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**Small Businesses Should Keep Technology Simple**

A business has to have people who know how to balance its spending to cover its bases and keep the company healthy. For the small business it is often a matter of choices. In this month's newsletter, let's go through some of the ways that keeping it simple might just be the best strategy in terms of their technology...



Read the Rest Online!  
<https://dti.io/keepiteasy>

**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.

Visit us **online** at:  
[newsletter.directive.com](https://newsletter.directive.com)

**The Easiest Way to Commit to Strong, Secure Passwords**

In order to protect your personal information, as well as your company information, you need to put a lot of effort and brainpower into your passwords. They are supposed to be long and complex, they are supposed to be random. You are supposed to use a different password on each account...

If you are thinking to yourself, man that's a lot of work, you aren't wrong. We're on your side.

There's an easier way, and it's something that businesses can implement for their entire staff that solves a lot of headaches and goes a long way toward keeping data safe.

**Why is Good Password Hygiene so Hard?**

In order for a password to actually do its job, it needs to meet certain criteria.

*(Continued on page 2)*

**Data is a Great Thing to Have (Assuming It's Well-Managed)**

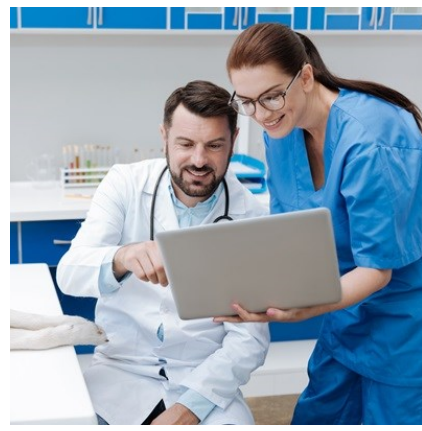
There's no doubt that data is valuable. It can improve many different aspects of a business, most notably operations, customer relations, and marketing. The more data you have, the more specific actions you can take to improve your business. But it can also be a real problem if you don't have a plan for managing it. Let's discuss some problems your data can present and how to avoid them.

**How Much is Too Much?**

As technology advances and more organizations depend on it to help with their internal decision-making and customization of their businesses, they are looking to get as much information as they can about their customers, their employees, and how their operations work.

This means that they can't just sit back and expect to get the value they're looking for out of free-standing data. You need a dedicated strategy to "clean" your data before using it to improve your business' collected knowledge.

*(Continued on page 3)*



## IT Support for Veterinary Services

Like most modern businesses, a veterinary clinic needs to have reliable IT services and support to ensure that their practice runs efficiently. At Directive, we tailor our services to the needs of our clients and can present veterinarians the comprehensive technology solutions they need to maintain that efficiency.

Some of Our Services Include:

### End-to-End Consulting Expert Technology Consulting That Works

Pets are part of our families and the better suited a clinic is to meeting the needs of their customers, the more effective they can deliver peace of mind and care. At Directive, our team of IT experts can provide comprehensive consulting to help you find and implement the right technology for your business and help it streamline operations, billing, and customer support.

### Essential Software Deployment and Support for...



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<https://dti.io/it4vets>

## Wireless Innovations You Need to Know About



Individuals and businesses alike are leaning heavily on wireless technologies to maintain near-constant connectivity.

There have been many innovations in this space over the past few years. We thought we'd take a look at some of the technology that you should know about in the wireless space.

### Wi-Fi 6 and Wi-Fi 6E

Wi-Fi 6 and its extension, Wi-Fi 6E, have significantly changed wireless connectivity. These technologies offer higher speeds, lower latency, and improved capacity, all extremely important for small businesses that handle multiple mobile devices and resource-intensive applications. Wi-Fi 6E, in particular, extends these benefits to the 6 GHz band, reducing the congestion a business could experience with many users working and providing even more reliable connections.

### 5G Networks

The rollout of 5G networks is another

game-changer for small businesses. With speeds up to 100 times faster than 4G, ultra-low latency, and the ability to connect many devices simultaneously, 5G opens up new possibilities for small businesses. From real-time video conferencing and seamless remote work to advanced IoT applications and enhanced customer experiences, 5G is set to be the wireless technology that will most revolutionize business and drive innovation of new and more dynamic software platforms.

### Mesh Wi-Fi Systems

The Mesh Wi-Fi system has emerged as a powerful solution for businesses facing connectivity issues in large workspaces. Unlike traditional routers, mesh systems use multiple nodes to create a seamless network that covers every corner of a business. This creates a network that is both consistent and reliable and eliminates dead zones.

### IoT Connectivity

The Internet of Things (IoT) has been...



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<https://dti.io/nowires>

## The Easiest Way to Commit to Strong, Secure Passwords

*(Continued from page 1)*

- All passwords need to be long, more than 14 characters.
- Passwords need to have numbers, capital and lowercase letters, and symbols.
- Passwords can't contain personally identifiable information like birthdays, names, pets, zip codes, etc.
- Each password needs to be unique and not used across more than one account.
- Don't write passwords down on sticky notes, text files, Word documents, or spreadsheets, and

don't trust your web browser to save them for you.

