This Issue:

How to Choose the Right Security Cameras for Your Oneonta Business

So, you're thinking about adding to your business' security with a camera system. This is an excellent course of action for any business to take—provided that it is approached thoughtfully and with discretion. There are many, many options out there, after all, which only makes it more challenging to make the right choice...

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https://dti.io/bizcam

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

You Should Make a Strategic Investment in Your Business' Technology

All small business owners are searching for ways to ensure their organization's long-term success. The truth is that it takes a dedication to building strategies that allows your business to get in the fast lane and stay there; and these strategies aren't always easy to find. Let's discuss how leaning into solid technology investment can help bring you closer to your goals.

Improved Efficiency and Productivity

One of the most significant benefits of technology for businesses is its ability to streamline operations and enhance efficiency. Automation tools, such as customer relationship management (CRM) software, project management platforms, and cloud-based collaboration tools, can automate mundane tasks and simplify complex processes. By eliminating manual labor and reducing human error, technology enables businesses to maximize productivity and focus their resources on core activities that drive growth.

5 Technology Pain Points You'll Need to Confront

Business doesn't always go the way you want it to, so many will turn to technology. Unfortunately, without the right strategies in place, organizations can run into problems integrating the right technology. This month, we take a look at some of the biggest IT pain points your business can face.

Lack of Available Capital for IT

One major problem that organizations frequently run into is having a lack of available capital to make positive changes to their business. With IT being relatively expensive, small businesses can have problems keeping up with larger companies. If you don't prioritize frequent IT improvements, you could run into situations where you are significantly lagging behind.

Holes in Your IT Support

Smaller businesses may lack the dedicated IT support needed to quickly manage IT problems. This can result in increased downtime that isn't good for any organization. What's more, some organizations leave it to untrained and unskilled employees to troubleshoot technology problems, further taking away their focus from the goals of the business.

Professional Risk Assessment

Experienced Consultants Identify Risk Before It Becomes a Problem

Directive works with organizations in Upstate New York to help them identify risks inside and outside of their direct operations to ensure that they can make the correct decisions to keep their business running efficiently and productivity. Additionally, our consultants are versed with all relevant technology-related considerations businesses need to make under federal, state, and industry-mandated regulations. This gives our clients the best chance of not only mitigating ongoing risks, but also managing long term ones.
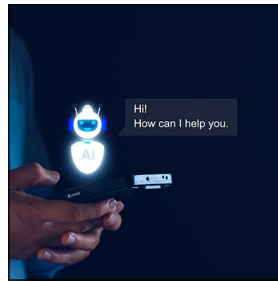
Improving Your Risk Management

Risk Can Come at Your Business From Every Direction

Managed IT Services can go a long way toward helping a business procure the technology they need to succeed, improve their access to other technology-related resources, and gain access to an experienced support team filled with the best and most knowledgeable technicians in Upstate New York. The experienced consultants and technicians at Directive are experts in identifying. And mitigating risk. When our...

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Four Practical Uses of Artificial Intelligence

In recent years, artificial intelligence (AI) has emerged as a powerful tool that can revolutionize small businesses. With its ability to analyze vast amounts of data and make intelligent decisions, AI has the potential to streamline operations, improve customer service, and drive growth. Let's explore some practical applications of AI that can benefit small businesses and help them thrive in today's competitive landscape.

Enhanced Customer Service
One of the key areas where AI can make a significant impact on small businesses is customer service. AI-powered chatbots and virtual assistants can be employed to provide quick and personalized responses to customer queries. These AI agents can handle multiple customer interactions simultaneously, saving time and resources for small businesses. Additionally, AI can analyze customer data to anticipate their needs and preferences, enabling businesses to offer targeted recommendations and personalized experiences.

Efficient Operations
AI can automate repetitive and time-consuming tasks, allowing small businesses to optimize their operations. For example, AI algorithms can analyze large datasets to identify trends and patterns, helping businesses make...

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You Should Make a Strategic Investment in Your Business' Technology

Enhancing Customer Experience
Nowadays, customer experience has emerged as a key differentiator for businesses. Technology empowers organizations to better understand customer needs, preferences, and behaviors, allowing businesses to tailor their products and services accordingly. With the advent of artificial intelligence (AI) and machine learning, businesses can analyze vast amounts of data to gain valuable insights into customer trends and make data-driven decisions. Additionally, technology enables businesses to provide seamless and personalized customer experiences through various channels that are now available to help automate redundant, yet important tasks.

Real-time Data Analysis and Decision Making
In the fast-paced business environment, making informed decisions based on accurate and up-to-date information is crucial. Technology provides businesses with real-time data analysis capabilities, enabling them to monitor key performance indicators (KPIs), track market trends, and identify opportunities or threats in real-time. With access to comprehensive data analytics tools, businesses can make data-driven decisions and minimize risks.

