

This Issue:

Why Paying for Managed IT Services is Better Than Hiring In House

Five Ways to Innovate Your Small Business

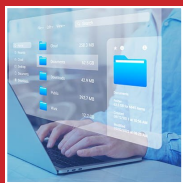
Three Tips to Better Manage Your Files

What the Internet of Things Can Do for Businesses in 2025

Five Password Practices for More Secure Accounts

Cloud-Hosted Communications Can Have a Big Impact

How to Make Images Your Most Powerful Marketing Tool

Three Tips to Better Manage Your Files

We manage all types of files in the course of doing business. Some are more important than others and often need better security, and they need to be filed a certain way so that retrieval is fast and painless. Today, we will go through three of the best practices in file management to help you get a better handle on the ever-growing amount of data you have to store.

Have a Strategy When Naming Files

The most important thing to consider...



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

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

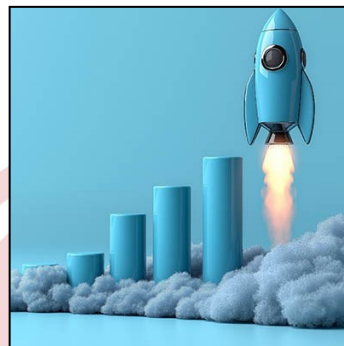
Why Paying for Managed IT Services is Better Than Hiring In House

From managing customer data to conducting online transactions to keeping your staff on task, technology plays a crucial role in every aspect of business operations. As a result, businesses need reliable IT support to ensure their systems are running smoothly and securely. While some businesses opt for in-house IT departments, others choose to outsource their IT needs to managed IT service providers. In this blog post, we will explore why paying for managed IT services is a better alternative to in-house IT departments.

The Limitations of In-House IT Departments**Lack of Expertise**

- In-house IT departments often have limited expertise and may not have the necessary skills to handle complex IT issues.
- IT staff may not have the time or resources to stay updated with the latest technological advancements and security threats.

(Continued on page 2)

Five Ways to Innovate Your Small Business

In business, innovation and productivity go hand-in-hand. When you think outside the box, you open up new ways to get things done faster, smarter, and more effectively. In this month's newsletter, we thought we'd discuss five innovative strategies to help your business reach new levels of productivity.

Automate Repetitive Tasks

One of the quickest ways to save time is by using technology to handle repetitive tasks. Tools like customer relationship management (CRM) software, inventory trackers, or even automated email responses can take over the busy work, leaving you and your team with more time to focus on creative and high-value projects. It's like having a team of virtual assistants working around the clock.

Encourage Flexible Work Hours

Not everyone is at their best from 9-to-5. Some thrive early in the morning, while others hit their stride late at night. Within reason, allowing employees to set their own schedules can increase productivity by allowing them to work when they're most energized and focused. Tools like project management software ensure that flexibility doesn't come at the cost of teamwork and deadlines.

Adopt a "Fail Fast, Learn Faster" Mindset

Innovation means trying new things, and not all of them will work out. Instead of fearing failure, embrace it as part of the process. Encourage your team to experiment with new approaches and learn from mistakes quickly. This kind of mindset can lead to

(Continued on page 3)



What the Internet of Things Can Do for Businesses in 2025

The new year is generally associated with fresh starts and new opportunities. One opportunity that will continue to demonstrate and expand upon what it can do for businesses is the Internet of Things, also known as the IoT.

Let's take a few moments to break down what the IoT is and—more importantly—what it can help you and your organization accomplish throughout 2025 and beyond.

What is the Internet of Things?

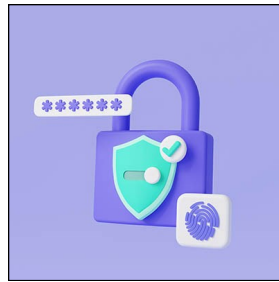
Many modern devices now incorporate the Internet into their operations, adding a litany of unconventional devices to those that would traditionally communicate with each other. No longer are computers, servers, and other IT infrastructure components the only pieces of smart technology that businesses must contend with... now there are many other devices to consider.

20 billion more, actually, compared to the (relatively) scant few million we saw two decades ago...



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

Five Password Practices for More Secure Accounts



Passwords are one of the best ways to protect your online accounts and information. Strong password are espe-

cially important for small businesses because weak ones can cause significant problems, like security breaches. Let's break down how to create and manage passwords the right way.

Make Strong, Unique Passwords

Your passwords should be strong and different for every account. A strong password has at least 12 characters, including uppercase and lowercase letters, numbers, and symbols. Don't use easy-to-guess info like your name, birthday, or common words. If creating passwords feels hard, a password generator can help create random, tough-to-crack ones.

Use a Password Manager

Password managers are apps or tools that securely save and organize your

passwords. They make it easy to log in without remembering every password yourself. Plus, they can warn you if one of your passwords has been hacked. Choose a trusted password manager with good reviews to keep your information safe.

Add Multi-Factor Authentication (MFA)

MFA adds an extra layer of security. Even if someone steals your password, they'll need a second piece of information, like a code sent to your phone or a fingerprint scan, to get into your account. Small businesses should require MFA for important accounts, like email or financial systems.

Change Passwords Regularly

It's wise to update passwords every few months, especially for accounts that handle sensitive info. This way, even if a password is stolen, it can't be used for long. Be careful with phishing...



