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Your Business Depends on Trust... Here's How to Earn It

### How Thoughtful Leaders Use Hybrid Work to Win



The shift toward flexible work has evolved from a temporary fix into a useful business engine.

Forward-thinking leaders are moving past the logistical hurdles of the last few years and are now asking how they can intentionally use remote and hybrid work models to win. By moving beyond a simple "log-in and do your job" mentality, you can unlock hidden...



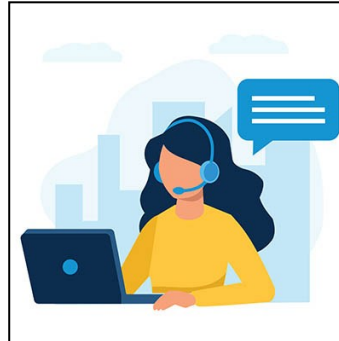
Read the Rest Online!  
<https://dti.io/hybridwin>

## 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:  
[newsletters.directive.com](https://newsletters.directive.com)

## Remote IT Support: The Mission-Critical Asset Every Business Needs



Today, every business is a technology business. Whether you run a boutique creative agency, a high-volume law firm, or a modern retail shop, your ability to operate depends entirely on your hardware, software, and connectivity.

When the Blue Screen of Death appears or your server decides to take an unscheduled nap, the clock starts ticking; and it's ticking directly against your bottom line. This is where remote support shifts from being a nice-to-have

to a mission-critical asset.

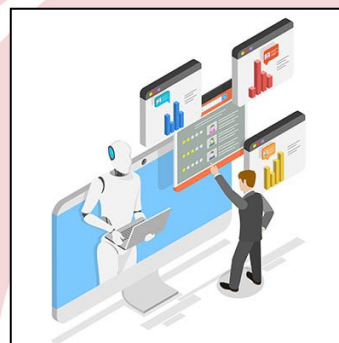
### Speed is the Ultimate Currency

In the old days of IT, a technology issue meant calling a specialist, waiting for them to fight through traffic, and paying for their travel time. With remote support, help is instant. A technician can tunnel into your system the moment you report an issue. Here are some of the major benefits of having that access:

- **Minimal downtime** - Most software glitches, configuration errors, and update bugs can be resolved in minutes, not hours.
- **Real-time troubleshooting** - You don't have to describe what you're seeing; the expert sees it exactly as you do.

*(Continued on page 2)*

## The 5 Benefits We Get from AI



The emergence of Artificial Intelligence as a ubiquitous productivity tool marks a profound inflection point in the human story that parallels that of the printing press. For centuries, progress was measured by what could be created with hands and how they used the tools at their disposal. What's changed is that we have now entered an era where the tool itself begins to think, synthesize, and create for itself. This shift represents more than just a technological upgrade; it is a fundamental reconfiguration of how we work. This month, we wanted to take a long look at the benefits AI is bringing humanity.

### Unprecedented Productivity

In the 18th century, the steam engine replaced physical muscle, moving humanity from the field to the factory. AI represents a similar leap, but it targets knowledge work. By automating routine data processing, scheduling, and administration, AI allows the modern worker to bypass the grunt work that has defined office life for seventy years. Historically, when humans are able to pivot toward innovation and strategy, the quality of creative work is significantly enhanced.

*(Continued on page 3)*



## Beyond the Shared Drive: Why SharePoint is the Engine for Modern SMB Growth

In the early days of a business, a few folders on a shared drive or a handful of personal accounts usually get the job done, but as your team grows, so does the "digital friction." You've likely felt it: searching for a file you know exists but can't find, or realizing two people have been editing different versions of the same proposal for three hours.

For small-to-medium businesses (SMBs), moving past these hurdles isn't just about "storing files"—it's about creating a digital workspace that actually supports how you work. That is where Microsoft SharePoint comes in.

