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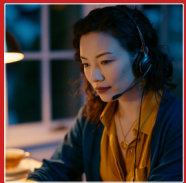
Why "It Looked Legit" Is How Most Cyber Incidents Start

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Why You Should Use AI to Measure Your Marketing

Why AI Won't Fix Your Broken Business Processes



Many business leaders currently implement artificial intelligence at

every opportunity. However, automating an inefficient process does not make it valuable. It simply accelerates the rate of inefficiency and...



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<https://dti.io/aiwontfix>

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Cloud, Connectivity, and Security: A Blueprint for Growing Businesses



When you open new offices or hire people to work from home, your computer needs completely change. A setup that works great for one office usually falls apart when you add a second or third location.

Without a central plan, businesses end up with split data, slow connections, and security gaps. It is a common breaking point for growing companies that rely on systems built for a single office.

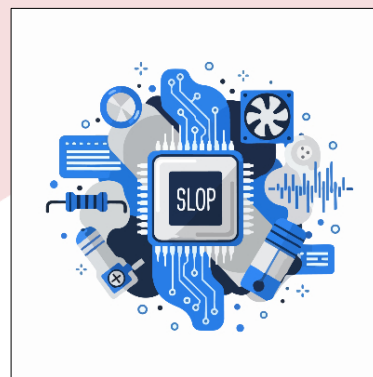
You don't need a massive budget to fix these problems. You just need to build a simple, solid strategy that helps your team work together safely and smoothly from anywhere.

The Reality of Cloud Storage

Many business owners assume that moving everything to the cloud solves every multi-location issue. Cloud computing simply means hiring a large company to manage the physical servers and infrastructure for you.

While this offers great flexibility, it does not automatically organize your files or make your workflows efficient. If your team does not have a clear path to their
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Combating Software Bloat and Cyber Risks



Managing business technology requires balancing rising software overhead and evolving security threats. Many decision-makers currently pay more for software tools while receiving less actual utility from them. Stabilizing these costs and protecting operations requires a focus on proactive IT support, solid cybersecurity, and the prevention of downtime.

Software Bloat and Feature Price Hikes

Software vendors regularly add capabilities to existing platforms to justify increasing their prices. These additions are frequently categorized as intelligent assistants, which add fifteen to thirty dollars per user to a monthly statement.

This trend results in a substantial increase in operational software expenses without a measurable increase in daily productivity. Staff members spend time managing redundant notifications rather than completing core tasks. This becomes a recurring expense that fails to improve the bottom line.

Proactive IT support addresses this issue by auditing existing software licensing before any new applications are purchased. Most businesses utilize less than

(Continued on page 2)



Why "It Looked Legit" Is How Most Cyber Incidents Start

Think about your morning routine. You sit down with your coffee, open your inbox, and start clearing out the noise. Among the newsletters and internal updates, you see an urgent notification: a vendor invoice is overdue, a cloud storage subscription failed to renew, or a major shipping provider needs you to confirm delivery details.

The branding looks correct. The email address seems familiar. You click the link, log in to resolve the issue, and move on with your day.

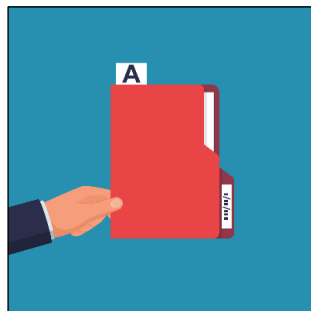
Minutes later, a silent crisis begins.

In the world of modern cybersecurity, attackers rarely hack their way into small and medium-sized businesses (SMBs) through complex software vulnerabilities. Instead, they simply log in. They do this by convincing smart, busy professionals to...



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Why Your Team Needs a Standardized File Naming System



Poor file-naming practices drain company productivity and cause constant, unnecessary friction for your staff.

When a shared drive lacks a unified system, employees waste valuable hours guessing filenames or completely recreating missing documents from scratch. It is a quiet drain on your company's efficiency.

Getting organized does not require expensive software or a massive IT overhaul. It simply requires a clear set of ground rules that every member of your team agrees to follow.

Here are six practical file-naming rules to establish order and clarity on your company's network.

Combating Software Bloat and Cyber Risks

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twenty percent of the native capabilities available inside core suites like Microsoft 365 or Google Workspace. Determining if an existing tool can handle a bottleneck prevents the addition of unnecessary recurring subscriptions.

Psychological Cyber Phishing

Modern cybercriminals have shifted away from poorly written messages to highly targeted psychological tactics. They research vendor relationships and impersonate executives to create high-stress situations.

Employees frequently feel compelled to transfer funds or export sensitive credentials immediately under this artificial pressure. Once digital funds are transferred to an outside

Lead With the Date in YYYY-MM-DD Format

To ensure your files sort themselves automatically, always start the file-name with the date using the year-month-day format. For example, use 2026-06-16 instead of 6-16-26 or written-out months.

