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### How Scammers Almost Got \$15k from My Parents



This is a true story, and a perfect lesson on how cybercrime and scammers use your emotions against

you to get you to fall for their tricks. I think it's also a lesson on just how helpless a victim of a scammer can become, as well as how immune the bad guys are while performing these horrible acts on people.

I want to start this out with a disclaimer. My parents, while not...



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## The Pros and Cons of Gamifying Your Productivity



Productivity is the metric every business uses to determine the health of their business, how their employees are working, and how projects are being handled. Some organizations have found it helpful to gamify their productivity to incentivize efficient and thorough individual and team performance. Let's take a look at gamification, why it is so effective as a strategy, and some of the pitfalls that it can cause.

### What is Gamification?

Gamification is essentially making a game out of your business. Obviously, it isn't a game, but structuring elements of your business as one has shown to have a lot of benefits. Let's go through some of the points of emphasis should you want to enact this strategy for your business.

### Defining Goals

Gamification only works if you have a set of defined goals for your project team and individual employees. This means understanding what you need to get done. That's not to say that you can't gamify a more flexible process, but for starters you want to be able to have a measurable metric in which to set a points system.

### The Points System

Gamifying your business is effectively creating a game out of work, and to do this right, you

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## Why You Might Consider Taking Your Security to the Edge



Any business that depends on its IT—in other words, most businesses—needs to consider the cybersecurity that is in place to protect it. Today, many businesses have started focusing their cybersecurity efforts on protecting their network from the edges, an approach that is fittingly known as edge security. Let's take a moment to talk about the benefits that edge security can offer you.

### How Does Edge Security Work?

Rather than centralizing your business' security within your network, in your server, your defenses are focused at the endpoints. Most threats that your business will face would access your network through these endpoints, the outer fringes of your network. As such, establishing your security closer to the numerous devices on your network—the smartphones, workstations, and even IoT devices—can help significantly cut down on the risk of a network breach.

### Why Would You Seek Out Edge Security?

The challenge that often presents itself where these devices are concerned is that there is far less security protecting many of them, especially compared to your business' IT infrastructure, but they still often request network access. This makes them a prime target for attacks as a superhighway of sorts into your network.

### What is Involved in Edge Security?

It wouldn't be inaccurate to look at edge security as a simple reinforcement of the authentication practices that your business' network should feature at its endpoints, protecting both the physical device itself and who can use it. This kind of access control is critical to

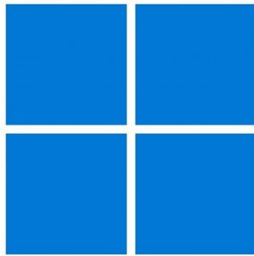
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## About Directive

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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## Windows 11 the Next Step in Operating System Excellence

Microsoft's latest version of the Windows operating system gives businesses more tools and capabilities that even its predecessors have, making it an invaluable component to any modern organization's operations as they continue to move forward. However, for all the benefits that such an upgrade provides, it is not a simple process for many businesses to complete—particularly those businesses that could be described as small, or even medium-sized.

### Windows 11 Is Microsoft's Best OS Yet

Windows 11 offers plenty that makes it a great choice for any SMB to adopt for their needs, including the following:

### With Advanced Security and Productivity Features, Windows 11 is Great for Business.

Windows 11 offers a lot of features, many of which are extremely helpful for businesses. These features include enhanced interoperability between Windows 11 and Microsoft Teams, advanced security features designed to stymie the myriad of threats from affecting your...



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<https://dti.io/win11>

## Three Communications Tools Your Business Needs



In business, good communication is essential. If you do it right, you can streamline actions that can save your

business a lot of money and build incredible efficiencies that can bring your vision to reality. Poor communication, on the other hand, can hinder a business' ability to prosper. In order for your staff to be able to communicate effectively, they need the tools to do so. Here are three tools that most businesses should have in place to help drive business forward.

### Email

You likely already have an email server for your business, but if not, then there's no better time to talk about the benefits. Not only does it let you stay in

touch with clients and give your company a professional presence, but it also gives you a way to communicate in-office with your coworkers and staff. It goes without saying how important email is, but you will want to make sure that your solution best suits your company's needs. One of the big considerations you will have to make is whether you want to host your own or out-source the responsibility to a provider. As always, it depends on your company's budget and technology management expertise.

### Instant Messaging

For cases when emails are not urgent enough, you have instant messaging. Instant messaging allows you to instantaneously connect with people within your company for whatever you...



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## The Pros and Cons of Gamifying Your Productivity

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need to have a points system in place that quantifies the completion and successful resolution of certain tasks. This can be a challenge, as it has to be created by department, or even by task.

Remember, this is a competition of sorts, but crossing over into different departments might be difficult. This is why you should gamify things that you ask all of your employees to do first. Things like cleaning their desk, completing training, or any easily measured metric.

### Rewards

There is an issue here that has to be confronted early on in the process and that is what the "winners" are going to get. You have to understand, you don't have to offer massive prizes for gamification to work. In fact, the more you offer, the more you are going to keep having to offer and it can put a strain on your business. Remember, this strategy

is about improving competition between employees. A majority of employees will be amenable to your gamification efforts as over 70 percent of surveyed workers find better engagement inside of them.