This poses a problem. Plenty of studies have proven that the typical human brain just isn't great at coming up with, let alone memorizing, long strings of randomized characters. In fact, typically, seven is the magic number for the typical brain when it comes to memorizing characters. Beyond that, there needs to be a pattern, or else it starts taking a lot more effort to memorize and recall something...



Read the Rest Online!  
<https://dti.io/passcommit>

## Data is a Great Thing to Have (Assuming It's Well-Managed)

(Continued from page 1)

You'll need to reduce redundant data as much as possible, capture relevant information, and build metrics that you can use to gain the necessary insights to help you better understand your business' decision-making and standing processes.

### Problems of Having "Too Much" Data

To help you better understand some of the pitfalls that businesses could face with their data management, let's review a list of the potential problems of not having a well-

thought-out data management strategy:

#### Data Overload

When there is too much data without a way to sort or clean it, it becomes challenging to sift through and identify what is relevant. This disorganization can lead to paralysis, where decision-makers are completely overwhelmed and unable to make the necessary decisions to improve...



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<https://dti.io/managedata>

## Three Best Practices to Avoid Getting Hacked



Data breaches can cripple companies and can come from a lot of different directions. They can be the

result of phishing attacks where your staff unwittingly gives hackers access to your business' resources. It can come from a brute force attack where hackers use innovative tools to break into your network. It can even be the work of disgruntled employees who use their access to steal company data. This month, we want to outline the top three things you can do to keep your business from being hacked.

### What Do We Mean By Being Hacked?

When you get the mental image of a hacker, you probably think of a heavily pierced lone operator dressed all in black at a laptop in a grubby room, flawlessly typing code. While these people may exist, most hackers are simply opportunists who use human behavior more than code to infiltrate computing systems. There are a few

actions you can take to significantly lower the chances of these opportunists accessing your business' data.

Let's go through a few:

#### Implement Strong Access Controls and Authentication

The first thing you will want to do is set up strategic access control. Most accounts nowadays come with a multi-factor authentication option that requires multiple forms of verification before granting access to systems or data. This adds an extra layer of security beyond just passwords.

Another thing to consider is setting up role-based access controls. This allows you to limit access to data and systems based on an employee's role within the company. With employees only having access to the information necessary for their job functions, you don't have to fret that they could jeopardize other data...



Read the Rest Online!  
<https://dti.io/avoidhackers>



## CYBERSECURITY TIPS

### Social Media Cyber Safety Part 1

Social media can be fun – but you should still use it with the same caution you use with any other online activity.

In this Micro Training, learn how to recognize common social media scams, such as phishing, account hijacking, and malware.

View this tip and others at:  
<https://dti.io/smcyber1>

### 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>

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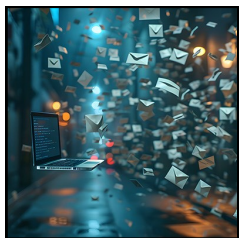
We would *love* to hear your feedback, and would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

*Thanks in advance!*

<https://directive.com/review>

## Marketing Ideas & Tips for Your SMB

### How Many Marketing Emails Are Too Many?



Email is a hugely effective tool that you can use to boost

your business' marketing efforts, provided you use them correctly. If misused, however, email marketing can be less beneficial (or worse, actively harmful) to your business' self-promotion.

Let's determine how to balance between overdoing your email marketing and neglecting your contacts so that

you can get the most value out of your efforts.

#### Unfortunately, There's No "Ideal" Number for Email Frequency

As lovely as it would be to say, "Email your contacts x times a month," and give you a concrete number for x, that isn't how this works. Too many variables are involved, such as...

- The industry you operate in
- The services you offer
- The preferences of your target audience
- The message you're sharing

That said, most businesses measured by various surveys responded best to about one email per week. Some A/B testing and some focus on your email marketing platform's metrics can help you determine your ideal rate for sending messages to your contacts.

Let's dive into some factors you'll need to pay attention to.

#### What to Look For When Deciding How Often to...



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HAVING AN IT ISSUE?

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support@directive.com

#### CHAT WITH US

chat.directive.com  
607-433-2200.

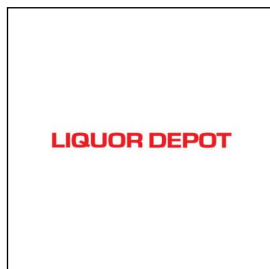
#### TICKET PORTAL

support.directive.com

#### MANAGED RESOURCES

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

### Client Spotlight: Liquor Depot



Wine and spirits have a very long history, with people crafting them for a millennia. Nowadays, we have access to a huge variety of options... many of which can be found at Liquor Depot.

Located near Hannaford in Oneonta, they feature an impressive stock of various alcohols, ranging wine to spirits of all kinds, from brandy to vodka, sourced from all around the world. If you've ever wanted to try a real Irish whisky or some authentic Japanese sake, the Liquor Depot

likely has something for you in their expansive inventory. They also host regular tastings, giving customers a chance to try something new.

Visit their website at [liquordepotoneonta.com](http://liquordepotoneonta.com) to see what they have to offer, or even better, stop in and browse. Their helpful and knowledgeable team is there to help you find what you are looking for. Tell them we sent you!



Charlotte & Chris Chase



#### Tech Trivia

The real name for a hashtag is octothorpe.

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