This Issue:

How to Set Up a Keeper Account

Here at Directive, we're big fans of the Keeper password management tool—so much so, that we're sharing how you can use it to manage and clean up your personal passwords. We'll start by telling you how to set it up and get started.

Go to https://www.keepersecurity.com/ and click **Try it Free** on the top right. Then choose **Individuals & Families**.

Alternatively, you can go here directly to create your Keeper account.

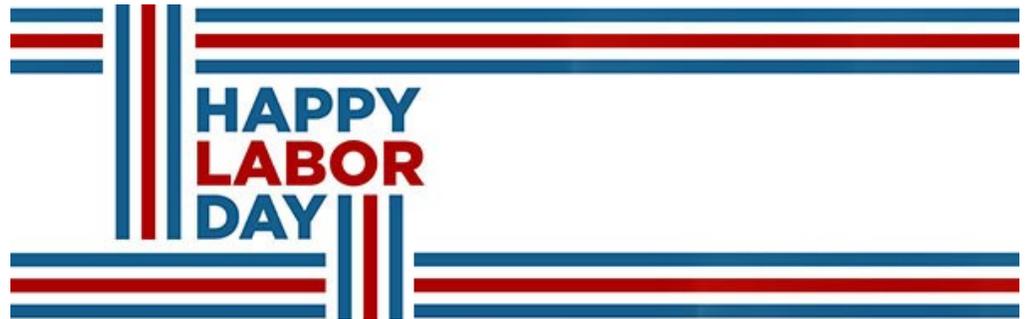Enter your email address (that one email address that you've...

Read the Rest Online!
https://dti.io/keepersetup

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:
newsletter.directive.com

Keeping Your Business Agile Can Really Pay Off

Technology advances at an incredible rate, and the successful business has much work to do in order to keep up with it. How does your organization's ability to change and adapt hold up compared to your competitors? This concept, dubbed business agility, is of critical importance in today's fast-paced business environment, and if you aren't prepared to assess it, you might be falling behind the competition.

What is Business Agility?

At its core, business agility is all about your organization being able to make rapid changes or fluctuations in its business environment. Sound familiar? It's what a lot of companies were forced to do just a few short years ago when the COVID-19 pandemic forced businesses all over the world to shutter their doors and shift to entirely remote settings. How well did your company handle the jump? If it handled it poorly, then chances are you have a business agility issue that needs to be addressed.

The COVID-related shift to remote isn't the only situation where businesses need to be agile. In fact, day in and day out there needs to be a concerted effort to be able to pivot any

Don't Let Hackers Get the Best of You

How quickly do you think it takes for a hacker to react to the disclosure of bugs and vulnerabilities? According to industry experts, the time for security professionals to react to zero-day threats and vulnerabilities might be decreasing. Is your organization prepared to act when important vulnerabilities like these are disclosed?

The Time to Respond to Threats is Decreasing

These numbers come from Palo Alto Networks, which claims in its 2022 report covering 600 incident response cases that hackers tend to start looking for vulnerabilities within 15 minutes of them being announced.

This group contains various high-profile hacks from 2021, including the Exchange Server ProxyShell and ProxyLogon threats, the Log4Shell flaws, the SonicWall zero-day flaws, and ZoHo ManageEngine ADSelfService Plus.

One example cited by Palo Alto Networks which illustrates the dire need to respond to disclosed threats comes in the form of F5's Big-IP software. According to the agency, there

Embrace the Best Business Telephone Capabilities

Let's face it… when you think of business communications, the telephone is still one of the first things to pop into your head, right? Telephony has been intrinsically linked to business since it was first created, and as technology has advanced, so has our capability to use the phone to our advantage.

Nowadays, the telephone has advanced to utilize the Internet. This gives your business no shortage of opportunities in terms of what your business phone can accomplish through VoIP—Voice over Internet Protocol.

Plus, these opportunities come alongside the cost savings that VoIP is associated with, in both its eliminating the need for a dedicated phone line and service as well as its inclusion of features that traditional telephone providers would charge a premium for. Call waiting, call forwarding, call transferring… these are just the start of VoIP's extensive list of capabilities.

As a plug-in-and-play solution, VoIP is far easier to incorporate into your business and expand on over time, as there is no need to…

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https://dti.io/embracevoip

The Pros and Cons of Cloud Reliance

Rarely is there a problem that a cloud solution cannot fix, and as such, businesses are more often turning to the cloud to find ways to handle the many challenges presented to them on a daily basis. Is this reliance on the cloud a good thing, or does it hold businesses back? Let's take a look at what can happen as a result of over-reliance on the cloud.

Pro: You Have Anytime, Anywhere Access

Thanks to the cloud, many solutions that businesses tend to rely on can be accessed anytime, anywhere, and on any compatible device. Cloud solutions can be accessed through an Internet browser or an application on a smartphone or tablet, making them great solutions for taking work on the go.

Con: You Need an Internet Connection

What happens when you don't have an Internet connection or mobile service, though? Access to important solutions can be cut off. Take, for example, when the Internet in your office cuts out. If you host your productivity suite in the cloud, and your productivity suite doesn't offer offline functionality, then you are out of luck until your Internet connection is restored.

Pro: The Cloud Offers Scalability and Flexibility

Purchasing software licenses for every single employee within your organization can be costly, especially when you consider how many services your team needs access to on a daily basis...

