This Issue:

The Essential Guide to Email Archiving

When you send an email internally, the basic expectation is that it'll be read and addressed. However, in the chaotic environment of a busy business—especially for smaller teams juggling an immense workload—emails can, and do, slip through the cracks. If your team relies primarily on email for communication, a reliable email archiving system is a necessity to prevent lost messages from...

Read the Rest Online!
https://dti.io/archiveguide

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

How Smart IT Fuels Your Central NY Business' Profitability (With Our Help!)

Every business owner in Central New York understands the delicate balance of investing for growth while diligently managing expenses. For most, IT often feels like a necessary, but sometimes unpredictable, cost… but what if we told you that your technology could actually be a significant driver of cost reduction and increased profitability?

At Directive, we're not just about fixing computers; we're about implementing smart IT strategies that directly impact your bottom line, freeing up capital for what truly matters: growing your business in Oneonta, Norwich, Delhi, Cooperstown, and the surrounding areas.

The Hidden Costs of "Saving Money" on IT
Many businesses fall into the trap of viewing IT as merely an expense to be minimized.

The IoT Can Be Great for Your Business… With the Right Focus Behind It

The Internet of Things is not a futuristic concept; it's a fundamental part of many modern businesses. IoT devices generate a wealth of data that can be used in several ways. Unfortunately, deploying IoT devices isn't enough. To get the most out of your IoT investments and ensure a strong ROI, you need a smart, strategic approach. Here are the best strategies businesses can use to get the most out of their IoT investments.

Start with a Clear Objective, Not Just a Cool Gadget
Before you buy a single sensor, define your business goals. Are you trying to reduce operational costs, improve efficiency, create a new product, or better understand your customers? An IoT project without a clear objective is going nowhere. Focus on a specific, high-impact use case. Starting small with a pilot project can also help you test the technology and refine your strategy before a full-scale rollout.

Focus on Data, Not Just Devices
The real value of IoT lies in the data it collects. You can have a thousand sensors, but if you don't use the data, you're just paying for hardware and connectivity.

"Shoot for the moon. Even if you miss, you'll land among the stars."
- Les Brown

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Traditional Telephone Solutions Stink, But VoIP Doesn't!

When was the last time you gave the time of day to your business' phone system? The Internet has largely made traditional telephone solutions obsolete, yet countless businesses still cling to them for dear life. Still, dismissing the importance of the telephone as a way to connect with your customers would be foolish, so our focus today is how businesses like yours can implement phone solutions that leverage the good while eliminating the bad.

The Issues with Your Traditional Telephone Systems
Most of the issues that come from your traditional telephone system come from just how inflexible they are.

Businesses grow over time, so you expect that your telephone system should be flexible enough to grow alongside it. Well, traditional phone systems hold your business back by making it hard to add new infrastructure and new users. You might have to and reinvest the...

Read the Rest Online!
https://dti.io/voipisgreat

Boost Mobile Productivity & Security with BYOD

We've all been there. You're trying to quickly find that one photo from your vacation, or that important PDF for work, and you end up endlessly scrolling through a digital wasteland of screenshots, random downloads, and duplicates. Our smartphones have become extensions of ourselves, but without proper care, they can quickly turn into cluttered, inefficient tools that cause more frustration than they solve.

The simple act of organizing your smartphone's files and apps isn't just about being neat, it's about improving your device's performance, boosting your personal productivity, and reducing stress. A well-organized phone is a faster phone. When you declutter your storage, you free up valuable space, allowing your device to run more smoothly. This means faster app loading times, seamless multitasking, and a more responsive user experience.

Beyond performance, organization is about saving time and mental energy. When your files are sorted into logical folders and your most-used apps are a single tap away, you spend less time searching and more time doing. This is especially crucial if you use your phone for work, as a clear system can prevent the kind of digital chaos that leads to misplaced documents and missed deadlines.

Finally, an organized phone is a more secure phone. Regularly clearing out old files, unused apps, and outdated data minimizes potential security risks. It also makes it easier to back up your important information to the cloud, ensuring your data is safe even if your device is lost, stolen, or damaged.

As more businesses choose to implement Bring Your Own Device (BYOD) policies, managing and securing corporate data on employees' personal...

Read the Rest Online!
https://dti.io/mobilebyod

How Smart IT Fuels Your Central NY Business' Profitability (With Our Help!)

(Continued from page 1)
This often leads to a reactive *"break-fix"* approach or delaying necessary upgrades. While this might seem to save money in the short term, it often leads to far greater costs down the road.

Just consider:

- **Downtime is Costly:** Imagine your servers crashing for a day, or your network going down during peak business hours. The immediate impact is lost sales, halted productivity, and frustrated customers. That "cheap" IT solution suddenly looks incredibly expensive when your

business grinds to a halt, doesn't it?
- **Inefficiency Eats Profit:** Outdated software, slow networks, and clunky workflows don't just annoy employees; they actively eat into your profits. Every extra minute spent waiting for a program to load or struggling with a file transfer adds up to significant lost productivity over the course of a week, a month, or a year.
- **Security Breaches Bust** Budgets: Skimping on cybersecurity is like leaving your business' vault—or...

