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4 Ways to Reclaim Your Precious Work Time



One of the most valuable, and often squandered, resources in the modern workplace is time. In the course of our IT management role, we frequently observe bright, capable employees who are nonetheless trapped in cycles of inefficiency. It's not usually a lack of motivation; it's a lack of effective strategy...



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

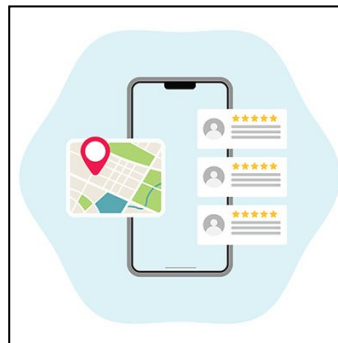
About Directive

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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Is Your Business on the Map? Why a Google Business Profile Is Non-Negotiable



Picture this: a potential customer in Oneonta needs a service you provide. They pull out their phone and type "best [your service] near me." What do they see? If your business isn't popping up with a map, glowing reviews, and easy-to-find hours, you're not just missing a click—you're losing a customer. Your Google Business Profile isn't just a listing; it's your digital storefront, and it's time to make sure yours is open for business.

What Exactly Is a Google Business Profile?

Think of a Google Business Profile (GBP) as the modern-day evolution of the Yellow Pages ad, but infinitely more powerful and completely free. It's that information-packed box that appears on the right side of a Google search or at the top of Google Maps when someone looks up your business name or a service you offer.

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Stop Guessing: A Line-by-Line Breakdown of Modern IT Costs



As the backbone of modern business, an effective technology department is less of a cost center and more of an essential investment. But what exactly makes up those line items in your IT budget?

Understanding the different categories of IT expenses is crucial for strategic planning, controlling costs, and demonstrating the true value of IT to the rest of the organization. Let's break down the major types of expenses that form a comprehensive IT budget.

Personnel Costs

This is often the largest portion of the IT budget and represents the cost of the people who design, build, and maintain your technology.

- **Salaries and wages** - The pay for all IT staff, from help desk technicians to system architects and CIOs.
- **Benefits** - Health insurance, retirement contributions, paid time off, and other employee perks.
- **Training and certification** - Investments in developing staff skills to keep up with

(Continued on page 3)

Navigating the Paradox of Workplace Technology and Stress



Essential Access Control Best Practices for Your Business

Every business owner understands the importance of physical security—locking the doors, setting the alarm, and controlling who has a key to the office... but, what about your digital assets? Your customer records, financial data, and intellectual property are far more valuable than the office furniture, yet often lack the same level of protection.

That's where access control comes in. It's the digital equivalent of the lock-and-key system, and for small to medium-sized businesses (SMBs), getting it right is the foundation of a secure and efficient operation.

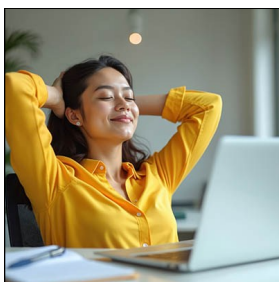
What is Access Control, and Why Does It Matter?

At its core, access control is a security technique that regulates who or what can view, use, or modify resources in a computing environment. Think of it as a bouncer, a keycard, and an authorization badge all rolled into one system.

It Involves two key steps...



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



It's the ultimate workplace paradox: the very tools designed to make our jobs easier, faster, and more flexible

often feel like the source of our deepest stress. From the endless barrage of email notifications to the pressure of being always available, modern work technology is a true double-edged sword.

So, does technology create stress or remove stress in the workplace? The answer, like most things in the digital age, is both.

The Unmistakable Stress Relievers

Let's start with the good news. When used effectively, technology is a powerful force for reducing major workplace stressors:

Automation kills tedium - Routine, repetitive tasks can be the bane of any worker. You know the ones that cause mental fatigue and eat up precious time. The good news is that these tasks are increasingly being handled by software. AI and automation tools free up employees to focus on creative, complex, and genuinely rewarding work.

- **Flexibility and freedom** - Cloud computing and collaborative platforms have made remote and hybrid work possible. This flexibility is a massive stress-reducer, allowing employees to skip grueling commutes, manage personal appointments, and create a better work-life fit.
- **Information at your fingertips** - Instant access to data, seamless document sharing, and powerful search functions eliminate the frustration...



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

Is Your Business on the Map? Why a Google Business Profile Is Non-Negotiable

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This isn't just a simple directory listing. It's a dynamic profile where you can showcase photos, answer customer questions, collect reviews, and post updates. A well-managed GBP ensures you're visible when it matters most.

The Game-Changing Benefits of a Polished GBP Listing

Claiming your GBP is the first step, but optimizing it is where the magic happens. A complete, active profile doesn't just put you on the map; it gives you a serious competitive edge.

Dominate the "Local Pack" and Get on the Map

The most coveted real estate on a local Google search is the "Local Pack" or "Map Pack." This is the map followed

by the top three business listings that Google deems most relevant to the search.

