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Are You Ready for a Cyber Insurance Audit?



A few years ago, renewing your cyber insurance policy was a simple task. You filled out a one-page form, checked a box stating you had an antivirus program installed, and mailed it back.

Those days are officially over...

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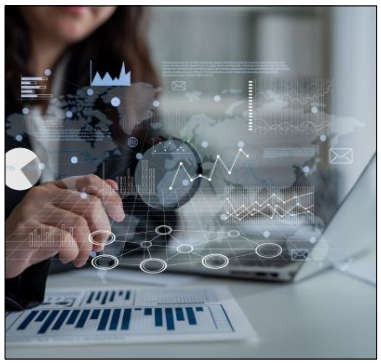
About Directive

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 to Focus on Metrics That Matter



Buying an expensive analytics tool is easy. Figuring out what to do with the forty-seven different charts it throws at you in every meeting is another story. Most business owners want obvious, actionable data they can use to streamline operations, but they end up with a dashboard nobody uses and a monthly software subscription nobody can reasonably justify.

Analytics should make running your business easier, not add another headache to your already long list. When used correctly, analytics act like a spotlight, showing you precisely where time, effort, and money are inefficient, giving you the knowledge you need to make better decisions. The process is simpler than you might think, provided you stick to a few foundational best practices.

Start by Focus-Testing Your Metrics

The biggest mistake companies make with analytics is trying to track every single

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Simple Steps to Clean Your Laptop and Boost Performance



A laptop keyboard collects crumbs, finger oils, and dust faster than a breakroom counter collects forgotten mugs. Most people wait until their screen looks like a thumbprinted crime scene before grabbing a random paper towel and whatever glass cleaner is sitting under the sink. That is a quick way to turn a functional $1,200 workstation into an extraordinarily expensive paperweight.

Cleaning a laptop does not require expensive specialty kits, but it does require the right materials and a little bit of restraint. The process is actually pretty simple once you know what to use and what to avoid.

What You Need (And What to Put Back in the Cabinet)

Before you begin wiping down your machine, assemble the right tools. Using the

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"Mystery creates wonder and wonder is the basis of man's desire to understand." - Neil Armstrong



The Security Gaps You Can See and the Ones You Can't

Imagine walking out of your office at the end of the day. You check that the front door is locked, ensure the windows are shut, and set the alarm. You can physically see these security measures keeping your business safe, but what about the back door to your digital network?

For small and medium-sized businesses, cybersecurity often suffers from an out of sight, out of mind problem. While visible security gaps, such as an aging server or a missing company laptop, get immediate attention, hidden vulnerabilities quietly accumulate behind the scenes. Understanding the difference between what is visible and what is hidden is the key to protecting your business from costly surprises.

Visible vs. Invisible Security Gaps

Visible security gaps are the obvious physical or procedural flaws anyone on your team...

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What Is an AI Token? (And Why It Might Be Creeping Up Your Monthly Tech Bill)



If you have noticed your software bills climbing as your team adopts more artificial intelligence tools, you are not imagining things. Most business owners expect tech subscriptions to carry a predictable, flat monthly rate per user. With many AI platforms, however, your actual bill is tied to a unit of measurement that few non-technical managers fully understand: the token.

Understanding how tokens work is not just a piece of trivia for your IT department. It is essential for keeping your technology overhead predictable and making sure your AI investments actually deliver a positive return.

What Exactly Is an AI Token?

A token is the fundamental unit of data an AI model processes. It is not quite a full word, nor is it just a single letter. In standard English, one token equals roughly four characters, or about 0.75 words.

To put that into practical terms:

- The word "Cat" is 1 token.
- The word "Catastrophe" is 2 tokens.
- A standard single-spaced paragraph contains about 100 tokens.
- A typical 1,000-word business memo sits at roughly 1,300 tokens.

Think of tokens like the meter running in a taxicab. Every single...

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Simple Steps to Clean Your Laptop and Boost Performance

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wrong materials can scratch sensitive screen coatings or short-circuit internal electronics.

What to use:

- Use soft, lint-free microfiber cloths. Those meant for eyeglasses or camera lenses are ideal.
- Use 70 percent isopropyl alcohol. This evaporates quickly and removes grease without damaging plastics.
- Use distilled water. If you only need to clean light dust or screen smudges, plain distilled water works well.
- Use compressed air. A standard can of compressed air is essential for clearing out dust under keycaps and inside cooling vents.

