This Issue:

The Ultimate Guide to Keep Your Website ADA Compliant

A few months ago, the Department of Justice (finally) updated their guidelines for web accessibility. In this blog, we're going to walk through how to keep your website compliant as you make changes to it and add new content. This particular guide will cover WordPress and Joomla websites.

What's The Deal with ADA Compliance?

We covered this in a previous blog, but in short, ADA compliance for...

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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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Don't Know Where to Start? Three Places to Spend Your IT Dollars

For years, IT has been at the forefront of business administration, productivity, communications, and many other parts of an organization's efficient operations. For the growing business it can be rather difficult to know where to invest your capital so that you can get the best ROI or the most value out of your IT investments. Let's take a look at how the growing business can use their earmarked capital to improve their business.

New Hardware

One of the biggest investments any business has to make regarding their IT is the purchase and subsequent support of their hardware. Of course there are more options today than ever before, but even the lowest-cost solutions you can get are going to cost a pretty penny. For new businesses, the bill for hardware is going to be higher, since there is a lot to get. One way businesses are pushing this expense is to utilize cloud computing solutions that provide businesses with the hardware they need, through their Internet connection. Sure, they may not have the physical servers that they need, but as long as their Internet connection is reliable, they will have access to that processing and storage.

Your Business Can Enhance Productivity Through Mobile

Today's business takes effort that extends beyond traditional ways of doing things, and technology is at the center of these efforts. One of the avenues that businesses are using right now to boost productivity is by allowing workers to use the mobility they use in their everyday life. Today, we'll discuss how added mobility can help bring surprising boosts of productivity.

The Stain of Mobile

A lot of business owners think of the smartphone as a hindrance to productivity. Who can blame them? Businesses lose an average of 56 minutes per day in would-be productivity due to time wasted by employees on their smartphones. This often gives decision makers a skewed view of the actual impact and value these devices can have on their business' overall productivity.

How You Can Be Productive with Mobile

The mobile business includes people that actually work remotely and those that work in an

Are Your Employees a Security Liability, or an Asset?

Are Your Employees a Security Liability, or an Asset?

We can help ensure the latter is the case with our training services.

Your Team Members Can Make or Break Your Company's Protections

While we're on the subject, what do you think is the biggest issue in the average company's security? Based on context, you've probably guessed the end users working for that company, and you'd be right. Many modern cyberattacks specifically take advantage of this, targeting your team members with directed attacks that seek to manipulate them into opening the door.

You Need to Ensure that Your Team Understands the Risks they Face

Educating your team members about the risks they pose to your organizational security is critical if you are to reduce the likelihood of these risks. This is where contextual and comprehensive team training becomes important.

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The IoT Can Do More than You Think

We often talk about how the Internet of Things can create security issues in businesses if not properly handled. While there are some very real threats that can be posed by the IoT in the workplace, there is no denying that it can also serve some very real utility there as well.

Today, we'll review a few ways that the IoT can be leveraged to your workplace's benefit.

Why the IoT?
Setting the current security concerns of the IoT aside for a moment, the technology promises clear benefits for the 30 million small businesses in the United States. Not only can it greatly simplify the workload that these businesses must contend with throughout the day, it enables so many other business-critical tasks to be completed without worry of human error or neglect. Simply put, the IoT can directly benefit your business in three simple ways: reducing your operating costs, increasing your organizational productivity, and enabling you to embrace new opportunities.

Decreased Operational Costs
When it comes to the Internet of Things, automation is the name of the game. Locks that automatically engage after a certain time or lights that can be deactivated via a mobile application are two simple examples of how the IoT permits a greater level of control over the office environment. Furthermore, these technologies (along with many others) can help you to trim back your…

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Don't Know Where to Start? Three Places to Spend Your IT Dollars

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That's not to say that there aren't some essential hardware components that every business needs. Obviously, the modem and networking hardware such as a router or switch are mandatory even if you plan on outsourcing your business' central computing infrastructure to the cloud since you will need access to the Internet on whichever device you plan on using to handle the brunt of your business' technology demands. Along those lines, you need to have some type of workstation (or at least a mobile device) that you can use to complete the tasks you need.

Most businesses will have different types of workstations, which can be either PCs, tablets, or smartphones.

Software
Every business needs some type of software. Software not only helps people manage a business, it is essential for productivity in operational matters and to keep a business secure. Every business needs management software and presumably a point-of-sale system, but there are many, many different applications that can be used to meet your business' needs.

