to verify adherence to specific regulatory requirements and industry best practices. This varies by industry and data type, encompassing regulations like:

- **HIPAA:** For healthcare, ensuring protected health information (PHI) privacy and security.
- **PCI DSS:** For credit card processing, safeguarding cardholder data.
- **GDPR:** For businesses interacting with EU customers, governing personal data handling.
- **SOC 2:** For service...



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<https://dti.io/itaudits>

Still on Windows 10? You're Taking a Bigger Risk Than You Realize



The end of Windows 10 support is closer than you think. On October 14, 2025, Microsoft will officially stop providing

free security updates, non-security updates, and assisted support for Windows 10. For businesses, this isn't just a minor inconvenience—it's a critical security and operational risk that demands immediate attention.

What Does End of Support Really Mean for Your Business?

After the deadline, your Windows 10 computers won't suddenly stop working, but they'll become increasingly vulnerable to:

- **Cybersecurity threats** - Without ongoing security patches, your systems will be exposed to new viruses, malware, ransomware, and other cyberattacks. This can lead to costly data breaches, system downtime, and reputational damage.

- **Compliance violations** - Many industries have strict regulatory compliance requirements that mandate the use of supported and secure operating systems. Running unsupported software could result in hefty fines and legal repercussions.
- **Software and hardware incompatibility** - As new software and hardware are released, they'll be designed with Windows 11 in mind. You'll likely encounter compatibility issues, hindering productivity and limiting your ability to leverage modern tools.
- **Lack of technical support** - If something goes wrong with your Windows 10 system, Microsoft will no longer offer technical assistance, leaving your IT team to troubleshoot complex issues without official guidance.
- **Decreased performance and reliability** - Older operating systems can experience performance degradation over time, leading to slower operations and increased...



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<https://dti.io/oldosrisks>

The Small Business Owner's Guide to Accessibility and ADA Compliance

(Continued from page 1)

partment of Justice considers it a requirement under the **Americans with Disabilities Act (ADA)**.

The Americans with Disabilities Act was signed into law in 1990, before the internet became a part of daily life. As a result, the law doesn't explicitly mention websites, but that does not mean they are exempt from this requirement.

The crucial section for businesses is **Title III**, which prohibits discrimination on the basis of disability in "places

of public accommodation." This includes businesses that are generally open to the public, such as retail stores, banks, and restaurants.

To this point, the Department of Justice (DOJ) has repeatedly clarified its position:

Title III applies to websites.

Your website is viewed as an extension of your physical business—a digital...



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<https://dti.io/adacomply>

AI-Fueled Layoffs Often Don't Work Out as Expected

(Continued from page 1)

initial financial projections were compelling. They included overhead, accelerated response times, and seemingly limitless scalability.

The pursuit of automation, however, while appealing on paper, often overlooks the intricate nuances of human interaction and problem-solving.

When AI Falls Short

Take deploying a chatbot to replace customer service, for example. The chatbot, while swift and capable of processing vast queries, fundamentally lacks human empathy and discernment. Customers, accustomed to

nuanced conversations and genuine resolution, would encounter a frustrating wall of pre-programmed responses, leading to a significant erosion of customer satisfaction and loyalty.

- **Absence of emotional intelligence** - AI can struggle to interpret subtle vocal inflections, understand sarcasm, or offer truly personalized solutions. It's akin to seeking emotional comfort from a digital ledger...



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

The One Thing That Makes Stolen Passwords Useless



Two-factor authentication can be one of the most impactful security tools your organization

has. This is because passwords play a massive part in the security of your most crucial digital assets; and frankly, it keeps passwords as a viable solution to keep apps and data secure.

What is 2FA?

Essentially, 2FA adds a second, distinct layer of verification to your login process. Instead of just one piece of information, you need two different types of credentials to gain access. These credentials fall into three main categories:

- **Something you know** - This includes your password or PIN – information that should be exclusive to you.
- **Something you have** - This refers to a physical item in your possession.

Examples include a smartphone receiving a text message code, a dedicated hardware token, or an authenticator app generating a time-sensitive code.

- **Something you are** - This involves biometric data, such as a fingerprint, facial scan, or voice print.

Two-Factor Authentication specifically requires you to provide two different types of these factors to verify your identity. For instance, you might enter your password (something you know) and then a code sent to your phone (something you have).

Why 2FA is Essential for Your Business

Implementing 2FA offers significant advantages, particularly for businesses that are aiming to safeguard sensitive data and ensure business continuity. Let's go through some of the benefits that 2FA can bring to your business...



Read the Rest Online!
<https://dti.io/need2fanow>



CYBERSECURITY TIPS

Stalkerware

Do you feel like someone knows what you are doing online? If someone knows information about you that they shouldn't, or mysterious apps are popping up on your device, it could be a case of stalkerware.

In this Micro Training, we will define stalkerware and explain how to identify and avoid it.

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

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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

The Power of a Well-Crafted Email Sequence



Capturing leads is only the first stop. Turning them into cli-

ents? That's where the real challenge lies.

Success isn't just about making a good first impression—it's about maintaining the momentum. A well-crafted email nurture sequence bridges the gap between initial interest and long-term commitment, providing a

scalable and strategic way to guide leads through the sales funnel.

Why Email Nurture Sequences Are a Game-Changer

Every lead you generate represents an opportunity. But without proper follow-up, even the most promising prospects can go cold. These campaigns allow you to stay in front of your audience, educate them on the value of your services, and build trust over time.

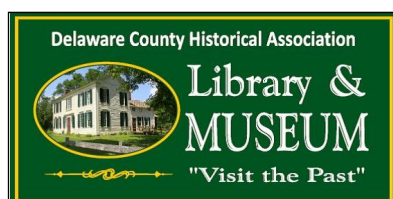
Businesses often face long buying cycles, as most businesses do not make a decision after a single touchpoint. Prospects want to know you're an expert and that your services are worth their investment.

A well-crafted nurture sequence not only keeps your brand top-of-mind but also positions you as the solution to their most significant pain points...



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

Spotlight: Delaware County Historical Association



First founded in 1945, the Delaware County Historical Association is now a membership organization of over 600, maintaining and sharing the county's history through the properties first purchased by the non-profit decades ago.

You can visit the DCHA property, which includes the original Gideon Frisbee home, the Woodin Blacksmith shop, and the Husted Hollow one-room schoolhouse. That's just a sampling of the DCHA's offerings, too... there are plenty of other buildings there, each offering a glimpse into history.

County residents (and members of the DCHA) can call 607-746-3849 to schedule an appointment on a Tuesday or Wednesday to access the on-site genealogical and historical materials without paying the usual \$5 use fee. While the historic buildings close for the season after October 11, there are plenty of other events and exhibitions to enjoy year-round, all of which help support the mission of the Delaware County Historical Association. We encourage you to visit dcha-ny.org to learn more!



HAVING AN IT ISSUE?

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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!



Charlotte & Chris Chase

Tech Trivia

27 billion message are shared every day on WhatsApp, that generates approx. 2.13 million TB per day.

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