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Don't Let Your Organization Get Bullied by Copyright Lawyers



No business owner wants to deal with potential lawsuits, but over the last few years several companies have been constructed for the sole purpose of crawling the web and finding businesses to send copyright claims to. While copyright laws are important, these businesses aren't looking to defend the sanctity of intellectual property, they are predators trying to squeeze a little money out of small businesses like yours...



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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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The Pain Points of Mobile Computing



Mobile utilization in business has been on the rise for quite some time and today's business has to stop and confront the issues that come along with it before they become problems. Like any technology that people have come to rely on outside of their job, a business' first consideration is how to make use of it for business as well. This month, we thought we would take a look at some of the pain points organizations can experience when managing their mobile devices.

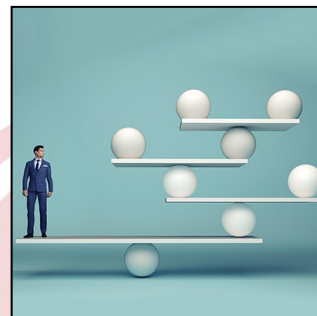
Dealing with Security

Mobile devices are everywhere. In fact, over 85 percent of people in the world are now smartphone users. That's just shy of seven billion people that are currently using smartphone technology. With that level of coverage, it stands to reason that hackers and scammers would try to develop strategies and tools that target these devices.

In order for any organization to have a mobile strategy that works, they first have to understand what they need to do to confront the situations caused by the scammers and hackers looking to get over on them. This means understanding that each mobile device that has access to your tools is an endpoint and needs to be considered a potential risk. That's why having a comprehensive mobile device management platform in place is critical if you are going to lean on your staff's mobile productivity.

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Nine Ways to Improve Productivity



Good time management leads to improved productivity. Simple in concept, but for many, the execution isn't nearly so simple. We wanted to share a few ways that you can help encourage your team to be more productive by enacting certain policies.

Before we begin, however, we need to make something clear. While productivity is a great goal to have, you need to be sure it doesn't come at the detriment of your employees. Generally speaking, increased productivity tends to lead to decreased employee engagement. It is therefore crucial that you find a healthy balance between keeping your productivity up and keeping your team engaged and happy.

Keep Track of Time

Did you know that you're more than likely far worse at estimating how long it takes you to do various tasks than you think you are? This is why tracking how much time you take on daily tasks can be eye-opening. You may be surprised how much of your time is taken up by fastidiously reviewing your email or scrolling through social media. Identifying where time can be saved is an essential part of saving it.

Take Breaks

That's right—a great way to get more work done is to stop working every now and then. Taking a break has been shown to improve focus and concentration, particularly where time-consuming, bigger tasks are involved.

Establish Strategic Deadlines

Deadlines can also help keep people productive, so in addition to the deadlines that your

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Multi-Factor Authentication (MFA) for Access Control

Passwords have always been seen as the cybersecurity control: so long as you have a good enough one, whatever it is protecting can be considered safe. This is unfortunately no longer the case. With cyberattacks on the rise—not to mention the improvements that so many of them have seen—today's businesses need a better, more effective option for protecting their networks and data.

Double Down on Your Network Security with MFA

Multi-factor authentication is that better, more effective option.

By embracing the tenets of zero-trust, MFA largely ensures that the only people able to access your network resources are those who are authorized to do so.

How does MFA work?

We're all familiar with the usernames and passwords that are required for the vast majority of online accounts. This combination takes an identifier—the username—and confirms it by checking it against a form of authentication—the password.

With MFA, *multiple factors* of authentication are required, adding...



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Collaboration Practices for Efficient Cooperation



Communication is a key part of doing business. Today, there are a variety of solutions devoted to improving your business' communications strategy in some way, shape, or form. Here, we'll go over the communications tools that businesses use today, and discuss why today's business should be invested in most or all of them.

