This Issue:

What To Do When Your Remote Workforce Needs Computer Repair

For many businesses (and employees), remote work has been a godsend, while proving its value and efficacy as a viable means of productivity… particularly when certain health crises make gathering in the office an unsafe prospect. Recently, businesses have adopted somewhat-hybridized approaches to their work processes. While this is clearly a wise move for the business, it also opens the door for some otherwise unprecedented challenges...

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https://dti.io/remotefix**

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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Calculate and Control Your Carbon Footprint

You've probably heard people talk about a business' carbon footprint. You even might think you have a good idea of what your business' footprint is. With global climate change evident by the rising temperature of the planet, having an idea of what effect your business' environmental impact has is not only good for the planet, it can help avoid risk or even save you money. There are a lot of factors that go into determining your carbon footprint and many of them you may not consider. Today, we will go through how to calculate your business' carbon footprint and what you can do to reduce it.

What is a Carbon Footprint?

A business' carbon footprint is basically the grand total of greenhouse gas (GHG) emissions that are produced as a result of their operations. In calculating the GHG emissions, you will invariably come across numbers that you can focus on to reduce the organizational carbon footprint. The lower the GHG emissions your organization has, the more environmentally sustainable your business is.

Before we get into how to calculate your business' carbon footprint, let's go over the greenhouse gas emissions you will be looking at:

- **Carbon dioxide -** CO_2 - The most frequently produced GHG. Will make up for most of your business' carbon footprint.

Using IoT to Take Control of Your Supply Chain Issues
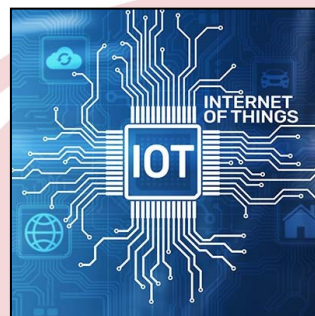
The Internet of Things is a collective body of connected devices that perform various functions, most of which are devices that traditionally did not utilize Internet connectivity in the past, like thermostats or appliances. However, the Internet of Things can be used for so much more than controlling the heat in the office while you are away; it can be used to automate and manage a supply chain, too.

Specifically, the IoT can aid manufacturers and corporations by providing the ability to review operations, manage their inventory, and control dissemination of products. Consider it from this perspective. Imagine you are a vehicle manufacturer, and your factory is responsible for assembling, testing, and shipping the finished products to distributors for use by the consumers. Managing all of the many moving parts of this type of operation can be challenging, but the Internet of Things can simplify it somewhat—or at least automate certain aspects of it.

Inventory management can be automated, for example. When items are removed from the inventory, they can be scanned through the use of attached sensors or barcodes, removing them from the inventory and accounting for their use in assembly. This removes the need to track each of the parts individually, as the system makes all adjustments according to your specifications. Imagine how much time you can take back in this way!

The Internet of Things can also be used for diagnostics. With connected sensors and devices collecting data from across your network, manufacturers can use them to assure quality

Protecting Your Business

It is only too common for a small or even medium-sized business' leadership to assume that their size will protect them from experiencing a cyberattack. What could the odds possibly be, after all?

According to statistics from Ponemon Institute, about two out of three, 66%, of the SMBs that responded to the Institute's global survey had experienced a cyberattack within a year prior.

Gone are the days when setting up antivirus and a firewall was enough to keep your company safe.

Do not risk your business security. We offer services to help you keep your business, your staff, and your customers safe like:
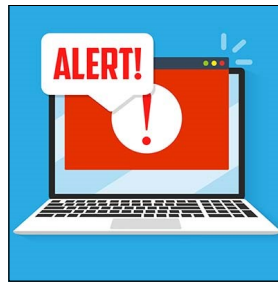
- Cybersecurity Risk Assessment
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  And more…

If you need expert help with cyberattack prevention and cyber safety awareness and security, Directive is a proven leader in providing IT consulting and cybersecurity.

Learn more at:
https://dti.io/cyber

Tips to Help You Identify a Phishing Message

We've all heard the horror stories of phishing messages—those messages where someone is trying to steal information from you, be it sensitive information or financial credentials. There are various telltale signs of phishing attacks that can be identified, if you know where to look. Let's take a look at what the FTC claims are the best ways to identify a phishing message.

According to the Federal Trade Commission, there are various ways to recognize a phishing attack. Here are just a few of them:

- **Phishing messages come from companies or services you are familiar with.** Some of the most successful phishing campaigns are those that convince users that they are legitimate by impersonating well-known companies like Netflix, Amazon, Microsoft, Google, etc.
- **Phishing messages will try to trick you into clicking a link or downloading an attachment.** The goal of phishing messages is to scam users out of their sensitive information or download infected attachments. Once you realize that this is their goal, you can be extra cautious about any messages that ask this of you. Some of the most common types of phishing messages might include order receipts, invoices, or other types of documents that you might want to download under specific circumstances. We urge you to take caution and to consider if the request makes sense before downloading the attachment, and to confirm the identity of the sender first.
- **Phishing messages might ask you to update financial credentials or confirm sensitive information.** Sometimes phishing messages will ask you to change your password, financial...

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Calculate and Control Your Carbon Footprint

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- **Methane -** CH4 - Methane makes up for 10 percent or so of GHG emissions. It naturally occurs from livestock and organic decay, but is also emitted during the transport and production of natural gas, coal, and oil.
- **Nitrous Oxide -** N2O - Emitted from combustion of fossil fuels and the treatment of wastewater.

There are others, such as fluorinated gasses, but for the most part when you consider your carbon footprint you will be measuring these three emissions.

