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Don't Abandon Your IT Projects Halfway Through



To determine this, we need to specify what constitutes "failure." In no uncertain terms, any project that

doesn't meet the objectives it was implemented to meet is a failed one. The reasons for this failure can vary greatly: poor planning, unclear resources and objectives, a lack of communication, and unrealistic expectations are all just a partial list. We could go into how each cause specifically leads to failure, but we'd rather focus on how to overcome them and lead to your success...



Read the Rest Online!
<https://dti.io/abandon>

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



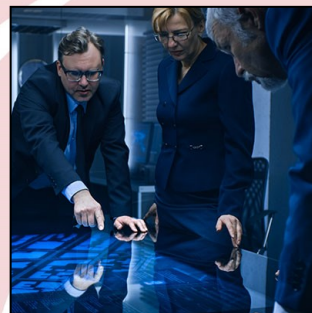
Directive Turns 30!



Our business began its journey with the purchase of a personal computer back in 1992. This purchase ignited a passion with Chris Chase, our CEO, and there was no stopping its momentum. Less than one year later, he had his first IT support client (and they are still with us, to this day!). Fast forward 30 years we've grown to be the area's largest business technology consulting firm, providing technology implementation and IT management solutions to Oneonta's businesses and providing careers for our 30+ team members.

We want to take the time during this milestone to thank all the clients we've worked with over the years. Thank you for trusting us with the care of such an integral part of your business. Thank you to our entire team who have always brought everything together and made it happen every single day, for the last 30 years. *Thank you, you are all appreciated!*

How to Develop a Security Strategy that Fits Your Needs



Today's businesses need to be prepared for threats of all kinds...that's unfortunately just fact. Modern cyberattacks are not only getting more effective, they're also able to be a lot less discerning about who they target. This creates exponentially more risk for businesses of all sizes. Let's go over how you can develop a cybersecurity strategy that helps temper this risk a bit.

What Should Your Cybersecurity Strategy Planning Process Include?

Let's go through the steps that will lead you to a better cybersecurity outcome.

1. Assess Your Risk

In order to create an effective cybersecurity strategy, you need to know the state of your current cybersecurity posture. A cybersecurity risk assessment is the first step to identifying where your biggest security deficits lie—perhaps a few team members are particularly susceptible to phishing, or a few critical updates were never installed on your network. Collecting and compiling this information, as well as the value of the data your business stores, will help ensure the later steps address your risk appropriately.

2. Establish Your Security Goals

Drawing from the overarching goals of the company as a whole for reference, determine

(Continued on page 3)



Don't Get Caught Falling for These Sneaky Spam Tricks

You wouldn't expect an email from Amazon, PayPal, your bank, Microsoft, or Google to be dangerous, right? What about an email from your family or friends, your boss, or your partner?

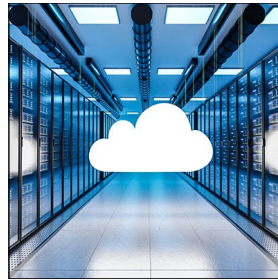
Spammers can easily mimic email addresses that look legitimate in order to give you a sense of trust. Traditional email phishing attacks have been doing this for a long time, where the scammers pose as legitimate companies like Google, Amazon, or your bank. These types of attacks are easy to just blanket out to a million inboxes, because there's a pretty good chance most recipients will have an Amazon account, or a Google account, or a Microsoft account, etc.

They can also be targeted toward specific contacts who definitely do business with an entity. If your bank suffers a data breach where the list of email addresses of their users are leaked, spammers can easily target all of them with personalized scams. Thanks to social media, it's also pretty easy to determine who a person interacts with in their daily life. You could easily look up a friend or colleague and usually figure out...



Read the Rest Online!
<https://dti.io/spamtricks>

Creating a Cloud Strategy is Easy as 1-2-3



So, you want to utilize cloud computing for your business. Making that decision is a good start, but now you need to figure out how the cloud will help accomplish the goals you've set for your business. You need to develop a cloud strategy.

Fortunately, we can help.