Video Conferencing

While it's hard to beat face-to-face conversation when you're trying to communicate, video conferencing provides what is possibly the next best thing. Video conferencing solutions enable you to hold meetings with groups that could very well be separated by vast distances, without sacrificing too many of the communicative benefits of a face-to-face, in-person meeting. As a result, collaboration is more convenient via

The Pain Points of Mobile Computing

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Here are a few things a Mobile Device Management (MDM) platform will provide your organization with:

- **Remote management** - If each one of the smartphones that your business uses is an endpoint, that means that they need to be monitored and managed just like any other endpoint on your network. The MDM platform does just that. It gives your IT administrator the ability to remotely manage what exposure your work accounts have to employee-owned smartphones.
- **Bring Your Own Device** - Speaking of employee-owned smartphones, they need access in order to be a productive tool; this means that you need to have a plan for managing all the new devices that your employees bring onto your network. An MDM will help you control a BYOD

the increased accessibility to the rest of a team.

Chat Platforms

For those conversations that need little more than a sentence or two to complete, a chat platform is an excellent tool for business users to leverage. Not only do these platforms offer an efficient means of collaboration, they also maintain a record of what has been discussed and what progress has been made on a project. Teammates can share ideas and inspiration as they strike, advancing towards their final goal more effectively.

Voice over Internet Protocol

Voice over Internet Protocol (often referred to as VoIP) has proven to be an extremely cost-effective communication tool for businesses to use. As it runs off of your existing Internet connection, you can eliminate the added...



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strategy. Without it, it would be extremely difficult.

- **Work profiles** - One of the coolest features that modern mobile management brings to a company is the ability to deploy the applications your employees use in a separate work profile. This does two things: it allows workers to access the work apps they need, but also keeps them separate from the other apps on the device. Users can elect to turn the work profile on and off as they choose.
- **Integrated security** - An MDM platform provides several features that help promote secure use of mobile devices. From encryption to features that allow for lost phones to be wiped, having an MDM is a must...



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Marketing Ideas & Tips for Your SMB

Choosing the Right Website Platform



Virtually any type of business needs a website.

Whether you are a local

restaurant, a one-person CPA, or a busy manufacturer, your website is the proof that your business has a pulse. Like it or not, this will be one of the main conduits your prospective customers and clients will use to find you.

Even if your website is an afterthought, you should consider auditing it and refreshing it at least every couple years. That might not mean a full redesign from the ground up, but it

definitely needs to reflect your business and provide your visitors with enough information to take the next steps.

Whether this is your very first website for your business, or you are just planning on re-vamping your online presence, these days there are a lot of challenging decisions to make, and it's usually pretty unclear what the best path forward is. We help local businesses with their websites every day, so we're happy to set up a consultation, but in the meantime, let's take a look at one of the most challenging decisions you will need to make.

WordPress? Joomla? Drupal? Wix? What Platform Should I Build My Website On?

There are a lot of options out there for building a website, and each one is going to promise how simple and easy it is to build an amazing website. There are some caveats though, so let's break down the most common options.

Wix Website Builder

You've probably heard of Wix, and if not, you've heard of one of the many alternatives out there that are like it; Squarespace, Weebly...



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

For more support options scan the code!



Community Spotlight: Unadilla Public Library



The Unadilla Public Library has spent over a century serving and educating the Village of Unadilla. They have been a center of education, culture, and community for the village, and in this issue of our newsletter, we'd like to spotlight this local legend.

The library itself is quite literally a piece of local history, and is presently dedicated to providing information, materials, and interests to the citizens within the community. Acting as a kind of community center, the library has exceeded its role as a simple library, truly engrossing itself into the heart of the community, making itself available to the community, and offering itself as a tool to help and progress the community.

The Unadilla Public Library hopes to spend another century serving as the keepers of knowledge and community for the Village of Unadilla. Please learn more about this historical library and find out where to go to pay a visit!

Visit them online at: <https://www.facebook.com/UnadillaPublicLibrary>



Chris Chase
CEO

Tech Trivia

Some Android versions were named after desserts since Android devices make people's lives sweeter.

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