How to Calculate Yours
You have to consider that the standards for measuring carbon footprint are extremely new and governed by the International Organization for Standardization out of Geneva, Switzerland. Not all nations recognize these standards, but for our purposes the ISO is the predominant organization dealing with the global impact of business GHG emissions. They suggest taking a three part approach.

Part One - Measuring direct emissions produced by company-owned vehicles and properties used for business. This also includes refrigerant gasses (air conditioning and refrigeration), and any emissions created for the production of industrial processes.

Part Two - Measuring indirect emissions, usually from your business purchasing energy. Typically, this comes in the form of electricity, steam, or heat...

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Using IoT to Take Control of Your Supply Chain Issues

(Continued from page 1)

for their output. These connected devices can then send the data to a location where it can be analyzed for operational deficiencies and shortcomings, which in turn can prevent faulty products from hitting the market or becoming problems down the road.

The Internet of Things can even be used to track the shipment of products to their eventual destinations. Just like how products are scanned when they leave warehouses or storage facilities, they can be scanned back into inventories in much the same way, automatically updating the process with sensors or barcodes.

While the IoT can be insecure if not implemented properly, it presents a major opportunity for you to address your own organization's inventory management practices. With the right solutions, you can change the way you keep tabs on your business for the better.

Depending on the type of business you run, you might get more value out of the IoT than others. To help you get the most out of the opportunities afforded by the IoT without any of the security shortcomings, we recommend working with our trusted technicians at Directive. With us on your side, you'll be shocked by how much you can get done with a simple network audit! To learn more, reach out to us at 607.433.2200.

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VoIP's Versatility Delivers Great Value
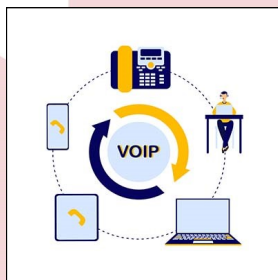
Voice over Internet Protocol, or VoIP for short, is a truly exceptional service that all businesses should take advantage of if at all possible. Long story short, the traditional telephone system is archaic by today's standards, and it should be replaced with a more dynamic and flexible solution in VoIP. Today we wish to discuss the various benefits you can expect to receive from implementing a VoIP solution for your business.

When considering the benefits of VoIP, it helps to have a frame of reference for what the solution really is. Essentially, it is a telephony system that uses your Internet connection to deliver and receive calls rather than your traditional landline telephone infrastructure. In this way, VoIP uses a service that you already pay for—your Internet—to replace traditional phone lines.

VoIP also offers a considerable amount of flexibility in terms of how your staff can go about their day-to-day tasks. While the traditional landline telephone infrastructure works for those who are in the office all day, it is not particularly helpful for those who need to work remotely or out of the office. With VoIP, you download a software application to your smartphone, laptop, or desktop and communicate using that solution. All the user needs is the application itself and an account/extension. It's a great way to scale your business' communication infrastructure according to its specific needs and give your employees the ability to work in their preferred ways.

VoIP continues to provide further value based on the sheer versatility of services it offers businesses in comparison to the traditional landline telephone system. VoIP has all of the features you have come to know and love over the years, plus even more dynamic…

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Marketing Ideas & Tips for Your SMB

Two MAJOR Reasons Why You Should Be Marketing Your Business
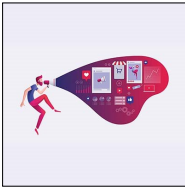
Marketing often tends to get put on hold in favor of other aspects of running a business. Doing this eventually costs you later on. If you're going to have to market your business anyway, there is no real reason to put it off. In fact, there are several reasons to market your business. We'll save you some time and not overwhelm you with all of them. Here are **two** *major* **reasons** why you should be marketing your business:

One: Boosts Brand Awareness

Your business is practically nonexistent if you don't market it. You could have the greatest product or service out there, but if you don't market it, none of your potential customers will know about it. For your business to succeed, you have to take the initiative to put your business and products/services in front of your potential customers, or you will begin to see a decline in your sales; if you leave the situation as-is for too long, you could very well end up facing the closing of your business.

Two: Increase Sales

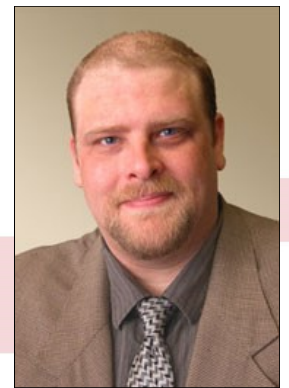Increasing the number of people who are aware of your business and services, even if they currently do not need your services, is a great thing for your business. Once you've gotten yourself in front of your potential customers, half the battle is already done. Now, you just have to wait for them to come to you. Eventually, you will begin to see an increase in business and sales.

What's more, the potential customers that do become actual customers will lend you a hand in marketing your business, after all, word of mouth can be a big influence on a person...

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Charity Spotlight: Susquehanna SPCA

As a pet-friendly office, it is our pleasure to highlight the Susquehanna SPCA this month.

The Cooperstown, New York-based no-kill shelter serves the homeless and abandoned animals of Otsego County and the surrounding area, offering many programs in support of this mission. They do this by collecting donations to sell in their thrift shop as a means of raising funds, driving awareness of the problematic essence of the puppy mill industry through their PAWS initiative, and many other activities.

The Susquehanna SPCA also provides assorted services for the public's benefit. In addition to dog control services, they also host free rabies clinics and low-cost spay/neuter services.

As a team of animal lovers ourselves, we cannot emphasize how much we respect the efforts that they put forth. If you are seeking out a fur-ever friend, or simply want to help support a great cause, we recommend that you consider them a great option. Learn more about them by visiting sqspca.org. #adoptdontshop **Visit them online at:** **https://www.sqspca.org/**

We partner with many types of businesses in the area, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is our success, and as you grow, we grow.

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