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We want to make sure you can get the most out of your relationship with us. In this month's newsletter, we give you three communication touchpoints so that the work we do for you helps foster more growth and efficiency in the work that you do.

Talk Openly and Often

Just like with any vendor, good communication is the key to a strong relationship between the two of us. Make sure you're checking in with us regularly...

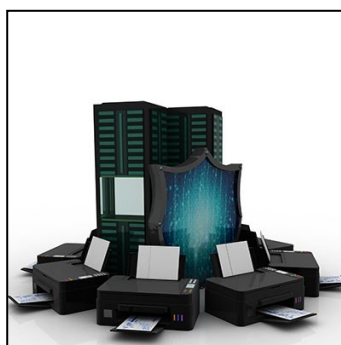


Read the Rest Online!
<https://dti.io/mspsuccess>

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

**The Office Printer: Your Overlooked Cybersecurity Risk**

When it comes to cybersecurity, office printers often fly under the radar. They're seen as simple, innocuous devices. It's easy to have the mindset that there's not much at risk—what, are the hackers going to waste some of my paper?

But here's the truth: your office printer is a potential cybersecurity risk, and a serious one at that.

Just like your computers and smartphones, printers are connected to your network. This makes them vulnerable to the same cyberthreats.

An unsecured printer can be an open door for hackers. They can use it to sneak into your business network.

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Good Vendor Relationships Can Boost Your Business

Your business requires you to make certain compromises. Still, when it comes to building a network of vendors that can help you realize your goals, you have to take some time and carefully select the people you want to have long-lasting relationships with because constantly changing vendors can cause plenty of problems for you. In this month's newsletter, we discuss how to get the most out of your vendor relationships.

Know Exactly What You Need

The first thing you need to do when picking the right vendors is to be super clear about what your business needs. Before talking to anyone, list the products or services you're looking for, including details like how much you want to spend, how fast you need things, and what quality you expect. Knowing these details helps you compare vendors easily and ensure you pick the best one. It also helps vendors understand what you need, making the whole process easier.

Research and Compare Vendors

Once you know what you're looking for, it's time to research and compare different vendors. Start by asking for recommendations, reading reviews online, or asking other

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Protect Your Digital Assets with a Comprehensive Approach to Computer Security

With the amount of threats out there targeting business IT, cybersecurity has become an important part of your IT strategy. At Directive, our team of certified IT professionals adapt a comprehensive understanding of today's threats into actionable strategies designed to keep all of your digital assets secure.

And we do mean all of them.

Our strategy is pretty simple: we not only use cutting-edge technologies and techniques, we design a cybersecurity strategy to specifically fit your organization to guarantee that you have a plan in place that covers all endpoints, pathways, and processes that your business uses. Every organization is different, and needs a careful, consistent approach to security.

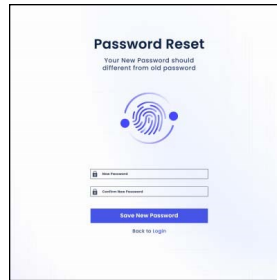
How We Get It Done

Our Thorough Approach Leaves Nothing to Chance
Since cybersecurity is a team...



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

Tip of the Month: Create Better Passwords



Think about how many online accounts you have. With so many accounts, it's important to make sure

they're secure. Creating strong passwords is one of the best ways to protect your accounts from hackers. Here's how you can create passwords that are hard to crack and keep all your online accounts safe.

Make Your Password Long and Complex

A strong password should be long and complex. Think of it as creating a secret code that only you know. Aim for passwords that are at least 12-16 characters long, using a mix of:

- Uppercase and lowercase letters
- Numbers (like 4, 7, or 9)
- Special symbols (like !, @, or #)

This combination makes your password much harder to guess or crack, as hackers use programs that try to figure out

The Office Printer: Your Overlooked Cybersecurity Risk

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In this article, we'll shed light on the overlooked aspect of office printer security. We'll also provide actionable advice on how to fortify your office printers against cyberthreats.

So, let's dive in and explore the world of office printer cybersecurity.

The Hidden Dangers of Office Printers

Office printers are more than just machines that spit out documents. They're smart devices, often connected to the internet.

This connectivity makes them a potential target for cyberthreats.

passwords quickly. A password like "Basketball123" is much easier to guess than something like "B@sk3tB@ll!9#4." The second one is longer, has a variety of characters, and isn't something easily associated with you.

Avoid Common Words and Personal Information

When you're creating a password, try not to use words that are easy to guess, like "password" or "123456." These are some of the first things hackers will try! Also, avoid adding personal details that others could know, like:

- Your name or initials
- Your birthday or year of birth
- Names of family members, pets, or favorite sports teams

Using common words or personal info makes it easier for hackers to figure out your password. Instead, try creating a random mix of characters, or use a passphrase, a sentence or a series...



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

Hackers can exploit printer vulnerabilities to gain access to your network.

Once inside, they can steal sensitive data or launch further attacks. The impact can range from data theft to a full-blown network compromise.