### What Exactly is SharePoint?

Think of SharePoint not as a "folder in the cloud," but as a highly customizable internal business hub. While tools like OneDrive are designed for your personal work files (the "me" space), SharePoint is designed for the "we" space.

It is a platform used to build intranets, manage complex...



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<https://dti.io/engine4growth>

## Understand Your Business' Bandwidth Needs



As a business owner, you try to keep a pretty good idea of your overhead. Payments like rent, payroll, and amount of

sales. There is a hidden utility that can quietly erode your productivity and customer satisfaction if ignored: Bandwidth.

Nowadays, bandwidth isn't just about how fast your website loads; it's about how your business runs. From cloud-based POS systems to AI-driven customer service tools, your business lives and breathes on your connection.

### What Exactly Is Bandwidth?

Many people use speed and bandwidth interchangeably, but they aren't quite the same.

Speed is how fast data travels. Bandwidth is the capacity of your connection; basically how much data can travel at once.

Think of it like a highway. Speed is the speed limit, while bandwidth is the number of lanes. If you have a high speed limit but only one lane, a single heavy vehicle (like a large file upload) will cause a massive traffic jam for everyone else.

### The Cloud Reality

Almost every modern business tool runs in the cloud. If your bandwidth is insufficient, these tools don't just slow down; they break. Dropped video calls and syncing errors aren't just annoying; they represent lost billable hours and frustrated employees...



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<https://dti.io/bandwidthneeds>

## Remote IT Support: The Mission-Critical Asset Every Business Needs

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### Drastic Cost Savings

If you're a business owner, you know that overhead is the enemy of growth. Remote support helps trim the fat in two major ways:

- **No dispatch fees** - You aren't paying for a technician's gas, tolls, or the time they spent sitting in a van.
- **Predictable pricing** - Many remote support packages operate on a flat monthly fee, allowing you to budget for IT support just like you do for your rent or utilities.

### Proactive Maintenance

Remote support isn't just about putting out the "fires" that rage all throughout your organization, it's about fire prevention.

Modern remote monitoring and management tools allow IT teams to:

- Push security patches overnight so your team isn't interrupted.
- Monitor hardware health—like a failing hard drive—and swap it out before it crashes.
- Optimize system performance remotely to keep your machines running fast.

### Supporting a Modern, Flexible Workforce

More businesses are moving toward hybrid and remote work. If your best employee is working from home or traveling for a conference and their laptop...



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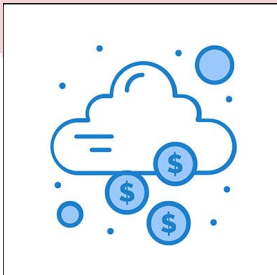
## The 5 Benefits We Get from AI

(Continued from page 1)

This AI-fueled productivity isn't just about doing things faster, it's about doing things that were previously impossible. In the same way that the assembly line made automobiles accessible to the masses, AI-driven productivity is lowering the barrier to entry for complex tasks like coding, graphic design, and data analysis. This democratization of capability presents options to potential entrepreneurs that they would never have in previous times.

AI will likely come to change the way humans see value. If the output of a day's work is no longer measured by the hours spent on a task but by the quality of the direction given to a machine, we are witnessing the final transition from a labor-based economy to a purely idea-based economy.

## Tracking Cloud Costs is a Strategic Necessity



Moving to the cloud is supposed to be the action any business can take to help them scale aggressively.

For most companies, it comes with a fair amount of waste. Imagine signing up for a pay-as-you-go gym, but they keep charging you for classes you forgot to cancel and lockers you aren't using. That's effectively what cloud waste is; a sad, empty locker you pay for.

Right now, the average company is wasting 25 to 35 percent of its cloud budget. That may sound high, but consider how many cloud resources your business uses. If you want to scale properly, you have to treat



### Scientific Acceleration

Historians often point to the "Scientific Revolution" as a period where new tools—the telescope, the microscope—unlocked worlds that had previously been hidden from view. AI is the microscope of the 21st century. It's a technology capable of spotting patterns in billions of data points. In medicine, we are seeing the folding of proteins and the discovery of new antibiotics happen in weeks rather than decades. This is an exponential compression of the timeline of human progress.

