

## This Issue:

Spring Cleaning Your Business' Technology

Cybersecurity is a Constantly Evolving Industry

Your Marketing Needs Client Reviews to Back it Up

Tools and Strategies for Managing All the Endpoints That are Brought Onto Your Network

Opening a New Location? Let's Establish the Right IT Plan

The Less Intrusive Your Cybersecurity Plan Is, the More Effective It Will Be

Is Your Website Outdated?

### Your Marketing Needs Client Reviews to Back it Up



Recently, Google has updated its requirements to run local ads from 1 review to 5 reviews. If you've

been neglecting collecting reviews, now is the time to start, as they increase the value of your marketing efforts.

### Google Changes Local Ad Requirements

What's a local ad? Google Local Services Ads (LSA) are online ads that feature local service businesses...



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<https://dti.io/clientrev>

## 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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[newsletter.directive.com](https://newsletter.directive.com)

## Spring Cleaning Your Business' Technology



Technology is a big part of doing business for a lot of organizations. One issue that comes into play is that managing that technology can get a little much for a small organization or one that doesn't actively have some type of plan of how to organize their IT in a way that can keep that technology from being a risk or a problem. This month, we'll take a look at a couple things that can be done to clean up your IT and make it be more of a benefit to your organization.

### Choosing the Right Technology

The first thing that you need to do if you want your technology to fuel efficient business is choose the right technology for your organizational needs. Not that long ago this used to be very straightforward. You would buy servers, workstations, networking equipment, software licenses, and security tools and implement them in-house and hire an IT administrator to oversee and maintain everything. Well, today there are a lot more options available to consider. Here are a few of the new options that businesses should take into consideration.

### Cloud Computing

One of the largest growth markets in technology is cloud computing. While many organizations have been using cloud-based communications such as email and VoIP for several years, there are now reliable and secure options for data hosting, processing, and software that can work to shift an organization's IT expenses. While the tried and true strategy of hosting your own technology is still popular among businesses, more

*(Continued on page 2)*

## Cybersecurity is a Constantly Evolving Industry



Security is extremely important for every single organization that uses IT. Like any other part of a business where practices and demands change frequently, there is bound to be significant innovation involved with the strategies built to protect users and the business as a whole. Let's look at why it is important to continuously innovate your organization's cybersecurity policies and procedures.

### Continuous Rise in Data Breaches

The number of data breaches has been rising precipitously over the past few years and it reinforces just how important a conscientious cybersecurity policy is. Not only do you have to consider the strategic issues that have organizations shifting their security platforms, you need to account for the innovative changes that hackers and scammers are making, not only to their strategies but their tools.

### Some of the Largest Scams Involve Social Engineering

Psychology-based scams are the predominant way that hackers are able to gain access to outside information systems. The way this works is that a scammer will contact one of an organization's users with an email, message over instant messaging, a phone call, or any other form of communication that dictates that user to click on a link that takes them to a fraudulent site or download an attachment that will deploy malware on your computer.

While most social engineering scams aren't that innovative, there have been innovations in strategies involved, such as creating messages that look like they are coming from an actual

*(Continued on page 3)*



### Tools and Strategies for Managing All the Endpoints That are Brought Onto Your Network

It's pretty likely that your business is increasingly dependent on mobile computing. You need to have a strategy on how to ensure that your employees have access to the data and applications that run your business; and, you need to find a way to do it without compromising your organizational data security.

The IT professionals at Directive can help your business create, implement, and effectively carry on a comprehensive Bring Your Own Device (BYOD) policy, that not only gives your staff access to their beloved devices, but also does it in a way that significantly mitigates the risk to your business' information systems and data.

#### Every Business Has Gone Mobile

##### Solutions for the Growing Importance of Mobile

Mobile is increasingly becoming one of the more important parts of your business' day-to-day operations. Today, it is the predominant way people compute, communicate, and share their experiences. A vast majority of your employees—if not...



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<https://dti.io/maybyod>

## Opening a New Location? Let's Establish the Right IT Plan



If your business is fortunate enough to make it through the first stage and is looking to open a brand new

facility or add onto its current setup, you will need to figure out how you are going to use your technology. This can be a challenge.

