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Simple Controls to Proactively Block Cyber Scams



It can feel like every phone call, text message, and email is an attempt to steal

money or compromise your network. Scammers target individuals and organizations constantly, using increasingly refined tactics...



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<https://dti.io/blockscams>

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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How Co-Managed IT Helps Businesses Get Value From Tech Projects



Major technology projects frequently run over budget and fail to deliver on their original promises. When your internal IT staff is overwhelmed by daily troubleshooting, high-value infrastructure upgrades grind to a halt and crash and burn; and, with them all the capital you've invested in them. Co-managed IT provides the targeted resources needed to bring these critical investments across the finish line.

The Daily Firefighting Trap

How many hours does your internal technician spend fixing printer queues and resetting passwords every week?

When routine desktop tickets consume standard working hours, critical infrastructure projects get pushed to evenings and weekends. Exhausted staff members attempting complex system migrations after hours inevitably make technical mistakes. That is an unacceptable risk.

When complex systems are deployed in a hurry without proper oversight, configuration errors slip through undetected. The new software or hardware fails to perform as promised, and the business loses its investment.

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5 Practical Ways to Securely Use Generative AI at Work



Generative AI tools offer tremendous potential for daily workplace efficiency, but using them without proper guardrails yields inaccurate work and serious data privacy risks. When employees learn how to prompt these tools responsibly, team operations run smoothly without compromising critical organizational security.

Artificial intelligence is not a magic solution that performs your job for you. It is a statistical engine capable of processing language at high speeds.

When used with care, it eliminates low-value operational friction and allows your staff to focus on high-impact work.

To derive real value from generative AI while safeguarding your business, consider these five practical applications.

Summarize Dense Documentation and Email Chains

Reading through a forty-page vendor contract or a forty-email discussion thread consumes hours of productive time every week. Generative AI excels at ingesting unstructured blocks of text and distilling them into core action items.

(Continued on page 2)



How AI Is Changing Business Faster Than Policies Can Keep Up

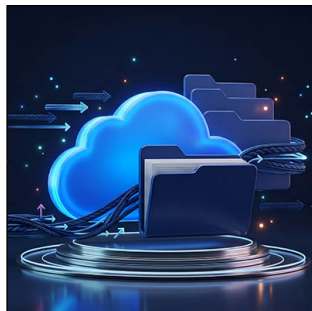
Artificial Intelligence (AI) has swiftly moved from the realm of science fiction directly into the daily operations of modern businesses. From automating repetitive administrative tasks to generating insightful data analytics and drafting communications, AI tools offer unprecedented productivity gains. For small and medium-sized businesses (SMBs), these innovations level the playing field, allowing leaner teams to compete with larger enterprises.

However, technology is advancing at a breakneck speed—far faster than corporate policies, industry regulations, and internal guidelines can adapt. This gap between rapid AI adoption and policy development creates a unique set of operational, legal, and security challenges. For business owners and managers, navigating this landscape requires balancing the immense benefits of AI with a...



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How the 3-2-1-1 Backup Strategy Prevents Total Business Failure



October is Cybersecurity Awareness Month, so there's hardly a better time to talk about the harsh realities of devastating ransomware attacks or other business IT failures... malicious or benign. While updating passwords and enabling two-factor authentication are critical first steps, your last line of defense is always a bulletproof recovery strategy—starting with the 3-2-1-1 backup rule.

The Reality of Modern Ransomware Cybercrime has evolved into a structured, highly efficient enterprise. Threat actors rarely strike immediately after gaining entry; they dwell inside network systems for days or weeks to map out every asset. Their

5 Practical Ways to Securely Use Generative AI at Work

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You can paste a non-sensitive document transcript into the tool and ask for a three-bullet summary outlining key deadlines and responsibilities.

Is it acceptable to paste unredacted client financial records or trade secrets into a public AI interface? No. Always strip out personal identifiers, internal credentials, and proprietary metrics before submitting text.

A ten-minute summary replaces two hours of manual reading. Hours saved.

Generate Initial Outlines and Frameworks

Starting a blank document is often

October is Cybersecurity Awareness Month, so there's hardly a better

primary objective during this reconnaissance phase is simple: locate and destroy your backups.

If your backup repositories are connected to your primary network using standard administrative credentials, attackers will wipe them out first. If your network went dark right now, how many days could your business survive without its operational data? For most companies, the honest answer is none.

Can you afford to pay a ransom and pray a criminal hands over a functional decryption key? Absolutely not.

Why the 3-2-1-1 Strategy Matters
The traditional 3-2-1 rule is no longer enough to stop modern threats...



