This Issue:

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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Prioritize Your Cybersecurity Hygiene in 2024

A New Year can be about self-improvement. Most of us make lofty goals to spend more time at the gym, or to stop sneaking spoonful's of uncooked Pillsbury Cookie Dough right out of the tube from the back of the fridge at four in the morning. Some of us accomplish our goals, and some of us have gotten really good at hiding that Pillsbury Cookie Dough wrapper in the bottom of the trash so nobody realizes it's gone. All joking aside, it feels good to make accomplishments, and I truly hope that anything you set your mind to is able to happen for you.

If you are looking for an easy resolution that will help you sleep better at night and is extremely easy to maintain, I'd highly suggest that you prioritize your own personal cybersecurity in 2024.

It will take a little effort, but trust me, it will save you a lot of headache down the road.

Get Yourself a Password Manager

First and foremost, you'll want to start this journey with a trusted password manager. There are plenty of them out there, such as **Keeper**, **Dashlane**, **1Password**, **Bitwarden**, and **KeePass**. If your business already uses an enterprise password manager, most of the time they include free personal and family accounts, so you can take advantage of that. If not, you are going to get a paid account for yourself (most personal/family plans are only a couple dollars per month).

Protip! If your business doesn't have an official password manager, definitely reach out to Directive at 607.433.2200 to talk to us about getting a standard in place. If we can help all of

How You Backup Your Data is a Crucial Consideration

Data Backup and Disaster Recovery are essential components of any modern business. As businesses become increasingly reliant on digital data, it's essential to have strategies in place to ensure that your data is safe and secure in the event of a disaster. Let's cover the key components of an effective Disaster Recovery strategy to ensure the safety of your business' data backup. Read on to learn more about Disaster Recovery strategies and how to best protect your business data.

Why Data Backup is Crucial for Business

Data is the lifeline of any modern business. From customer information to financial records, there's no denying that data is the backbone of a company's daily operations. Unfortunately, businesses are not immune to unexpected events that could lead to data loss. This could be anything from a natural disaster like a flood or fire, to cyberattacks such as malware, phishing, and ransomware. These events can occur at any moment, causing devastating consequences for a company's operations and finances. Therefore, it's imperative for businesses to have a disaster recovery strategy in place that includes data backup best practices.

The goal of data backup is to create a copy of all important information so that it can be retrieved in the event of data loss. A good backup system is designed to prevent critical data from becoming irretrievable in case of a disaster or other events. Essentially, it's a

Keeping Sensitive Data Secured is a Responsibility Businesses Can't Take Lightly

Businesses collect and are asked to protect more data than ever before, and in many cases, they are responsible for maintaining all this data. The more data a business handles, the more risk it takes on, as it also needs to keep that data secure. At Directive, we can present strategies to improve data security and prioritize organizational and individual data privacy.

Basic Tenets of Data Privacy
Regarding organizational data privacy, businesses must confront a few significant issues. Ironically, most of these issues involve how data is shared, which can be divided into data security and confidentiality.

Data Security
Our technicians spend every day searching for the best way to secure our clients' networks and data. We customize data protection strategies, use industry best practices, and continuously monitor networks to ensure that the security demands of our clients are met. A comprehensive data security strategy is the first—and most crucial—step in keeping sensitive data private...

Read the Rest Online!
https://dti.io/dataprivacy

Two Approaches to Collaboration Your Business Can Benefit From

Collaboration is the key to many businesses' success and through the use of technology, your collaborative success could improve exponentially. The problem becomes how to determine what kind of collaboration tools work right for your situation. Today, we'll go through two different types of software that can help improve your organizational collaboration.

Project Management
Solid project management can make or break a business' ability to run efficient projects. This is because a lack of proper coordination can lead to task redundancy and wasted effort. Since the management of costs depends on the ability to maintain efficiency, collaboration via project management software features:

Real-Time Collaboration
The main benefit of any collaboration software is that it provides a centralized platform for team members to communicate in real-time. This reduces delays in the relay of information and ensures that everyone is consistently on the same page. Team members can exchange messages, share updates, and discuss project details instantly, giving project managers a construct to oversee progress and assign tasks as needed.

Document Sharing and Version Control
Another major benefit of project...

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Prioritize Your Cybersecurity Hygiene in 2024

(Continued from page 1)
your employees improve their cybersecurity hygiene, it will greatly reduce the number of risks your organization faces.

When creating your account, I want you to come up with the most secure password you've ever been able to come up with, while still making it something you can memorize. This is going to be one of the only passwords you'll ever have to memorize after we are done, so let's make sure it's a good one.

How Do You Create a Strong Password?
Strong passwords don't contain any information about you, or anything that we could possibly guess if we knew you well. They should be long, complex, and contain capital and lowercase letters, numbers, and symbols.

My favorite way to set the foundation of a strong password is to take song

lyrics I like, and take the first letters or syllables and put them into the password.

Just for an example, if I were to take Taylor Swift's "Shake It Off" and make a password out of it, here's what I might do. Let's take the lyrics:

Cause the players gonna play, play, play, play, play
And the haters gonna hate, hate, hate, hate, hate
Baby, I'm just gonna shake, shake, shake, shake, shake
Now let's turn it into some letters that I can type out while humming it to myself in my head:

ctpgppppp&thghhhhhbbijgsssss

Look at that, I was able to add a symbol without even thinking about it. We're...