At Directive, we find that many growing organizations don't take into account how their IT needs to grow and get more sophisticated, and it can cause some long term problems for you. This month we thought we'd go through some considerations you will have to make regarding your IT if you plan on moving your business into new locations.

## Spring Cleaning Your Business' Technology

*(Continued from page 1)*

organizations are utilizing applications that are hosted by third-party providers. This Software-as-a-Service method gives organizations the ability to easily scale their application licenses and storage while also shifting their financial requirements from a massive upfront capital expense to a more flexible and budgetable operational expense.

### Remote Security

A lot of organizations are depending on remote teams for their productivity. Obviously, there is a debate around whether remote productivity stacks up to that of in-house workers, but regardless where your business decides to do business from, you need to prioritize security. Today's hackers have much more sophisticated malware than ever before and the fact is that it only takes one wrong decision to create major problems for your business. One tool that you need if you are going to rely on remote workers is an enterprise virtual private network (VPN) tool. It

### Business Growth and IT

Information technology tends to grow more rapidly than your business does. What we mean by this is that over time you may go through frequent refreshes and start using new software that helps your business facilitate the growth you are looking for. For this reason a lot of business owners will think they have everything they need in place when they decide to open a whole other branch of their business or move locations into new space. This is definitely a mistake.

Before you decide that expanding your business to other locations is prudent you should know that you need to set up your organization to succeed. This means planning. Here are some of the...



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can provide the secure data transmission needed to allow remote workers to interact with your business' crucial onsite IT and do so without the risk of data being intercepted in transit.

### Policies and Procedures

Many times, having antiquated policies that govern the way your staff interacts and uses your business' technology are to blame for the problems you have with your staff-IT interactions. That's why it is so important to have updated policies and procedures that govern the way your staff uses the technology your business relies on. Here are some tips to properly ensure your policies and procedures are effectively deployed: Be practical - No person likes to have too many rules they need to operate under. The tendency when building out IT policy is to make things complicated to ensure that it thoroughly addresses the potential security issues...



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## Cybersecurity is a Constantly Evolving Industry

(Continued from page 1)

management or executives that will get them to act impulsively; or, innovations in the type of malware they use (such as ransomware) that can really devastate a whole organization's computing infrastructure should it be successfully deployed.

### Three Cybersecurity Innovations

Cybersecurity is an over-\$150 billion a year industry, so it stands to reason that some of the most important IT innovations are being developed by security companies. Not every new technology has proven solutions, however. Here are three innovative new tools being used by businesses to secure their IT and data.

1. **Automated Threat Management** - Using artificial intelligence, the automated threat management platform uses dynamic machine learning capabilities to identify and eliminate threats before they can become problems.
2. **Cloud Encryption** - More and

## The Less Intrusive Your Cybersecurity Plan Is, the More Effective It Will Be



Threats are everywhere in business today. You can quite literally be sitting at your desk actively working in your email and be exposed to multiple scams. With this revelation, it is essential that every organization takes the steps necessary to secure themselves against the immense amount of threats that could put their network and infrastructure at risk, and do so without making it difficult on their staff. Let's dig into what that takes in this month's newsletter.

### Comprehensive Network Security

Today's comprehensive network security looks a bit different than it did a couple of years ago. Firstly, the firewalls

more organizations are moving forward with remote employees and therefore are more apt to rely on cloud computing platforms than businesses that operate at one location. To protect data in transit, businesses are starting to use homomorphic encryption tactics that don't require packet decryption before data can be put together.

3. **Zero-Trust** - Each day many more connected devices are added to business networks and with so many devices operating as end-points, it's important that businesses have a strategy to keep unwanted or untrustworthy devices from accessing the data and resources on the network. A zero-trust policy makes certain that there are no devices accessing network-attached resources without authorization.



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and antivirus software that is used today are much more advanced than ever, meaning that a lot of the issues that were once major access points for hackers are completely off-limits to them now.