Read the Rest Online!
https://dti.io/itfuelsprofit

The IoT Can Be Great for Your Business... With the Right Focus Behind It

(Continued from page 1)

To maximize your investment, you must:

- **Invest in robust data analytics** - Raw data is just noise; powerful analytics tools turn it into actionable insights. Use dashboards to visualize real-time information and identify trends.
- **Integrate with existing systems** - IoT data should not live in a silo. Integrate it with your existing business systems, like ERP or CRM, to gain a holistic view of your operations and customers.
- **Leverage advanced technologies** - Go beyond basic data collection.

Use technologies like machine learning and AI to analyze data and automate processes. For instance, an AI-powered system can predict when a machine is about to fail, allowing you to perform maintenance proactively.
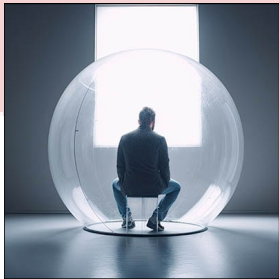
Prioritize Security and Scalability

IoT presents new security challenges, as every connected device can be a potential entry point for cyber threats. A single breach can be costly and damage your brand's reputation. To protect your investment...

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https://dti.io/iot4biz

If You Follow Anything on Social Media, Have It Be These Best Practices

These are turbulent times. Social media is an undeniable force in our modern lives, for the good and the bad. Anyone that has gotten into a discussion on their favorite social service knows how it can escalate very quickly. Navigating these digital mediums with intention is key to making it a positive and productive part of your life.

In this month's newsletter, we wanted to roll out some pretty simple social media tips to live by, helping you to build a healthier and more meaningful online presence.

Think Before You Post

This is the golden rule of social media. Before you share, ask yourself a few simple questions:

Is this post a true reflection of my values? Your social media profiles tell a story about you. Make sure it's a story you're proud of.

Would I be comfortable with this being seen by anyone—a future employer, a family member, or a stranger? Remember, even "private" accounts aren't completely secure. Content can be screenshotted and shared, living on the internet for years to come.

Is this positive and constructive? Avoid engaging with trolls or spreading negativity. Your online space is a reflection of you; keep it a place of respect and good vibes.

Curate Your Feed, Curate Your Mind

Your social media feed is like a...

Read the Rest Online!
https://dti.io/keepgoodsm

CYBERSECURITY TIPS

QR Code Phishing

Have you received an email with a QR code in it recently? Watch out! It might be a scam.

In this Micro Training, find out more about the increasingly common tactic of QR code phishing, also known as Quishing.

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

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

directive

Marketing Ideas & Tips for Your SMB

Showing Off Your Cybersecurity Can Help Boost Your Business

Today, every business needs cybersecurity. In some industries, more and more decision-makers actually request it. If you are a business and cybersecurity isn't a part of your priorities, you are going to be left in the dust.

Let's talk about how you can maintain that balance with some strategic marketing and culture-building.

Cybersecurity is a Profit Center… if Your Business Can Get Over Some Hurdles
Let's consider it from the perspective of the average small or even medium-sized business. While the awareness and recognition of modern cyberthreats have improved over the past few years, far too many businesses still overestimate their chances of avoiding cyberthreats due to either overconfidence in their own security practices or the classic misconception that they will not be targeted due to their size.

You and I may know that neither of these scenarios is true, but your prospects are far less likely to have that level of insight. This means that your efforts to sell them the security measures and safeguards they need to protect themselves will seem to them as though you're just trying to get them to pay for something they don't need.

It also doesn't help that many of these protections seem...

Read the Rest Online!
https://dti.io/boostbiz

Spotlight: Super Heroes Humane Society

If you've ever taken a peek at our social media—or had a quick chat with most of our team—you've probably noticed something we all have in common: we love animals. That's why we're especially grateful to have organizations like Super Heroes Humane Society right here in our community.

Located at **160 Pony Farm Road in Oneonta,** Super Heroes Humane Society is a **New York State Registered Rescue and Shelter** and **nonprofit organization** that supports animals in need through **adoption and foster programs**, a **pet food pantry**, and **low-cost spay and neuter services**.

Since opening, Super Heroes has cared for **countless animals**, relying on a **dedicated network of volunteers and foster families** to provide safe and loving environments for adoptable pets—each one just as adorable as they are deserving of a second chance.

If you'd like to learn more about how you can support Super Heroes Humane Society, visit superheroeshs.org or call **607-441-3227**.

Charlotte & Chris Chase

Tech Trivia
As of 2020, over 455 million websites use WordPress as their CMS.

GOOD THANKSGIVING? EH. I SET A "FIREWALL" RULE TO BLOCK POLITICAL CONTENT BUT MY UNCLE FOUND A "ZERO-DAY" VULNERABILITY TO EXPLOIT.