A fully optimized GBP with great reviews is your ticket into this exclusive club. Businesses featured here receive the vast majority of clicks, phone calls, and foot traffic.

Build Trust and Credibility Instantly

An empty or outdated profile is a red flag for customers. A robust GBP, complete with recent photos, accurate hours, and a stream of positive reviews, builds immediate trust. Your profile is often your first impression—make it a great one...



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

Stop Guessing: A Line-by-Line Breakdown of Modern IT Costs

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the pace of technological change.

- **Contractors and consultants** - Costs for external experts brought in for specific projects, specialized tasks, or to fill temporary gaps.
- **Key insight** - Investing in high-quality personnel minimizes future issues and downtime, ultimately saving money in the long run.

Hardware Costs

These are the tangible physical components that power your business:

- **End-user devices** - Desktops, laptops, mobile devices, and peripherals (monitors, keyboards, etc.) for employees.

- **Server infrastructure** - Physical servers, storage arrays, rack space, and power/cooling systems.
- **Networking equipment** - Routers, switches, firewalls, wireless access points, and cabling.
- **Maintenance and replacement** - The ongoing cost of repairs and the scheduled replacement of aging equipment.

Plan for regular hardware refreshes every 3-to-5 years to avoid surprise capital expenditures and performance issues...



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

4 Uncomfortable Truths Every Business Owner Must Accept About IT



As someone who works with technology every day, I've seen the magic it can bring to a business. I've

also seen the headaches and the hidden costs that can harm its efforts. If you own a business, you might think of IT as just the Wi-Fi or the guy who fixes the printer. I'm here to tell you that mindset will cost you dearly. I want to share four uncomfortable, non-technical truths that every practical business owner needs to accept about their technology.

Security is Insurance, Not a Sales Driver

We all love spending money on things that generate new revenue. Security, unfortunately, doesn't do that. You invest in the best firewalls, anti-virus software, and online protection, but

what do you get in return? On paper, nothing.

This is why many business owners look to the security budget to trim the fat.

But It Could Save You a Fortune.

Unfortunately, spending money on security doesn't help you grow, but it absolutely prevents you from being completely destroyed. Think of it as insurance. The cost of a data breach—losing all your customer data, shutting down for a week, or paying huge regulatory fines—will always be much, much higher than paying for solid protection now. That's why you have to view your security budget as an essential, non-negotiable cost. The fact is that if you're cutting corners here, you're exposing your business...



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



CYBERSECURITY TIPS

Fake Job Recruitment Scams

These latest scams are designed to lure you in with enticing job offers. The catch? You're not even looking for a new job!

In this Micro Training, learn how scammers are getting more creative with fake job recruitment scams that could expose you to identity theft, malware, or financial fraud.

View this tip and others at:

<https://dti.io/jobscams>

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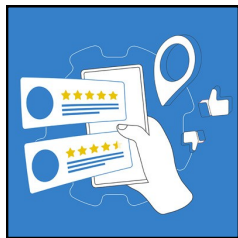
We would *love* to hear your feedback, and would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

Thanks in advance!

<https://directive.com/review>

Marketing Ideas & Tips for Your SMB

How to Manage Your Google Reviews to Your Advantage



Your Google Reviews are front and center when a prospect starts investigating a product or service and those that provide it. For businesses of all kinds, these reviews are more than just a star rating; they're a powerful testament to your brand's reputation.

We're not just about building sleek, high-performing websites and crafting compelling

content; we're about empowering you to take control of your entire online presence... and that, my friends, includes the good, the bad, and the sometimes-just-plain-weird world of Google Reviews.

The Good: Embracing Your Raving Fans

A positive review is like a warm cup of coffee on a Monday morning – it's a beautiful thing. When a happy client takes the time to sing your praises, it's not just a pat on the back; it's a golden marketing opportunity.

Here's how to make the most of those five-star ratings:

- **Respond with Gratitude:** A simple "Thank you so much for your kind words!" goes a long way. Personalize it by mentioning something specific from their review.
- **Share the Love:** Don't let those glowing reviews just sit there! Share them on your social media channels, add them to a testimonials page on your website...



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

Spotlight: Delaware County Humane Society



This month, we're proud to spotlight the Delaware County Humane Society and the vital role they play in caring for and rehoming animals in our community.

Since 1964, DCHS has operated in Sidney as a non-profit organization, growing into the modern animal housing, medical, and rehoming facility it is today. The shelter houses and cares for up to 35 dogs and 70 cats at a time, offering services that promote animal welfare—from medical

care, including a spay/neuter program, to temporary lodging—while working to find forever homes for as many animals as possible.

Each year, the no-kill shelter helps approximately 200 animals find safe, loving homes.

We encourage you to support the Delaware County Humane Society however you can, whether that's donating to their cause, volunteering your time and skills, or helping one of their residents find a loving and caring home. Give the DCHS a call at **607-563-7780** to learn more, or visit dvhumane.org.

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MANAGED RESOURCES

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



Charlotte & Chris Chase

Tech Trivia

The technology behind what we call the Internet today started way back in the 1960s at MIT.