What to avoid:

- No paper towels, napkins, or tissues. Wood-pulp products will leave fine scratches on screen coatings and deposit lint into tiny crevices.
- No household glass cleaners or bleach. Chemicals like ammonia and acetone strip protective anti-glare coatings right off the display.
- No tap water. Tap water contains minerals that can leave white streaks or cause electrical...

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How to Focus on Metrics That Matter

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button click across the entire organization. When everything is measured, nothing actually matters. Tracking fifty different data points does not make you sophisticated; it just guarantees you will miss the handful of numbers that you could use to actually drive your business forward.

Instead of drowning in vanity metrics, focus on three to five Key Performance Indicators (KPIs) directly tied to operational output. For instance, tracking "average ticket resolution time" gives you a direct operational bottleneck to address. Tracking "total internal chat messages sent" just tells you how chatty your office was this week.

Ask yourself these three questions to separate useful metrics from noise:

- Does this metric directly impact turnaround time, delivery cost, or customer satisfaction?
- Can we take an immediate, specific action if this number drops by 20 percent?
- Will improving this number save actual labor hours or overhead expenses..

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Get a Real Return on Your Business Technology Investment



Many business leaders spend thousands of dollars on expensive software subscriptions every year, only to end up with tools that nobody actually uses. Technology should always make your organization more productive and profitable. When a tool fails to deliver that value, it becomes unnecessary.

If you listen to your vendors long enough, you might believe that purchasing a few software licenses will magically solve every operational problem in your building.

The reality is far less dramatic. Technology is not a substitute for good strategy or clear management. It is simply an instrument that's designed to help your team perform work accurately and efficiently.

When implemented properly, technology yields a measurable ROI. When implemented poorly, it wastes capital and frustrates your employees. Is every subscription currently listed on your balance sheet actually serving your operational goals?

Let us examine three core areas where businesses frequently misallocate resources and how to ensure your investments produce practical results.

Artificial Intelligence

Artificial intelligence has generated an enormous amount of market noise recently. Unfortunately, noise often drives poor purchasing decisions.

What fails: Attempting to eliminate headcount by replacing human personnel with generative AI tools...

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CYBERSECURITY TIPS

Out-of-Office Phishing Attacks

Picture this: You're heading out on vacation, but while you're enjoying some well-deserved time off, cybercriminals are hard at work, setting the stage for their next phishing attack.

In this Micro Training, learn how scammers can exploit your Out-of-Office auto-reply emails, and what you can do to stay protected.

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

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Thanks in advance!

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Marketing Ideas & Tips for Your SMB

Are You Speaking to Your Audience? Here's a Four-Question Evaluation to Find Out



Most marketing gets written, reviewed, and approved by people who already understand what they're talking about. The one person whose opinion actually decides whether you get business opportunities—your target audience—usually isn't in that room.

As a result, much marketing is written to sound competent to other professionals, not to convince the person deciding whether to hire you. This isn't the goal you should be chasing. The right reader for your marketing is the person evaluating whether to trust you, not another professional who already understands why the work matters.

That reader doesn't care how something works. They care what happens if it doesn't. A lot of content gets it backward without anyone noticing because the writing sounds smart and the metrics look fine.

Here are four signs your marketing is addressing the wrong person.

Your Homepage Headline Describes What You Offer, Not What They Get

Take out a piece of paper and list the things you provide the most of to your customers. Now swap in a competitor's logo and nothing about that headline changes, because it's a list of services, not an argument for why a business owner should care.

The right reader isn't shopping for a stack. They're trying to answer one question: who can offer me this one thing I need? A headline

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Spotlight: The Gathering Place 50 Plus Community

Looking for ways to stay active, meet new people, and enjoy time with others? The Oneonta Center offers adults 50 and older a welcoming place to connect, socialize, and explore new interests.

From fitness classes and arts and crafts to games, live entertainment, and organized trips, there's something for everyone. It's a great way to make friends, try a new hobby, and stay involved in our local community.

Help support these valuable programs by becoming a member or making a donation.

Learn more: gatheringplace50plus.org or call (607) 267-4732.

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