Expanding Market Reach
Technology has significantly expanded opportunities for businesses to reach and connect with their target audience. Through digital marketing strategies like social media marketing and email campaigns, businesses can increase their online visibility and attract a larger customer base. E-commerce platforms have made it easier than ever for businesses to sell their products or services globally, opening up new markets and revenue streams. By leveraging technology, businesses can transcend geographical boundaries and tap into a vast pool of potential customers.

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5 Technology Pain Points You'll Need to Confront

(Continued from page 1)

Issues with Security and Privacy of Data

Hackers don't care what size your business is. Small businesses are increasingly being attacked because scammers and hackers find them to be low-hanging fruit to pick from. Data breaches, malware, and other IT problems don't just hinder productivity, they can carry a vast array of problematic situations for your business.

Inefficient and Disconnected Systems

Another issue that small businesses often run into is that they don't have much in the way of integration between their mission critical applications. This can lead to inefficiency and redundancy of tasks, which is a major problem for your business' bottom line.
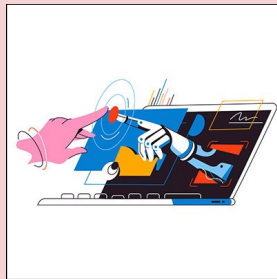
Employees Don't Have the Technology They Need

Finally, businesses need to be able to scale as needed. Some projects require new tools and if you can't get your employees the tools they need to be successful, they will take more time and can even become disgruntled. It's important that your organization has the technology your employees need to remain productive and keep your business running efficiently.

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Copilot AI Set to Make Microsoft 365 More Powerful

Artificial intelligence is becoming an integral technology for modern businesses, but you can't just roll up to the AI store and get some AI. The machine learning algorithms that make up modern AI are integrated into the software that your business relies on. Microsoft, long known for being amongst the top business computing companies, has begun to integrate AI into their software. One place that most businesses will get first-hand experience with this technology is through their Microsoft 365 subscription. We will introduce you to Microsoft Copilot and what benefits it ultimately brings users.

What is Microsoft Copilot?

Copilot is a new feature inside the Microsoft 365 productivity suite that provides users the help that they need to fully utilize the software. How does this work?

Remember Clippy, the little paperclip that would help you format your Word Documents? It's sort of like that, but also, it's nothing like that.

Copilot is a completely integrated artificial intelligence that can help users be more efficient and productive. The best part is that the AI works throughout the Microsoft 365 suite. Let's take a look at how Copilot can help users in each application.

- **Microsoft Outlook** - Microsoft's enterprise email application is improved in several ways. Users can summarize long email chains so that they don't have to fish through replies to get the necessary information they need. Copilot can also be used to quickly mark important messages while also helping users author clear and concise messages.
- **Microsoft Teams** - Teams is Microsoft's collaboration app. Not only does it streamline the scheduling process for meetings and other events, it can also help users catch up on missed meetings with a summary of what was discussed.
- **Microsoft Word** - Copilot can help anyone improve the tone and wording of their writing inside the word processor. It can also be used to help drafting and formatting documents...

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CYBERSECURITY TIPS

Phishing Email Unboxing

Did you know that the average employee receives 1.2 phishing emails per day?

In this Micro Training, we're unboxing two of the cleverest phishing emails that are currently circulating the internet so that you'll be better prepared when one lands in your inbox.

View this tip and others at:
https://dti.io/cybersecuritytips

Get our Cybersecurity Tips directly to your inbox!

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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.

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Marketing Ideas & Tips for Your SMB

I Don't Feel SEO is Working for My Business Marketing

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...

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Community Spotlight: Sunrise Family Farms, Inc.

We're happy that we get the opportunity to not only work with such a variety of great businesses as we provide them with managed services, but that this opportunity has also allowed us to learn more about these businesses and what it is that they do. Of course, since we're all about sharing information, we wanted to take a moment to share a bit more about one of these businesses—Sunrise Family Farms—so that you can learn more about them, too.

First founded by Dave Evans in his Norwich backyard in 1999, Sunrise Family Farms has grown by committing to their philosophy of taking simple, pure ingredients from local dairy farms and using natural processes to create their collection of dairy products.

Today, three members of different farming families, representing three different generations of these families, lead the 50-strong team at Sunrise Family Farms as they produce quality yogurt, kefir, and buttermilk, a mere 112 steps away from their original location. We encourage you to try out their products for yourself!

Learn more information at: fiveacrefarms.com

Chris Chase
CEO

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