Even if a cybercriminal only gains access to the printer, what kind of information is sent to the printer when a user wants to print? Does that printer often print sensitive information? That type of document can be intercepted and...



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

Good Vendor Relationships Can Boost Your Business

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businesses who they trust. Don't pick the first vendor you find—compare things like how long they've been in business, how good their products or services are, and how much they charge. Ask a few vendors for quotes and see which one matches your needs the best. This way, you can pick a vendor that fits your business well.

Think About Long-Term Value, Not Just Price

It's important to look beyond just the price when choosing a vendor. While it might be tempting to pick the cheapest option, think about the long

-term benefits they can offer. Consider how reliable their products are, how good their customer service is, and if they can grow with your business. A vendor who offers cheap prices but bad service or unreliable products could cost you more in the long run. So, balance price with the value they bring to your business over time.

Keep Communication Open

After you've chosen a vendor, good communication is key to keeping...



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

An Up-to-Date Operating System is a Mandatory Piece of Software



Operating systems are the backbone of any computer or device. Whether it's your phone, a tablet, or a computer, the operating system controls how the device works, allowing you to run apps, browse the web, and complete tasks. For businesses, having up-to-date operating systems is especially important. Let's look at why this is critical and what can happen if businesses don't keep up!

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Security: The Number One Priority

One of the most important reasons for businesses to keep their OS updated is security. Every day, hackers find new ways to get into computers and steal data. If a business has sensitive information—like customer details, financial records, or trade secrets—it's responsible for keeping that safe.

When an OS is updated, it often includes "security patches" that close

these gaps that hackers could use to break in. Running an outdated OS can make businesses vulnerable to cyberattacks, which could lead to data theft, expensive fines, and a loss of trust from their customers.

Better Performance and Reliability

Updates don't just improve security; they often improve performance too. Think of it like a tune-up for a car. An OS update can make the system run faster, fix bugs, and improve how well programs work together. This is crucial for businesses because time is money. Employees need their computers to run smoothly and efficiently so they can get work done quickly.

Outdated systems can slow down workflows, cause programs to crash, or even result in data loss. These interruptions can hurt productivity and cost a business money. Keeping the OS up to date helps keep everything running smoothly...



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



CYBERSECURITY TIPS

Securing Your Computer from Eavesdropping

If you've ever had the uneasy feeling like someone is reading over your shoulder or listening from around the corner, then you already have some experience with this scamming technique.

In this Micro Training, we'll cover eavesdropping – what it is and what it means for the security of your desktop or laptop computer, as well as best practices for securing your system against it.

View this tip and others at:

<https://dti.io/pceavesdrop>

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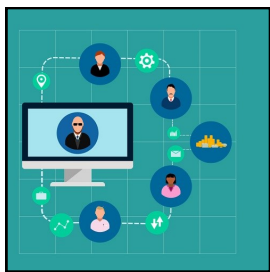
We would *love* to hear your feedback, and would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

Thanks in advance!

<https://directive.com/review>

Marketing Ideas & Tips for Your SMB

Why You Need a Formalized Referral Process



The value of a good referral should not be underestimated. Not only do they help you acquire a new prospect without the typical marketing investments you would otherwise make, but they also typically enter your marketing funnel much closer

to the purchase point than the average lead does.

However, don't make the mistake of thinking that referrals will start flowing in without some effort on your part. Let's discuss the processes you must adopt to encourage your clients to provide you with referrals.

Why You Can't Rely on Organic Referrals

If you treat your clients well,

they will probably talk about you to their business associates, maybe even friends. That's a pretty safe assumption to make. If they find out that another business is suffering from the same problem that you're actively helping them avoid, they very well might mention your company to them...



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<https://dti.io/goodreferral>



HAVING AN IT ISSUE?

EMAIL SUPPORT

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!

Spotlight: Salvation Army



If you've read our newsletters even somewhat regularly, you know that we like to take a moment to point out the good things that other organizations around us do. This time, we wanted to focus on our local Salvation Army corps and all they do to contribute to our community.

The Salvation Army as a whole began in East London in June 1864, started by William and Catherine Booth as a means of welcoming all—especially those rejected from other faiths—into the Christian Church.

Given its current name in 1878, the Salvation Army gradually adopted the metaphor throughout its structure, and today, officers don their uniforms to publicize their commitment to God worldwide.

Here in Oneonta, the Salvation Army offers a variety of programs and services to assist the community, from providing food services to running the thrift store that funds their adult rehabilitation programs. There are also many ways that the community can help in their fundraising efforts, and we encourage you to visit easternusa.salvationarmy.org/empire/oneonta/ways-to-give/ to learn more about your options.

The Oneonta Corps of the Salvation Army is open from 9 to 5, and can be reached by telephone at 607-432-5960.



Charlotte & Chris Chase

Tech Trivia

A Full Stack Developer is often familiar with 4-6 major programming languages and frameworks.

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