### Track and Report

Gamification can bring a layer of fun to productivity, but it is a business and the point of business is to make money. For this reason, you will want to continue to track employee performance as you would. One problem that most businesses that try to gamify their workplace encounter is that they often only celebrate the top performers. Just because you have some employees that excel doesn't mean that you don't need the contributions from every employee. By continuing to know where your employees stand, the better your operations will ultimately be.



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## Why You Might Consider Taking Your Security to the Edge

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modern security, and is all the more important when additional devices are introduced to the network. You need to know that authorized users are the only ones using them, and an edge security platform helps you to do so.

In addition to all this, encryption also plays a critical role in an edge security system. Encryption is key whenever data is in transit, which is more and more of the norm with today's heavy use of cloud resources and distributed workforces. As a result, being able to

encrypt this data is critical—even if it never actually comes into contact with your central infrastructure. Data can be encrypted both in transit and at rest, allowing it to be protected from unauthorized access at all times.

### Edge Security Relies on Enhanced Monitoring

With any security platform, including an edge security platform, the capability...



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## Looking at the Benefits of Cloud vs. Onsite Storage



Cloud storage is more affordable than ever, but so are large-capacity hard disk drives. The question becomes

which is better for your business? Let's take a look at some of the considerations and how each presents pros and cons for a business, depending on their business model.

### What's the Difference?

If you choose to store your data in on-site hard drives that are connected to your central infrastructure—as many businesses who choose to have direct control over their information systems do—you will need to ensure that your IT is set up to protect the data should those drives fail. This means not only do you have to purchase and maintain this hardware, you also have to pay people to actively manage it to ensure that it is in working order, and that it has enough storage space for your organizational computing needs. You also have to ensure that the drive itself is backed up.

By using the cloud, you basically rent the storage space from the provider. For that you get anywhere, anytime access to those files (with an Internet

connection), and you can scale the amount of space you need in minutes. This means that you aren't going to have to purchase expensive hardware and pay for maintenance; the provider handles that. They also ensure that all data is backed up.

### The Pros of Onsite Data Storage

Depending on how your organization's IT infrastructure is set up, there are definitely benefits to having your data storage in-house. First, and most importantly, you know exactly how it is managed, even though you will pay for that. If your business holds sensitive data, whether it be intellectual property or client personal information (financial or medical information especially), you have complete control over how the underlying storage facility is managed.

For compliance-based issues, this is mandatory. Another massive benefit is that you don't need an Internet connection to access the data. This is crucial for organizations that deal with sensitive or personal information.

### The Pros of Cloud Storage

Cost is the number one benefit of cloud storage. First of all, you won't have to...



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## CYBERSECURITY TIPS

### How to Keep Your Bluetooth Happy

Bluetooth is a short-range wireless technology that uses radio frequencies to exchange data between devices. But, do you know what you can do to help keep that exchange of information secure?

Find out in this Micro Training, as we explore what Bluetooth is, how it works, and the best practices you can implement to keep cybercriminals at bay.

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.

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*Thanks in advance!*

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## Marketing Ideas & Tips for Your SMB

### Using the 5 C's of Marketing to Understand Your Business'



In order to effectively market any business—a managed service provider or otherwise—it is important to have a pretty in-depth understanding of the business as it stands. However, this is often easier said than done. That being said, there is a helpful framework you can use to greatly simplify the process and ensure that you accomplish this level of understanding: the five C's of marketing.

Let's run through what the five C's are, and how to consider them in a way that gives you the most valuable insights towards optimizing your efforts.

#### What Are the 5 C's of Marketing?

The five C's are different areas where your business' details and specifics play a particularly impactful role in how your marketing strategy should be shaped. As such, it is important to have a thorough understanding of each of them so that you can leverage the information to your greatest advantage.

#### Company

Specifically in reference to how effectively your business operates and the strength of your brand, examining various details about your company gives you the data you need to not only more specifically define what it is you have to offer, but also more effectively communicate this data. These metrics—

covering things like your brand image, your competitive advantages, your service offerings, and the goals you have for your company—can help you determine where your most advantageous opportunities lie, and what your best course of action will be as a result.

#### Customers

Likewise, it is important that you're familiar with how your prospective and existing clientele operate. Understanding how the people you seek to do business with perceive their challenges and their priorities will help give you the ammunition you need to communicate with them. On a more macro...



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HAVING AN IT ISSUE?

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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

Aeromobil has introduced the world's first commercial flying car.

### Community Spotlight: Family Service Association



While we're proud of the IT services we're able to provide to the businesses of our community, we're just as proud to have worked with these businesses and assisted them in accomplishing their goals, getting to know them in the process. We wanted to take a few minutes and highlight just one of these organizations: the Family Service Association.

Established in 1909, the Family Service Association is a non-profit human service agency that provides various services to the families of Delaware and Otsego counties. Offering various programs, including multiple means of obtaining low-cost clothing, assistance with obtaining essential goods and services, and educational opportunities for all ages, the FSA provides considerable value to our community simply by carrying out its mission.

We encourage you to do what you can to support the Family Service Association's mission. Visit their website at [fsaoneontany.org/donate](http://fsaoneontany.org/donate) to donate to their PayPal, and be sure to explore the rest of their website or call (607) 432-2870 to learn more.

### Directive

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