Does Your Phone System Compliment Remote Work?

By now, you've probably heard of VoIP—Voice over Internet Protocol—telephony. Chances are pretty good, in fact, that your business is currently using VoIP as a part of its communication. While we're big proponents of VoIP, it is important that we acknowledge that (like anything else) some VoIP services are better than others.

Let's take a closer look at this phenomenon and the standards you expect of your VoIP solution...

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One Employee Can Put Your Business in the Red (By Mistake)
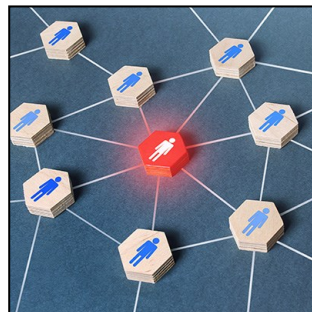
You know the old phrase, "A chain is no stronger than its weakest link?"

It's a pretty good idiom, but when it comes to cybersecurity, I think the idea is worth revisiting. It's not that you aren't as strong as your weakest link, or in terms of cybersecurity, it's not that you aren't as secure as your most vulnerable endpoint…

You are less secure the more users you have.

It Only Takes One Mistake

If you've been using email for a while, you've definitely experienced spam. You're probably pretty conditioned to ignore it by now, as are most of your employees. Spam is a fact of life, and generally, I think the average person is pretty aware that it exists.

But here's the thing; not all spam is obvious. Here's the other thing; not every user is completely immune to it. Dave from sales might finally shrug his shoulders and think "What's the risk?" and try to sign up for that $10,000 Costco gift card.

The point is, each one of your employees (again, including yourself) is being confronted with the occasional scam or attack. Cybercriminals treat this sort of attack vector as a numbers game—they know that eventually, they will slip past the defenses.

Catch someone on a bad day, or send them a scam that they happen to be receptive to, and you'll have a means to do far worse. Usually phishing attacks lead to much larger problems

Get More from Mobile: 4 Things You Can Do to Improve Your Mobile Productivity Strategy

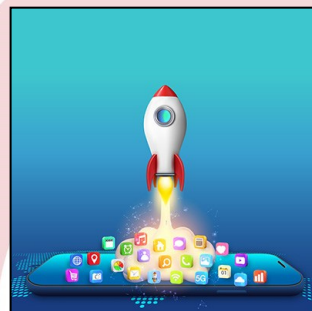Smartphones are a critical part of your business' productivity, but sometimes you and your employees might have differing views on how to translate that productivity into profitability for your business. If you want to avoid the pitfalls associated with smartphones, well, today's article might just be for you. Here are four tips and tricks you can use to get your smartphones to work for you.

Use Cloud-Based Productivity and Communication Tools

Smartphones are only as effective as the tools they are equipped with, like productivity applications and communication platforms. You'll want to ensure that you have access to your email, productivity apps, and file sharing, as well as tools that allow you to stay in touch with your team members. If you can utilize the appropriate tools, your smartphone productivity will increase considerably.

Limit Your Notifications

To optimize productivity with smartphones, you'll want to control your notifications whenever possible. The reason is simple; fewer notifications means fewer distractions. You might have important phone calls or texts to receive, but we bet that all those other notifications from social media and other apps don't need to bog down your workday. We recommend that you disable notifications from specific apps, especially during the workday or hours of

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VoIP Enables Business Communication!

The phone has effectively been a staple of professional communications since it was invented. Today, the use of the Internet has elevated the capabilities of the phone system to previously unheard-of levels… and we're here to help your business reach them.

It's time for you to embrace the business-essential features that a modern VoIP telephony system delivers, including enhanced mobility, advanced capabilities, and more. VoIP is often a more cost-effective means of engaging the telephone services your business needs, due to its reliance on the Internet as compared to an additional provider.
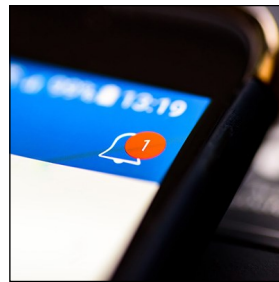
Turn to Us for Assistance
We'll help ensure that your business and its team can remain productively communicative with the newest iteration of telephone services.