If you consider software as the lifeblood of your company, and your employees' ability to use that software as the heart of your business, getting the right software for your needs is of utmost importance. Let's take a look at the types of software a business should consider

1. **Accounting software** - Including solutions that can help manage payroll, and taxes, and to keep effective books.
- **Time tracking software** - This…

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Your Business Can Enhance Productivity Through Mobile

office. Nearly every person in your workforce will have a productivity tool glued to their persons so why not do what you can to take advantage of that? There are things that the average person can do with their mobile device (besides distracting themselves) that can bring value to your organization, but you need to know what those are and how to leverage this increased mobility to improve your business.

Communications
One of the best ways your business can leverage the mobile power your employees bring to your business is by having them use their mobile devices for communication. They are probably going to be using them anyway, so anything that can keep them from wasting time is a benefit.

Some of the applications that you can use include:

- **Video Conferencing** - Smartphones have a built-in front-facing camera so they are an ideal device to conduct video meetings on.
- **Collaboration tools** - These are mobile-supported tools that allow teams to work together to meet business goals. Not only is there instant messaging built in, there are forums for wider team collaboration as well as several integrations for productivity apps, communication apps, and more.
- **Telephone system** - Today's Voice over Internet Protocol (VoIP)…

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Does Your Business Spend Enough on Technology?
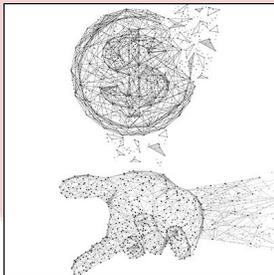
Costs are rising and companies need to do more with less. Not only that, they depend on several departments of their business to work together to meet customer demands and complete projects. Let's take a look at some collaboration tips and the tools that can help build a better, more collaborative and productive business.

Find the Right Resources
An issue many businesses run into when undertaking major collaborative tasks is expecting A-level work from someone that isn't trained or experienced in doing that type of work. This can happen because of improper project management and delegation, or it can simply be because there are heavy workloads on the more experienced resource. Regardless of what the reason is, having your best people doing their best work on what they're best at is sure to help take your business where you want it to go.

Lines of Communication
Communication is a key component to any collaborative endeavor, but if your team doesn't have access to the robust communications tools that are now available, your team's efficiency may be less than desirable. Since most teams are made up of workers from different departments, they may have different perspectives and ideas. Having productive lines of communication can lead to better products, better services, and the production of more revenue.

Stay on Task
One crucial issue some multi-user projects need to establish early on is shared goals. Not just the result that they want to see, but also timelines, deadlines, and so on. Not every member of your team is going to think the same way and having shared goals will be important to fulfill the work as expected.

What Technology Can Help?
Technology is a big part of collaboration in modern business. Here are three…

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Marketing Ideas & Tips for Your SMB

Marketing Guide Part 2 of 4: The Bare Essentials

Continuing our discussion from our previous blog, "Marketing Guide Part 1 of 4: Your Marketing Budget", let's discuss the basics of what your marketing should entail.

The Baseline, Absolute Minimal Amount of Marketing You Should Do

Let's establish the very bare minimum of what you need to do for your marketing. This is the never-compromised, always-running background marketing that supplements your more aggressive campaigns.

The Obvious Stuff

There are a few essentials that your business needs to have for your marketing to work. First and foremost, you need a good website. It doesn't need to be a complex dog and pony show, but you do need to show off your services, your expertise, and offer incentives to try your services. Of course, you can go down the custom website route if you have the money to spend, but a prebuilt solution is a fine place to start.

Obviously, you need a logo, a domain name, an email, and a local phone number (and possibly a toll-free number if you work with non-local businesses). Always have a pocket full of nice, heavy business cards with all of this information on them.

Free Offers

Be prepared to give something away to encourage people to let you stick your foot in their doors. You could begin calling sales meeting a "free consultation" but you'll find that if you offer something with a more clear value you will get more attention. Network audits, security audits, high-value educational presentations, and DIY deliverables might get more prospects biting.

Content

Good content drives traffic. Content is considered "good" when it's constructed in a way that is understandable by your ideal prospects. Your content isn't a college thesis - it's more impressive to be easily understood than it is to show your behemothic, sagacious lexicon...

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Chris Chase
CEO

Community Spotlight: Delaware County Historical Association

![Delaware County Historical Association — Library & MUSEUM "Visit the Past"]

We're fortunate to operate in a historically fascinating area, with much of this history being preserved by the good people at the Delaware County Historical Association. We urge you to visit some of the properties owned by this 600-strong organization to learn more about the county's past and how people once lived here.

Visit the birthplace of the county itself at the Frisbee House, and explore some other original buildings that were moved to the site. Just up the road is the Christian Church at Fitch's Bridge, which hosts numerous programs and events and can be rented for your next private function—and we've barely scratched the surface on what they offer.

Visit them online at: **dcha-ny.org**

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