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https://dti.io/secure2024

directive

How You Backup Your Data is a Crucial Consideration

safety net that businesses can rely on to ensure continuity of their operations. Data backup allows businesses to:

- **Protect critical data from threats** - With a good backup system, businesses can prevent data loss caused by natural disasters, cyberattacks, or even hardware failure.
- **Recover lost data** - A comprehensive data backup plan allows businesses to recover data lost due to human error, system failure, or external factors.
- **Prevent financial losses** - Without backup, data loss can have significant financial implications, including the loss of sales, productivity, and business continuity.

Data loss can happen in various ways and at any time. Even though many companies recognize the significance of data backup, they fail to understand the potential threats that may arise, resulting in data loss. Below are the most common data loss scenarios that businesses experience:

- **Human Error** - Employees make mistakes, which may lead to the loss of essential business data. It may happen in the form of accidental deletion or modification of critical files.
- **Hardware Malfunction** - Computer hardware such as hard drives, servers, and external storage devices...

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Are You Innovating Too Much for Your Own Good?

Information technology has become a ubiquitous tool employed by almost every organization. The ability to adapt and improve operations has become critical for maximizing productivity and creating an environment conducive to success. The pursuit of innovation, however, often considered essential, may actually hinder productivity. This month, we explore how blindly innovating might not always be the optimal path for steering your business toward success.

Innovation is undeniably vital for business. Workers engaging in repetitive tasks can quickly become bored or disinterested, leading to either complacency or frustration if not appropriately challenged. Innovation involves taking existing successful processes and improving upon them, perpetuating a constant cycle of renewal.

Yet, the same efficiency that comes from established processes can

eventually impede business growth. Legacy systems, while reliable and familiar, may incur high maintenance costs or lose effectiveness over time. Embracing new technology solutions, which are often more cost-effective, compatible with contemporary technologies, and promote enhanced collaboration and productivity, is essential for staying competitive.

However, there exists a risk of "Innovation Betrayal." Business leaders, diligently following industry advice, may find that the innovations they adopt do not yield the anticipated benefits. Instead, inefficiencies may spike, capital may be wasted, and operational effectiveness may decline. The challenge lies in justifying the spending of capital on new technologies that often don't produce the same benefits.

Supporting legacy systems is not without its risks, given the security threats prevalent in today's digital landscape. Upgrading to more secure systems becomes a priority, and a potential...

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https://dti.io/toomuchtech

CYBERSECURITY TIPS

Romance Phishing Scams

Romance Scams are yet another area in which cybercriminals are leveraging our strongest emotions to cultivate an "error-prone mindset" leaving broken hearts and broken passwords in their wake.

In this Micros Training, we'll look at some of the most common and recent iterations of the romance scam and how to cultivate the awareness it takes to beat them.

https://dti.io/ctromance

Get our Cybersecurity Tips directly to your inbox!
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SHOW LOVE REVIEW US

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

Your SEO Reports Aren't Everything

Search engine optimization can be a relatively simple concept while simultaneously being complex and nuanced. On the surface, Google advises us to focus on having a quality website and content to match, while behind the scenes, hundreds of secret metrics are weighed and balanced to deliver your ranking. Then there are the experts who have purportedly cracked the code or figured out the "one easy fix that brings instant success."

It's easy to spend a lot of time trying to figure out the best approach to your SEO, but many small and medium-sized businesses fall into the same expensive trap.

Be Honest: Do You Obsess Over Your SEO Reports?

It can be too tempting to analyze every detail of these reports, diving into the minutiae and obsessing over each thing. I want to tell you one thing right now: while these reports are hugely helpful for certain things, they won't give you everything.

For instance, you won't see how you're actually performing in rankings or what users are experiencing. You're getting the technical, behind-the-scenes stuff that might be pertinent. Whether the SEO tool is free or paid isn't a complete look at the situation. Any website would be torn apart by these reports simply because the things being reported are often things that just don't matter in the grand scope.

For instance, maybe your SEO report tells you that the title tag on one of your pages is a touch long. If the page is still ranking well, that's the important thing. If Google likes it and gets decent traffic, that one title tag probably isn't something to worry about.

That said, some technical stuff is important to know. For instance, you may have a list of 301 redirects. This would be useful because resolving them can make it much easier for Google's crawlers. There is definitely a technical side to SEO, but it isn't everything you need to consider.

The Real Utility of SEO Reports
The purpose of an SEO report...

Read the Rest Online!
https://dti.io/seoreport

Community Spotlight: Otsego Chamber of Commerce

We recognize that any small or even medium-sized business is only as strong as the community that supports it, and we are no exception. That's why we are so thankful that the Otsego County Chamber of Commerce exists.

The benefits of membership in this organization run the gamut, from improved networking opportunities to various events meant to help members improve their operations. The Chamber has proven to be an invaluable resource for us and our fellow organizations, offering tools intended to assist local business owners in managing their endeavors and assorted training seminars. We are proud to be a member and encourage any business in Otsego County to join as well.

Visit them online at: otsegocc.com

newsletter@directive.com

facebook.directive.com

linkedin.directive.com

x.directive.com

blog.directive.com

instagram.directive.com

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chat.directive.com
607-433-2200.

TICKET PORTAL
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 first webcam was introduced in 1991 at the University of Cambridge in England.

WHAT DO YOU WANT TO BE WHEN YOU GROW UP?

A DATA CENTER!