Learn more by checking out our white paper, **9 Business Telephone Features You Never Knew You Wanted.**

Get Your Copy!!
dti.io/9features

How to Go Back and Look at Your Android Notifications

Have you ever cleared a notification on your phone, then gotten a sinking feeling a couple hours later, like you've missed something important? Well, worry no longer, for we will show you how to turn on your Android smartphone's notification history feature. This should alleviate at least some of the stress you might experience about clearing notifications.

First, Enable Notification History
The first step toward enabling notification history is to open your Settings app. You can do this by finding the gear icon on the application screen, or you can swipe down to find the gear-shaped icon at the top of your screen.

Next, you'll need to navigate to the Notifications section of your settings. You should then see an option for Notification History. It will likely be turned off by default, so you can turn it on using the slider button.

Access Your Notification History
Once it is enabled, you can access your notification history. To see it, swipe down like you would normally to check any notifications you might have. At the bottom of the pane, you should see the option for History. And… voila! You'll see your notification history.

Well, for the past 24 hours at least. Imagine if your phone stored more notifications than that. It would take up a huge amount of space, for sure. 24 hours is more than enough notification history to browse through if you suspect you've missed something important. If you need to go back farther than that, well, chances are that what you've forgotten probably isn't that important after all.

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One Employee Can Put Your Business in the Red (By Mistake)

like data breaches and ransomware, which can end up putting a business out of commission for a time and costing thousands of dollars or more.

What Do Effective Phishing Attacks Look Like?
The best scams look legitimate, and phishing attacks are no different. We can all joke about the bogus Nigerian prince scams (which, by the way, were still raking in nearly a million dollars a year for scammers as recently as 2019), but most phishing attacks are much more subtle.

In fact, the most effective phishing attacks look like legitimate emails coming from big entities like Microsoft, Google, Facebook, Best Buy, and popular banks. They look just like the typical emails these businesses might send you if you needed to reset your password, or were experiencing some sort of technical issue. They'll warn the recipient that there is an issue with the account, or mention that there was a large transaction that you didn't expect, and encourage the recipient to log in and rectify the problem.

The trick is, they don't send you to a legitimate page to log in—they give you a fake website that looks exactly like the real thing, but when you go to log in, you are just giving your credentials to the bad guys.

Some of these tricks are so elaborate that the user doesn't even realize they were scammed, even after they fall for it. Your user might move on and go about their day, meanwhile someone…

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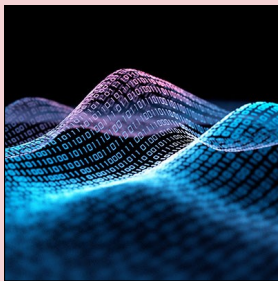
(Continued from page 1)
operations, so you can go about it distraction-free (well, in terms of notifications anyway).

Minimize Digital Clutter
Similarly, your smartphone shouldn't be packed with time-wasting applications that don't have any workplace-related purposes. This is especially important for any company-owned devices that have been issued to your employees. You must have policies in place that control the applications your employees download to these devices, as they could be taking up valuable space (and time).

Bring Your Own Device
With a BYOD policy, you're allowing employees to use their own personal devices, like their smartphones, for work purposes. This might initially seem like a bad idea, but when you consider the costs associated with providing devices for your staff, it might seem like a decent enough alternative. Furthermore, employees are more likely to be productive with their own devices, which they are familiar with, so it's often not a bad idea to at least entertain the use of BYOD. If you choose to...

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Your Business Can Get a Lot of Use from Data

Businesses can now capture and use more data to help them run an efficient business than ever before. That's not to say a lot of businesses actually do. In this month's newsletter, we thought we'd discuss the use of data and how it can be used to improve your business.

What Is This Data?
Understanding your business better is possible through data, but first you should understand what kind of information we are talking about. Data can be broken down into the following four categories:

- **Personal Data** - Data that defines the relationships you have with people is personal data. This typically includes personally identifiable information (PII), the devices used to access your systems, IP addresses and other identifying information.
- **Engagement Data** - One of the best ways to identify people's needs is how they interact with your business. This is what is called engagement data. This includes prospect interactions with marketing and advertising on any platform you conduct these strategies.