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Keeping Your Business Agile Can Really Pay Off

(Continued from page 1)
business process if the need arises; and be sure that the need will arise.

Why Is Business Agility Important?

Business agility gives your company the ability to make important changes to improve your operations, workflows, and most important of all, services, so you can better address the needs of your customer base or clients. If you think about it, the ability to adapt to change is fundamental to the success of any organization in the long term. Innovations will constantly push your organization to its limit, and if you can't keep up, you can't hope to compete with others that are adjusting their approaches based on the business environment.

To help you be more agile with your business decisions, consider the following questions to help guide your thinking:

- What opportunities are there for you to improve?
- What do you need to know in order to make these adjustments?
- Can you create and deliver on this opportunity?
- Has the opportunity paid off for your organization?
- What can you do to improve on the value proposition of this opportunity?

Business Agility is Aided by the Right Technology Solutions

If you feel like your business can't keep up, then perhaps the culprit behind all of your issues is technology. With appropriate solutions that allow you to streamline operations or improve workflow, you'll have an easier time adapting to change and working in a more dynamic and flexible manner...

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Don't Let Hackers Get the Best of You

(Continued from page 1)
were approximately 2,500 scans for vulnerabilities within the software within the first 10 hours of a vulnerability being disclosed.

How Do Hackers Gain Access to Your Business' Network?
In terms of how hackers gain initial access to networks, you can view the breakdown below:

- Phishing attacks: 37%
- Software vulnerabilities: 31%
- Brute-force credential attacks: 9%
- Previously compromised credentials: 6%
- Insider threats: 5%
- Social engineering: 5%
- Abuse of trusted relationships and tools: 4%

What Can You Do About It?
With the time to implement patches decreasing, you need to ensure that you have a system in place to rapidly deploy fixes to your mission-critical systems. This involves having a team dedicated to keeping your IT as up-to-date as possible with the latest patches and updates. We also recommend that you have protections in place which make it harder for hackers to do their jobs, like multi-factor authentication, unified threat management, and remote monitoring services.

Work with Us to Secure Your Systems
Directive knows that there is a limited window to address issues...

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https://dti.io/stophack

VoIP Revolutionizes the Traditional Business Phone System

The business telephone system has been turned on its head by the establishment of VoIP. Voice over Internet Protocol has altered the way that businesses view their enterprise telephone system. This month, we take a look at the modern VoIP system and why it is a far superior tool to traditional telephone systems.

Ushering Out Traditional Telephone Systems
To begin to understand exactly why the enterprise VoIP system is so great for business, you need to understand how it works. Instead of having dedicated phone lines running throughout your office, the VoIP system uses your organization's Internet connection to run your enterprise telephone system. This allows easy setup and scaling of your VoIP system. Traditional systems make it more difficult to scale due to the fact that they need specific wires to run telephone lines. With VoIP, and a VoIP-enabled handset, you simply connect it to workstations and you are up and running in minutes. Let's take a look at some of the benefits a VoIP system can bring to your business.

Smaller Capital Investment
VoIP has options that allow businesses to avoid large hardware costs that can come with hosting their own PBX system. This means you don't need to install a separate set of cables for every seat, and it gives users the flexibility to utilize their phones even when not at their desks or even in the office.

Dynamic Features
One of the most valuable parts of installing a VoIP system is the myriad of features that you can get with the technology. Not only does it provide the crystal-clear calling and management features that every organization...

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Marketing Ideas & Tips for Your SMB

Remove Those Pesky Numbers from Your Facebook URL

Your business' Facebook Page is about as important of a marketing tool for your business as your website is. For some of your prospects, your Facebook page is their introduction to you and your business. With that being the case, you, no doubt, want to make not only a good impression on your clients and prospects, but you'll also want a URL that is easy to market and share.

While it certainly is not fun having to deal with the imperfections of your Facebook page, especially one that is not even your own fault, it's crucial that you ensure your Facebook is an exact representation of your business.

One thing that unfortunately detracts from the simplicity of

marketing using your Facebook page is the inclusion of numbers in a new Business Page URL. Now, this is not something that is actually your fault or something you did/failed to do when signing up for a profile. In fact, Facebook themselves took the liberty of doing this when you first created your page and you likely didn't even realize it. To make the changes to your page you want you'll need to satisfy Facebook's requirements and follow these instructions.

How to Remove the String of Numbers From Your URL
Two things to be sure of before you get started: make sure that your page has **25 Likes** and that the **person making the change has Admin permissions** to the page.

1. Go to this link here http://www.facebook.com/username, or to change your

username from your page navigate to your profile Home page.
2. Locate the username section under your page's name, directly under your page's banner.
3. The page in question shouldn't have a username yet so no name will appear under your page's name and instead @username.
4. Click the Create button next to @username. (see the area indicated in the image below for the location)

As long as the username is available, you should have no...

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https://dti.io/nonumurl

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.

Chris Chase
CEO

Charlotte Chase
COO

Community Spotlight: LEAF

We like to talk a lot about how important our services are for our clients around the community, and we stand by that. However, we'd be remiss if we didn't also acknowledge the other businesses that do far more public good.

Take the good people at LEAF as an example. The Leatherstocking Education on Alcoholism and Addictions Foundation works to reduce the influence of alcoholism and addictive diseases like it in the community through education, treatment, and advocacy. This mission is one we can totally get behind, and we encourage anyone who can support them to do so.

Find out more about their organization by visiting leafinc.org.

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