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<https://dti.io/totalbizfail>

the most time-consuming phase of drafting a report, user manual, or standard operating procedure. AI models function well as brainstorming partners to build structural outlines.

Instead of asking the tool to write a finished document, provide the core objective and ask for a logical framework. Your staff can then fill in the precise details, ensuring accuracy and proper context.

Using AI for structure rather than final copy maintains human quality control while eliminating writer's block. Efficiency restored...



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How Co-Managed IT Helps Businesses Get Value From Tech Projects

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Bridging the Specialized Skill Gap

Is it realistic to expect a single internal technician to be an expert in cloud architecture, network security, and database management all at once? No.

Modern business technology requires specialized disciplines. Expecting a small internal team to master every domain leads to missed deadlines, technical oversights, and costly rework.

Co-managed IT introduces external specialized engineers who handle complex architectural work alongside your internal staff. Your existing team maintains administrative control and local context, while the co-managed partner supplies specialized bandwidth. You gain expert execution without adding full-time payroll overhead...



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Is Your Tech Stack Helping or Hurting Your Business Growth?



Running a business requires strategic leadership, consistent execution, and efficient

resource allocation, yet daily operations are frequently derailed by a cumulative build-up of minor technical inefficiencies. While major economic shifts or financial setbacks command executive attention, the steady stream of recurring system errors, administrative friction, and security vulnerabilities subtly degrades workplace productivity and diverts leadership focus away from core growth initiatives.

Resolving these operational bottlenecks requires identifying the primary technical challenges that impair organizations every week.

Micro-Interruptions and Technical Support

Daily productivity suffers when planned tasks are disrupted by minor technical requests, such as account lockouts, disconnected hardware, or administrative download permissions. Handling routine

troubleshooting internally consumes critical time that should be dedicated to strategic business operations.

Digital Scams and Phishing Risk

Corporate inboxes receive continuous volumes of fraudulent correspondence, including fake renewal notices, deceptive executive impersonations, and false legal demands. Deleting these messages and managing the persistent threat of accidental employee compliance requires continuous oversight and education.

Unsanctioned Software Usage

Unregulated software subscriptions frequently accumulate without centralized approval. When standardized tools are inadequate or cumbersome, employees adopt unauthorized third-party applications using personal credentials, dispersing sensitive corporate data across insecure platforms.

Credential and Access Management

Managing unique passwords and authentication protocols across...



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CYBERSECURITY TIPS

Bitcoin ATM Scams

SDid you know Americans lost over \$65 million to Bitcoin ATM scams in just the first six months of 2024!

In this Micro Training, learn how these scams work and how you can protect yourself.

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

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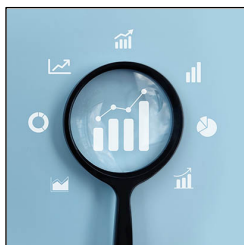
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Thanks in advance!

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Marketing Ideas & Tips for Your SMB

How to Find and Reach Your Ideal B2B Audience



In B2B marketing, many small to medium-sized businesses feel like they are rowing against the current with no compass. You've likely tried the "spray and pray" approach—buying lead lists, posting sporadically on LinkedIn, or sending out generic emails—only to find the silence on the other end deafening.

It's a common story: the value gets lost in all the

marketing, so the core message fails to land with the right people. The secret isn't working harder; it's working with precision. To truly scale, you must stop trying to be everything to everyone and start being the exact solution for a specific group of people.

By identifying your "Ideal Customer Profile" (ICP) and learning their unique language, you can transform your marketing from a cost center into a predictable growth engine.

Let's explore how to accomplish this goal.

The "General" B2B Audience is a Myth

One of the most dangerous traps an SMB can fall into is believing their product is for "any business that needs [X]."

While it might be true that every business needs accounting or custodial services, marketing to "every business" is a fast track to being ignored by all of them.

In the B2B space, your audience isn't just a company...



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Spotlight: Oneonta Boys and Girls Club



The Oneonta Boys and Girls Club provides a dedicated recreational and educational space for local youth to gather and grow. The organization focuses on creating a supportive environment that raises strong, kind, and confident children.

The facility offers supervised after-school and weekend activities designed to foster personal development and healthy habits. Membership is completely free for children between the

ages of six and sixteen. These accessible programs ensure that all local kids have a reliable place to learn, socialize, and play.

Community members can support these efforts by donating funds, volunteering their time, or enrolling eligible youth at the club. The facility is located at 7084 River Street in Oneonta, providing a convenient and central spot for local families. To get involved or learn more, visit www.oneontaboysandgirlsclub.org or call (607) 432-1133.



Charlotte & Chris Chase

Tech Trivia

46% of businesses with fewer than 1,000 employees have been impacted by cyber breaches.

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