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

Why Paying for Managed IT Services is Better Than Hiring In House

(Continued from page 1)

High Costs

- Maintaining an in-house IT department can be expensive, as it requires hiring and training IT professionals, purchasing hardware and software, and providing ongoing support and maintenance.
- A business that has in-house IT staff needs to consider the cost of benefits, vacation time, raises, promotions, bonuses, and other factors.

Limited Scalability

- In-house IT departments may struggle to keep up with the growing needs of a business, especially during

periods of rapid expansion or downsizing.

- If an IT professional has been working in the same position at the same company for several years, it's likely that they haven't been able to explore technologies outside of their wheelhouse.
- The everyday tasks of a growing business tend to fill an internal technician's day pretty quickly, making it difficult to find time to research and implement new technologies that could otherwise...



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

Five Ways to Innovate Your Small Business

(Continued from page 1)

breakthrough ideas that improve how your business operates.

Streamline Communication

Efficient communication is essential for productivity. Instead of relying on endless email threads or poorly organized meetings, explore tools that will keep everyone on the same page. Clear communication reduces misunderstandings, speeds up decision-making, and ensures everyone knows what they need to do.

Invest in Employee Growth

Your team is your biggest asset, so

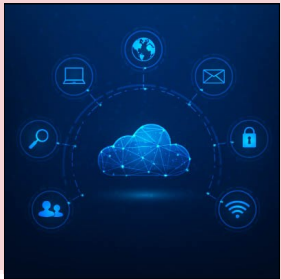
invest in their skills and well-being. Provide opportunities for training, workshops, and professional development. A motivated and well-equipped team works harder and comes up with innovative ways to solve problems and improve processes. Happy employees are likely to take ownership of their work and push the business forward.

Being innovative doesn't always mean inventing something...



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

Cloud-Hosted Communications Can Have a Big Impact



Communications are an important part of any business' offering. This can be as simple as having a phone line to as complex as to need integration of multitude of different tools designed to push your business forward.

Unfortunately, small businesses often face unique challenges when it comes to communication. Limited budgets, growing teams, and the need for flexibility mean that traditional communication systems can feel outdated or burdensome. This is why cloud-hosted communications offer a modern alternative. In this month's newsletter, we discuss cloud communications and how they can be used to your business' advantage.

You Save Money

One of the most compelling advantages is the cost savings. Traditional communication systems require substantial upfront hardware,

installation, and ongoing maintenance investments. For small businesses, these costs can be prohibitive. On the other hand, cloud-hosted systems operate on a subscription basis, allowing companies to pay only for what they need. This eliminates the need for expensive equipment and provides predictable monthly expenses, making it easier to keep costs down. Technologies like hosted VoIP make it possible to get a telephone, messaging, and conferencing solution at a fraction of the cost.

Easy Scalability

Another key benefit is scalability. Small businesses often experience fluctuations in their communication needs, whether due to seasonal demands, new hires, or business growth or retraction. Cloud-hosted systems are designed to adapt to these changes effortlessly. Adding new users or upgrading features can be done with minimal disruption, ensuring the communication system evolves...



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



CYBERSECURITY TIPS

Securing Your Workspace

What do a clean desk and a strong password have in common? They both increase security!

In this Micro Training, we will explore the possible cybersecurity repercussions that come with keeping a messy workspace.

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

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>

REVIEW US ON



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 to Make Images Your Most Powerful Marketing Tool



Modern marketing is essential to any business' operations, making it even more critical that all marketing efforts are as effective as possible. Images can play a significant role in accomplishing this goal.

Let's talk about how you can (and should) use images and other visual elements to make your content more engaging.

First: Why are Images Such an Effective Element for a Marketing Strategy to Include?

Using images makes a huge, measurable difference to your marketing's impression-generating capabilities. It doesn't matter how these images are shared; you just need to be sure that the image you use is relevant to the message.

By giving your audience images to associate with the information you are trying to convey, you can help incite a reaction in them... and this can

be for multiple reasons:

- Images help **grab your audience's attention**, as the brain processes them faster than written text. Have you ever noticed that reading a long, unbroken wall of text is more challenging than reading the same content, only with images to split it up? You might not have, as you may never have made it far enough down such a wall to take in its message. In this way, you can almost think...



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



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: Catskill Water Discovery Center

The
 CATSKILL
 WATER
 DISCOVERY
 CENTER

We have the privilege of partnering with some pretty cool organizations that work towards goals we can get behind. One of these organizations, the Catskill Water Discovery Center, works to "educate people of all ages about the precious nature of, and threats to our planet's most vital resource — pure water."

Located in Arkville, the Water Discovery Center was founded initially as the Catskill Watershed Partnership Museum, but its mission was adjusted in 2001 after receiving a grant. Now, this grant's improvements allow them to serve as an interactive classroom committed to educating its community about our shared responsibility to protect our water so that generations yet to come will have what they need to survive.

We encourage you to call and set up a time to visit by reaching out at 845-586-6622... and consider donating to help support the programs they put on for all ages. Learn more about them at waterdiscoverycenter.org!



Charlotte & Chris Chase

Tech Trivia

The fear of being detached from mobile phone connectivity is nomophobia.

Directive

330 Pony Farm Road
 Suite #3
 Oneonta, NY 13820
 Toll-Free 888-546-4384
 Voice: 607-433-2200

Visit us online at:
newsletter.directive.com



newsletter@directive.com



facebook.directive.com



linkedin.directive.com



x.directive.com



blog.directive.com



instagram.directive.com