This acceleration is particularly vital when viewed against the backdrop of our current global crises. Just as...



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<https://dti.io/5aibenefits>

cloud costs at face value. They add up fast.

### Killing the Zombie Resources

The biggest drain on your budget isn't usually a surge in customers, it is waste. In the cloud, it is incredibly easy to spin up a server for a quick test and then totally forget to turn it off. These are Zombie Resources:

- **Idle resources** - Servers running 24/7 that only need to be active during work hours.
- **Orphaned storage** - Paying for cloud hard drives that are still active even though you deleted the server they belonged to.
- **Overprovisioning** - Buying the premium ultra package when the basic version would handle your traffic...



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



## CYBERSECURITY TIPS

### Why Phishing is Getting Scarier: Advanced

You've seen phishing emails before. But have you noticed how they've evolved?

In this Micro Training, we're going to show you how phishing has become emotional warfare—and why understanding its evolution could protect you from falling for the next attack.

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

### 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.

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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.

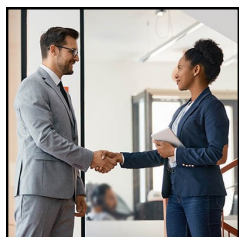
*Thanks in advance!*

<https://directive.com/review>



## Marketing Ideas & Tips for Your SMB

### Your Business Depends on Trust... Here's How to Earn It



Trust is the bedrock of any successful business relationship. Whether it's a business owner depending on their employees to do the right thing, a company relying on its vendors to deliver what's been promised, or a prospect choosing between service providers, trust is the differentiator that turns prospects into loyal customers.

Regardless of the business you run, establishing and maintaining trust is pivotal. Your clients count on you. How can you earn and strengthen their confidence?

#### 1. Be Transparent and Honest in Your Marketing (and Beyond)

If your marketing suggests you'll provide certain services or products, ensure you actually deliver those services. When you set expectations clearly and meet (or exceed) them, your audience will naturally trust you more.

This also applies if things go wrong. Suppose an oversight on your end inconveniences a client. Own up to the mistake and work swiftly to correct it. Though painful in the moment, transparency will serve you in the long run. Clients would rather work with someone who takes responsibility than one who dodges accountability.

In your marketing, clearly outline what's included in your...



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HAVING AN IT ISSUE?

#### EMAIL SUPPORT

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

#### CHAT WITH US

[chat.directive.com](https://chat.directive.com)  
607-433-2200.

#### TICKET PORTAL

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

#### MANAGED RESOURCES

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

### Monthly Spotlight: Pathfinder Produce



This month, we're excited to spotlight Pathfinder Produce and the positive impact they're making in our community through access, inclusion, and opportunity.

Located in Pathfinder Village Commons, Pathfinder Produce is a fresh fruit and vegetable market and home delivery service offering nutritious produce at affordable prices. Operated by participants in Pathfinder Village's Adult Day Services program, the market provides hands-on opportunities to build life and work skills in a supportive environment.

In addition to supporting its workforce, Pathfinder Produce serves an area designated by the USDA as a food desert, making its mission especially meaningful. Their upcoming Farmstead Market will expand this effort by offering a full grocery store featuring homegrown produce and products from entrepreneurs in the disabilities community.

The market is open Tuesdays and Thursdays at 3 Chenango Road in Edmeston. To learn more, call **607-965-8377 ext. 187** or email [market@pathfindervillage.org](mailto:market@pathfindervillage.org)



**Charlotte & Chris Chase**



#### Tech Trivia

35% of businesses have adopted AI technologies in their operations.

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THAT VALENTINE'S POEM IS PERFECT, CHATGPT! NOW, HOW ABOUT YOU GO ON THE DATE FOR ME TOO?