How to Create a Cloud Strategy

What follows are the three fundamental steps that any successful cloud implementation should start with:

Identify How You Plan to Use the Cloud

The cloud can do a lot of different things...which do you want to take advantage of? It's one thing to want to benefit from the cloud. It's another

thing entirely to identify the assorted ways that your business would benefit from doing so. Are you looking to add additional functionality to your infrastructure? Are there certain operations that your business will soon require that you can't practically support in-house? Do you need additional data storage space, or do you intend to use it as part of your business continuity preparedness? Regardless of your use case, you'll want to document everything about it, identifying various KPIs (key performance indicators) to gauge your success.

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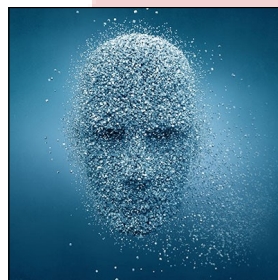
Predict and Plan for Potential Risks

There are various hurdles you might need to clear when using the cloud. Once you've determined how the cloud would best fit your business' operational strategy, you need to acknowledge...



Read the Rest Online!
<https://dti.io/cloud123>

Business Technology Concepts to Look Out for in 2023



The business world is always ebbing and flowing with new concepts, ideas, and strategies in the attempt to innovate. The more technology can be used to do things that help a business run, the more processes can be automated bringing a layer of efficiency that isn't possible without it. Let's take a brief look at some of the technology trends that small businesses will be confronted with in 2023.

Efficiency and Productivity are Top Priorities

The last few years have really shaken things up for businesses. It started with the pandemic which shifted users around, and forced many types of businesses to either adapt or fizzle out. From our perspective, we've seen a fair mix of businesses that had some

incredible growth because of their willingness to adapt.

Then we saw the collective workforce respond, as many people realized that they could work from the comfort of their own homes, which led to the Great Resignation (although it's better to call it the Great Reshuffle). This has put the squeeze on businesses that haven't responded to the new normal, making it harder to find applicants who are willing to relocate or commute when a better paying job is available and willing to let them work from home. In a recent survey, 60 percent of respondents said they would only consider an employer who would allow them to work remotely. It's a big deal for much of the workforce.

Still, even for businesses that have been able to adapt to this, productivity is...



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<https://dti.io/lookout2023>

How to Develop a Security Strategy that Fits Your Needs

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what your security needs will be in the future. This will enable you to set goals that match what your business will require. Once your goals have been identified, you should create a plan to ensure they are all achieved promptly. Don't be afraid to prioritize some of the easier objectives so their successful implementation can help motivate further progress.

3. Develop a Risk Management Plan and Security Policies

Once you have clear goals outlined, you're ready to start developing your operational security strategy. One critical aspect of this is identifying where your biggest risk factors are and what steps you can take to resolve them through assorted workplace policies.

The Rubber Ducky Hacking Tool is Back



For millions of people, the rubber ducky is a benign reminder of childhood. Depending on when you were a child,

the rendition of Sesame Street's Ernie singing "Rubber Duckie, you're the one," is ingrained in your mind every time you hear the term. Unfortunately, the Rubber Ducky we are going to tell you about today has only fond recollection for people who are looking to breach networks they aren't authorized to access or deliver malware payloads that are designed to cause havoc.

What is the Rubber Ducky?

The Rubber Ducky is a device that looks like a regular flash drive that you would use to transfer files from one PC to another. We've all used them, and with most of us moving to cloud-based platforms, they don't seem to be as popular as they once were. Well, despite that notion, the USB flash drive industry is growing at a pretty impressive 7% year-over-year, and is currently a \$7+ billion industry. That means there

are a lot of USB flash drives being created every year and that means that there are millions of them just floating around.

4. Enact and Evaluate

With your freshly devised security strategy ready to go, the next step is to put the different elements into place. Setting aggressive, but realistic deadlines for your improvements will help you complete your implementation, and regularly evaluating how effective these improvements have been will aid you in making the best decisions and changes.



