This Issue:

The Database Management System is Essential to Modern Computing

Have you ever searched for something on Google, played a game that remembers your high scores, or checked your Instagram messages? These apps feel smooth and efficient thanks to something called a Database Management System (DBMS) working quietly in the background. In this month's newsletter, we'll explore what a DBMS is, how it works, and why it's essential for creating a seamless user experience…

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

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

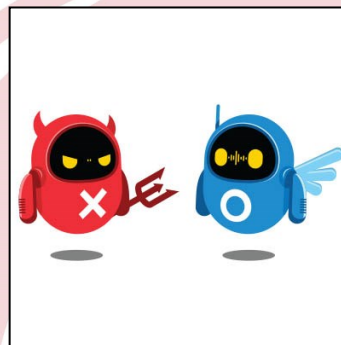## Web Design Trends that Oneonta Businesses Should Adopt ASAP

We've built thousands of websites over the last three decades, helping businesses throughout upstate New York and beyond improve their web presence and look like rockstars in front of their online audience. We've been seeing some trends that we think businesses around town would truly benefit from, and some minor grievances that occasionally crop up on local websites that we think should be addressed.

We're not going to put anybody on blast for this, after all, it's tough running a business while trying to maintain an active, up-to-date website. A lot more work goes into managing a website than most business owners realize; from keeping it secure to keeping the content updated.

The Pros and Cons of Current AI Tools

Using AI is all the rage these days. Seemingly every opportunity software developers have to add some type of AI or machine learning technology into their offerings is being taken; not only for the benefits that it gives their customers, but also for the marketing clout it immediately provides. This month, we thought we'd go into some of the ways AI is helping create more dynamic software and if it really provides end user value or if it's kind of a red herring used by developers to position their products better in a more competitive market.

AI Does Provide Value

Getting into this topic, it is clear that AI provides value in some areas. Where AI helps the most is by enhancing opportunities to automate certain tasks. For most businesses, large chunks of their available capital has to be used to support their human resources. Not only does payroll take up large swaths of money, taxes, training, and other expenses tied to their staff often severely limit their available capital. It stands to reason that companies want their largest investment to return as much as possible.

AI-fueled tools can provide an avenue to automate repetitive tasks that, while necessary, don't always add much in the way of revenue to their business. The more employees can focus on revenue-creating activities, the better, and AI-fueled

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Evolution of Cybersecurity Tools and Strategies

Technology has come a long way, but so too have the threats which leverage it to their advantage. How have the cyberthreats which target your organization evolved over time, and what can you do to protect yourself?

There Are More Risks Today Than Ever Before
Modern tools such as artificial intelligence, the Internet of Things, and the cloud give businesses more options to get their work done, but they also represent additional avenues for hackers to attack. Automation can improve your work processes, for example, but it can also make it easy for phishing attacks and other types of threats to infiltrate your network.

This type of advancement means you need to take action. Here are three questions your organization must consider for its continued security and success.
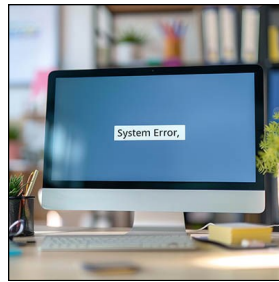
Consider These Three Questions
Let's examine some of the first questions you should consider...

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https://dti.io/evolvingtools

Three Very Common IT Issues Everyone Deals With

Any computer issue you have can be extremely frustrating, but when something happens you should know you're not alone. There are a few things that anyone that uses a computer has dealt with. This month, we take a look at three extremely common technical problems people deal with and what to do about them.

Your Internet is Criminally Slow
Connectivity is extremely important and people who deal with slow Internet speeds are at a huge disadvantage. Most everyone has been put in a situation where they get little to no connectivity. Sometimes it happens in your own house. If you are connected to a wireless network that leaves you with connectivity problems, here are some things you can try to speed things up.

The first thing you should do is do a speed test on a device to see what the upload and download speeds are that you are working with and match them with the Internet speeds you should have by your ISP. If they are substantially different, do the following:

- **Restart Your Router** - Your router is a computer and sometimes needs to be restarted. The simplest way is to unplug it or restart it, keep it off for a few minutes then start it up again. It's amazing how many times the simplest action is the best action.
- **Move Closer to Your Router** - If that doesn't do the trick, try moving closer to your router. Even with higher frequency routers that have a tougher time penetrating obstacles, the closer to the device the better your signal will be.
- **Invest in Better Internet** - Most ISPs offer multi-hundred MB connectivity, so if your speeds are slow, it might be time to go up a price tier.

Storage Problems
Are you running low on storage on...

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https://dti.io/brokenit

Web Design Trends that Oneonta Businesses Should Adopt ASAP

If you are struggling with any of that, don't hesitate to reach out to us for a free consultation—we're eager to help local businesses.