This actually has directly led to the immense amount of scam emails we all endure today. Basically, if hackers can't get in through traditional hacking methods, they will look for the weakest link, which in nearly every situation nowadays are the employees that work at any organization. This means social engineering attacks; and, a lot of them.

### Where Your Employees Fit In

So now that you understand that hackers are now backed into a corner...



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## CYBERSECURITY TIPS

### Formjacking

In the first quarter of 2019 alone, more than 1.5 million formjacking attacks occurred. And that trend is sure to increase!

In this micro training, we'll zoom in on formjacking scams: what they are, and the steps we can take to protect ourselves from the resulting fraud and identity theft.

View this tip and others at:

<https://dti.io/cybersecuritytips>

### Get our Cybersecurity Tips directly to your inbox!

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.

Sign up today!  
<https://dti.io/gettips>

## REVIEW US ON



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.

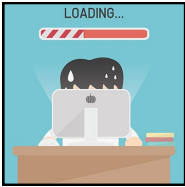
*Thanks in advance!*

<https://directive.com/review>



## Marketing Ideas & Tips for Your SMB

### Is Your Website Outdated?



Ever notice how some websites don't change much for years or even decades, while others age like milk? Of course, then there is your own website, which, depending on how you feel about it, will either feel outdated after a couple of years, or you'll love the design so much that, to you, it's timeless and never needs a change.

We're going to look at how web design standards have changed, how to stay ahead of the curve to get the most time out of your website, and talk about some of the more frustrating things that you might need to prepare for with modern websites.

#### The Nostalgia of Older Websites

The Internet is an enigma. In the early days, it was sort of a wild west, where there weren't really a lot of rules or standardizations, and anyone who wanted to put in a little bit of effort could carve out a presence.

It wasn't always pretty, and wasn't always functional, but to some, that apparently wasn't all that important. We almost get a little nostalgia for the uglier side of the early Internet.

Looking back at 1996's Space Jam website brings us back to a simpler time when usability, prospect funnels, and responsive design were all back burner for the sake of sheer artistry.

I'm being a little facetious here, but if anything showcases just how much things have changed, it's that. It's even more interesting when you realize that the website wasn't going to do anything to aid in the promotion of the movie, since it was still early enough in the days of the Internet that most people weren't online, and there weren't really a lot of ways to advertise to people who were online.

Today, a business can live or die by its website. There are still some organizations that just use their website as "proof of a pulse," but it's much more likely that an entity hopes to get...



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HAVING AN IT ISSUE?

#### EMAIL SUPPORT

[support@directive.com](mailto:support@directive.com)

#### CHAT WITH US

[chat.directive.com](http://chat.directive.com)  
607-433-2200.

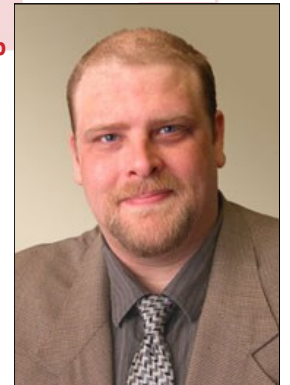
#### TICKET PORTAL

[support.directive.com](http://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!



Chris Chase  
CEO

#### Tech Trivia

The number of smart devices collecting, analyzing, and sharing data should hit 50 billion by 2030.

### Community Spotlight: Looking to Support a Few Great Causes? Help Out the American Legion Riders!



We do our best to support as many causes and organizations as we can, because at the end of the day, we wouldn't be here without the community that these causes and organizations work to benefit. This time, we wanted to highlight a cause that our leadership here has been directly involved with for a few years: the American Legion Riders.

The American Legion Riders is a global motorcycling organization that began in 1993 as a means of uniting American Legion members through their love of riding. In the years since, it has grown into a web of individual chapters that all work to fill the needs of their communities, especially those that benefit their local veterans. In Oneonta, the Riders have raised funds to support a variety of charities and causes, from local animal shelters to scholarship funds and others.

We cannot encourage you enough to support the Riders however you can. You can find out more by visiting [alrpost259.org](http://alrpost259.org).

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