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The Rubber Ducky is more than your average USB flash drive, however. It looks like one, but when it is plugged into a computer, it is read as a simple accessory like a keyboard. This means that any defensive measure that is set up to thwart potentially dangerous data transmission is already worked around when the device gets plugged in, making it much easier for the device to work for the hacker's end goals, whatever they are. Any keystroke taken while the device is open, is trusted, making the sky the proverbial limit when it comes to device access.

What Kind of Threat is the Modern Rubber Ducky?

Any USB dongle needs to be carefully considered before inserting it into your computer, but the Rubber Ducky is designed to overcome the limitations of previous versions of the hardware...



Read the Rest Online!
<https://dti.io/duckhack>



CYBERSECURITY TIPS

Saving Banking Card Information Online

It is something many people do without a second thought: saving their banking card information online. When a consumer saves their card information to a website, it is much easier for them to make future purchases. We discuss the risks involved with this option, and best practices to help keep your information safe.

View this tip and others at:

<https://dti.io/cybersecuritytips>

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Sign up to receive our **FREE** cybersecurity tips to help you to avoid a data breach or other compromise. These tips can be used to educate yourself and your employees on security best practices.

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We would *love* to hear your feedback, and would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

Thanks in advance!

<https://directive.com/review>

Marketing Ideas & Tips for Your SMB

Marketing Guide Part 3 of 4: Launching Marketing Campaigns



Once you've established the infrastructure for your marketing, it's time to get more aggressive and get in front of some new prospects. In this post, we're going to talk about what should go into a campaign to market managed IT services to local businesses.

Establish and Vet Your List

In the first blog of this Marketing series, we discussed the importance of starting a lead list and keeping it organized. You

should try to touch your leads regularly with emails if you have permission, direct mail if you don't, and phone calls.

If you've been doing this over time, that's great! You are ready to move to the next step. If not, it's time to get a lead list.

There are a lot of ways to get a lead list; your chamber of commerce might provide one or let you pay to access it, peer groups and trade shows are good sources as well, provided that you attend them. You can also purchase lists of contacts.

BEWARE: Purchasing contact lists can be a bit of a gamble unless you are willing to take the time to properly vet and prune the list before your campaign begins!

Before we pay a single cent, we painstakingly vet and research each lead we think we want. These lists often contain records that are outdated or inaccurate so it takes some time on Google and LinkedIn to verify the data and make sure they are a fit...



Read the Rest Online!
<https://dti.io/guide3of4>



HAVING AN IT ISSUE?

EMAIL SUPPORT

support@directive.com

CHAT WITH US

chat.directive.com
607-433-2200.

TICKET PORTAL

support.directive.com

MANAGED RESOURCES

Use the  icon in your desktop system tray for support options, quick links!

For more support options scan the code!



Employee Spotlight: John Holmes



One of the most important aspects of marketing a business these days is making sure that you can be found online. This is what makes John Holmes' role as our resident Search Engine Optimization Strategist so important...plus, he's a pretty cool guy to boot. That's why we're shining our spotlight on him this time around, so you can get to know him a little better.

Raised in Brooklyn. John graduated college with a degree in Studio Art and Art History, continuing his education by getting his Master's degree in Teaching and Learning. He ultimately decided to switch careers (lucky for us) and decided to put his experience in marketing and his interest in technology to proper use. He saw Directive as a good fit, and as he puts it, "I wasn't disappointed."

When he isn't doing everything he can to get Google to pay better attention to websites, he's a quiet comic fan. He actually once owned over 10,000 comics, and he jokingly(?) claims to be trying to reverse-engineer the subscription algorithm on YouTube to make a million bucks filming unboxing videos with X-Men toys action figures. When it comes to getting his news, John is still a Times man...although we're surprised he gets a chance to read the paper when he has a duo of Great Danes and a beagle to take care of. There's also a cat, but the cat has claimed its rightful place as ruler.

John enjoys the opportunity Directive gives him to continue learning and putting his expertise to use. We enjoy the opportunity to have him around. *Thanks for everything you do for us, John!*



Chris Chase
CEO

Tech Trivia

Semiconductor sales reached \$469.4 billion in 2021, despite global shortages.

Directive

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