Responsive, Mobile-Friendly Websites
This is incredibly important. Around 2011 and 2012, a new design trend was becoming the standard for websites called Responsive Design. The idea came from the fact that more and more people were using different types of devices to browse the Internet, from smartphones to tablets, little tiny laptops and giant wide-screen monitors on desktops.

Responsive design utilizes special coding techniques that allow the website to elegantly expand and collapse based on the size of the screen that views it. That means when you look at a website on a mobile device, it's easy to read and navigate without pinching, zooming, and squinting, but the desktop experience is still comfortable too.

Unfortunately, the process to take an old, non-responsive site and make...

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The Pros and Cons of Current AI Tools

(Continued from page 1)

automation can do quite a bit to help a business redirect their employee attention to these activities. AI can also work to help optimize an organization's operations, making a business more efficient.

Another huge benefit that comes with AI is the ability to get information about the business quickly so that decision-makers can structure their operations to take advantage of situations and opportunities more decisively. AI runs on data and uses the power of today's computing to crunch numbers much faster than humans can pore through them. This creates situations where decision-making can be more accurate and work better for the organization as a whole. This isn't limited to customer-facing decisions either. Workplace decision-making can really improve through the insights provided by AI-fueled platforms.

AI Might Not Be as Valuable as You Might Think

Most businesses don't want to fall behind and there is evidence that this often will influence decision-making...

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https://dti.io/aitools

Tips of the Month: Five of the Best Computing Tips

Business is an increasingly digital experience. Let's face it, we spend a lot of time on our computers, so why not use them like a pro? Here are seven simple tips to make your computer life smoother, faster, and less frustrating.

Organize Your Files

Don't let your computer turn into a cluttered mess. It may be difficult to create an organized and efficient file system, especially if you have years of files stored in a haphazard manner. It isn't impossible, however. One of the best ways to keep things organized in a digital environment is to create folders for your documents, photos, and downloads in a way where it is easy to find the files you need when you need them. Think of it like putting your stuff in drawers instead of piling it on the desk. One of the best ways to do this if you need to sort through data is to move to a cloud storage environment. You can easily upload most files to the cloud with a drag-and-drop feature from your computer and you can finally have access to all that data from any device with an Internet connection.

Learn Keyboard Shortcuts

Most people know some keyboard shortcuts. Some have been used for decades, while others are kind of new to the newer versions of Windows. There are dozens that you can learn, but there are some that you should know to help you be as efficient as possible while using your PC:

- Copy - Ctrl + C
- Paste - Ctrl + V
- Select All - Ctrl + A
- Undo Action - Ctrl + Z
- Redo Action - Ctrl + Y
- Open new - Ctrl + N
- Cut - Ctrl + X
- Move between apps/windows - Alt + Tab...

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https://dti.io/5besttips

CYBERSECURITY TIPS

Recognizing and Reporting Phishing

For this Micro Training, we're doing a bait-and-switch on the cybercriminals: teaching you how to catch your own phish with tips on what to look out for, and advice on how to report suspicious activity.

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

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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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!

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Marketing Ideas & Tips for Your SMB

Enhancing Your Sales Presentation Strategy

In sales, context is everything. Crafting a compelling sales presentation remains a cornerstone of successful business interactions. In today's rapidly evolving landscape, merely delivering information is just not enough. The true measure of a presentation's success lies in its resonance with the audience. For everyone involved in the sales process, understanding this dynamic is crucial for driving meaningful engagement and fostering lasting connections.

Connect with Your Audience
Every presentation is a unique opportunity to connect with the clients or prospects you are meeting with, it's not just to deliver them information. Take a really good look at who you will be meeting with. Who are they? What challenges do they face?

Look for pain points, and needs, that you can help them with, peruse their company's website, scan their social media accounts, and recall issues they seemed concerned about from your previous conversations. This groundwork lays the foundation for tailoring your presentation to address their specific concerns.

Gone are the Days of One-Size-Fits-All
To truly captivate your audience, align your offering with their needs. Avoid rattling off the generic features, and instead focus on the promises your product or service can fulfill. When you take the time to highlight solutions to their pain points, it demonstrates that you have a deep understanding of their challenges, and it positions you...

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Community Spotlight: Saturday's Bread

Saturday's Bread in Oneonta is a community-based nonprofit dedicated to serving hot meals at no cost to anyone who wants to share them. Every Saturday from 11:00 AM to 1:00 PM, they offer a buffet-style meal at the First United Methodist Church, complete with beverages, desserts, and side dishes.

Founded in May 1992 by a small group of parishioners, Saturday's Bread has grown to include support from various businesses, community members, and civic organizations. Their longstanding success stems from the dedication of volunteers, local supermarkets, food banks, and a committed board of directors.

To learn more about volunteering or weekly menu selections, visit them on Facebook at **https://www.facebook.com/SaturdaysBread** for updates and opportunities to get involved.

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chat.directive.com
607-433-2200.

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

Charlotte & Chris Chase

Tech Trivia
In 2016, researchers estimated that the internet's total weight was approximately 50 grams.

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