- **Behavioral Data** - Understanding behaviors will help you better understand your customer. Data such as purchase histories or how users interact when they are on a company website will tell you much about what their interest is with your business.
- **Attitudinal Data** - Getting feedback from your prospects and customers can make a big difference in the way that you go about doing things. When people fill out forms, give reviews, and the like it can give you the information you need to make strategic changes to your overall offering.

How Does a Business Use Data?
There are a lot of ways that the data your business collects can be useful. Here are a few examples:

Better Understanding Customers
Businesses that don't understand how their customers think, will have a much tougher time selling their products and making the adjustments needed to be...

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Earth Day, April 22!

It's that time of year when we are reminded to do our part to protect our planet and Reduce, Reuse, Recycle with the celebration of Earth Day.

We care about the environment and are committed to helping to reduce electronic waste. This coming Earth Day (every day really) we encourage you to recycle your computer equipment.

You can do it with us!

We make it easy to recycle your computer equipment. Simply bring your old computers, laptops, and other electronics to our offices or arrange a pick up during an onsite service call and we'll take care of the rest. We ensure that all materials are safely and responsibly disposed of, and any reusable parts are refurbished or repurposed.

By recycling your old computer equipment with us, you can help prevent hazardous materials from ending up in landfills, conserve natural resources, and reduce carbon emissions.

We also understand the importance of data security and offer two levels of hard disk data destruction services.

Join us in our commitment to the environment this Earth Day by recycling your computer equipment.

Together, we can make a positive impact on our planet!

dti.io/recycle

directive

Marketing Ideas & Tips for Your SMB

Has Your Website Traffic Dropped?

There are a lot of reasons that website traffic can fluctuate. Sometimes, it has little to do with your actual website, and more to do with outside forces. Let's take a look at some of the things that can cause major ebbs and flows in your website traffic and analytic reports.

Traffic Bots Can Easily Skew Your Marketing Data
We'll start with one of the more annoying sources of data noise out there—traffic bots. Bots aren't people, they are typically automated software that crawls the web, indexing and noting content, gathering information, or simply looking for very specific types of code. Most bots aren't actually bad. Google itself uses web crawling bots in order to observe and index the vast Internet. Most social media sites utilize bots, as do other search engines, analytic tools, and other entities. You actually want these bots visiting your website, and while they can cause some trouble for you (they can inflate traffic, chew up computing resources on the server, etc.) they are generally benign.

Not all bots are good, however. Some spam bots will overinflate your analytics, and try to send you down a rabbit hole while looking into where that traffic is coming from, and potentially lead you to a dangerous site. When you get spikes in your analytics that look like this, and it's referral traffic, it's worth being a little cautious...

Read the Rest Online!
dti.io/lowwebtrafic

Employee Highlight: Shane Black

Ever take a look at a website and think *"Wow, that's a nice website"?* Well, we are going to introduce you to a member of our team who creates and designs some of the websites we offer, perhaps he's worked on one of yours. His name is Shane Black, and he is one of our Web Designers here at Directive.

When asked what he liked most about Directive, he said the atmosphere, that everyone here is extremely welcoming and helpful! He enjoys learning new things about all aspects of web design on a daily basis. But his favorite part is that he is able to be himself and have conversations with the team, while he expands his knowledge. He enjoys working with clients as well, he is gaining more experience by interacting with you, our clients.

While not working here at Directive you might find Shane playing basketball with some friends, this is just one of his hobbies. You might be surprised to know that he holds six athletic records, which are still standing at his high school. *(Way to go Shane!)* When at home you might find him playing video games, or cooking (a hidden talent of his that he shares with his girlfriend of five years). He also has a cat named Nova, and a dog named Kobe. If he isn't playing video games, he might be watching his favorite movie of all time: *Avengers: Infinity War.*

Thank you Shane, for being a member of our team here at Directive! We look forward to helping continue your knowledge and having you bring your skills to our customers.

Directive

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

For more support options scan the code!

Chris Chase
CEO

Tech Bits
84% of businesses believe that AI will allow them to obtain or sustain a competitive advantage.

MOM, HOW COME YOU ONLY CALL ME WHEN YOUR PC IS BROKEN?

THE GUY AT BEST BUY CHARGES ME $50 PER CALL!