Operating systems sort files literally. Sorting by standard regional date formats will group all your January files together across different years, creating mass confusion. Leading with the year forces your computer to list files in perfect chronological order.

Replace Spaces With Underscores or Hyphens

Modern computer operating systems handle spaces easily, but cloud...



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account, recovering those assets is nearly impossible. These criminals exploit human emotion rather than technical flaws.

Solid cybersecurity mitigates these risks through clear protocols and organizational tools rather than inflated budgets.

- **Establish a safe reporting environment** - If an employee interacts with a suspicious link or inputs a password on an unverified page, they must be comfortable reporting it immediately. Rapid reporting allows an IT team to rotate security keys and terminate active sessions before data...



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Cloud, Connectivity, and Security: A Blueprint for Growing Businesses

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files, or if your office internet is slow, the cloud can actually increase your daily frustration.

To run multiple locations smoothly, you must focus on three practical areas: connectivity, identity management, and unified data sharing.

Reliable Network Connectivity

In a single office, everyone connects to the same hardware. When you add more locations, you have separate networks that must securely share information in real time.

Many businesses try to link offices using cheap virtual private networks (VPNs). This approach creates constant maintenance work.

Standard VPNs disconnect frequently, require manual hardware reboots, and slow down your system because all data must travel back to your main office before accessing the internet. If your main office loses their Internet connection, all your branch locations lose their connection too...



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Balancing Security and Workflow: A Guide for Business Owners



Every few years, business owners face a familiar dilemma. Computers slow down,

teams complain about software lag, and inboxes flood with alerts about the latest cybersecurity threats. The standard industry response is to throw money at the problem by upgrading every laptop, migrating files to premium cloud tiers, and buying a stack of shiny software licenses.

Buying more technology often introduces more complexity, more user frustration, and more security holes. True sustainability happens when a business maximizes the tools it already owns, secures them properly, and includes staff in the conversation. It is entirely possible to balance productivity and security without overcomplicating operations or emptying the bank account.

Why Technology is Only as Good as User Comfort

Before focusing on firewalls or server specs, it is necessary to address the team. While business owners tend to want absolute control over their network, the users are the ones doing the daily work. Locking down systems so tightly that employees feel like assets rather than trusted professionals causes productivity to drop and security to worsen.

When an employee needs a specific tool to do their job, but the IT policy blocks it without a clear alternative, they find a workaround. They use personal emails, unauthorized USB drives, or unmanaged personal devices. The network security gets completely bypassed because the infrastructure failed to respect user workflow. Security and productivity must complement each other...



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CYBERSECURITY TIPS

Identity Theft

Even your friendly neighborhood Micro Training writers experience cybersecurity incidents, too!

In this Micro Training, one of our writers, Nick, shares his real experience with identity theft and how he navigated the incident.

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

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Marketing Ideas & Tips for Your SMB

Why You Should Use AI to Measure Your Marketing



Many businesses aren't short on marketing activity. They're short on clarity. Communications are shared, emails are sent, websites get traffic, and yet when it's time to review the quarterly results, one uncomfortable question always surfaces: which of these actually turned into a real sales conversation?

For many businesses, the answer is uncertain. That's because marketing often runs without a clear line between effort and outcome. You might know traffic is up, but you don't know whether those visitors are qualified prospects, casual researchers, or automated traffic that will never convert.

In B2B services, buyers rarely act on impulse. They research. They compare providers. They review your

services, your messaging, and your credibility long before they ever reach out. If you don't understand how prospects move through that process, you're forced to rely on assumptions instead of evidence.

Data-driven marketing isn't about sophistication. It's about visibility...



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MANAGED RESOURCES

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

Spotlight: Chenango County SPCA



Chenango SPCA

We are fortunate to have organizations throughout our community that make a real difference. This month, we'd like to shine a light on the Chenango SPCA and the compassionate work they do for dogs and cats in need.

Located on County Road 32 in Norwich, the Chenango SPCA is a nonprofit animal shelter dedicated to providing care, compassion, and respect for animals and our community. Through pet adoptions, animal intake services, assistance programs, and community outreach, their team helps improve the lives of more than 700 animals each year, an accomplishment our pet-loving team certainly appreciates.

Organizations like the Chenango SPCA rely on the generosity of volunteers, donors, and community supporters to continue their mission. Whether you have time to volunteer, are considering adopting a pet, or would like to make a donation, every contribution helps provide a brighter future for animals in need. Learn more by visiting chenangospca.org or give them a call at (607) 334-9724.



Charlotte & Chris Chase

Tech Trivia

44% of businesses have reported cost savings as a benefit of implementing AI.

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LET'S TALK ABOUT HOW AI CAN HELP OUT WITH TASKS THAT WASTE TIME. ANY IDEAS TIM?

