This Issue:

Tech Terminology: Bookmark

The Internet is home to a vast amount of knowledge. Undoubtedly you'll find yourself revisiting certain sites more often than others to take advantage of the information contained within. Thankfully, the bookmark system is a great way to make this happen, giving users an easy and efficient way to navigate back to frequently-visited websites.

What Are Bookmarks?
Just like how a regular bookmark can mark where you were last in a book, a digital bookmark can...

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

A special greeting of Thanksgiving time to express to you our sincere appreciation for your confidence and loyalty. We are deeply thankful and extend to you our best wishes for a happy and healthy Thanksgiving Day.

What an Honor!

We recently had the honor of receiving the Small Business of the Year Award from the Otsego County Chamber of Commerce at their 19th Annual Banquet and Celebration of Small Business. We are truly grateful to have been recognized as such by our peers, especially at an event such as this, surrounded by our community.

This award is a great reminder of how much we've accomplished in our 25 years of business, as well as a motivator to keep us striving to achieve more. We are thankful to our clients for their support, our great team members for all they do, and our family and friends. We wouldn't be here without you!

Check out the video we created commemorating the banquet:
https://dti.io/award

Emerging Technologies to Keep an Eye On

Information technology has always been a hotbed for future predictions. Whether it was Marconi's grand plans for wireless communications or the bold prediction that every person would be carrying around a computer that fits in the palm of their hand, the future always looks bright when new technologies are considered. But, what does the immediate future of information technology hold?

Storage
Data storage has been able to innovate pretty regularly for some time. In the past 100 years we've gone from the paper ledger, to the advent of the punch card in 1928, to the development of computer hard and floppy disks, to flash drives and external solid state drives--to today, where cloud computing provides data storage capabilities that allow for remote access from nearly anywhere.

25TH ANNIVERSARY
est. 1993

Will You Be the Latest Business to Move Your Email to the Cloud?

The cloud helps many organizations expand their territories beyond simply the physical workplace. Employees can now access data and applications on any connected device. Your office can benefit considerably from cloud-based resources, with email in particular being a standout solution for the cloud.

If you've never used a cloud-based email solution before, it can seem a little intimidating. We'll help you make the jump as easily as possible. Here are four topics to consider when implementing your own cloud-based email solution.

How is Your Email Going to Be Hosted?
Depending on your business and its priorities, you'll have a choice to make right from the get-go. Do you want to host your email on an in-house cloud server, or would you rather have someone else manage and maintain an off-site server? The choice is yours, but Directive can help in either situation.

> **"The cloud helps many organizations expand their territories..."**

Consider Archiving and Backing Up
You'll want to prioritize taking backups of your business' email correspondence. After all, you never know when it will be needed. Furthermore, when you're sure you no longer need your stored emails, you want the option to archive them away for future use, just in case. This should be a routine maintenance procedure, not something that is done every so often without any real governance.

Keep Security in Mind
Storing anything online these days comes with a gamble. While it's true that there are many security threats to deal with on the Internet, the proper security solutions will be enough to keep your organization's email as secure as possible. The standard enterprise-level Unified Threat Management solution can provide a firewall, antivirus, and even encryption to keep your email databases as secure as possible.

Take the Devices Into Account
Which devices are you using to access your cloud-based email? You should consider solutions that have user-friendly mobile applications so your employees can take their email with them on the go. Of course, this also asks them to subscribe to your organization's Bring Your Own Device policy, which can be a whole other monster in itself.

To learn more about how to effectively move your business' email to the cloud, reach out to Directive at 607.433.2200.

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Emerging Technologies to Keep an Eye On

There are some pretty interesting innovations in the way the people store data, and it seems like it will only get more detailed as we roll into the future. As people begin to max out the capacities of current hard drive technology, one especially unique way people are beginning to store data is with holographic storage systems. These use lasers to store huge amounts of data as they are writing data on three-dimensional areas rather than the two-dimensional areas found on current hard drive technology. With this volumetric shift, more data can be stored on less space and sent and retrieved at higher speeds. Experts predict that transfer speeds can approach 1 GB per second and can store thousands of gigabytes of information on a plastic disk that looks the way your typical DVD or Blu Ray disk looks.

Processing
Computers process data and how effectively they do so ultimately determines the effectiveness of the computing construct. For years the processors that go in our computers, our phones, our cars, and every other connected device have been made out of semiconductors, namely silicon. Silicon is made from sand. With the advent of quantum computers, new materials had to be used to facilitate the change in processing. Where typical processors cram billions of transistors into a single chip, quantum computing can make these chips generate heat, making the chip's makeup unstable.

In response to this problem, chip manufacturers have searched high and low for a material that can facilitate these complex computing constructs. Today, major chip manufacturers, including IBM, have begun utilizing carbon nanotubes that are made from something called graphene. Tabbed the "miracle mineral", one million sheets of graphene can be measured at just a single millimeter thick, and is known to be the most conductive material on the planet. Graphene is the first two-dimensional crystal, making it the strongest, thinnest, lightest, stiffest material ever made and has seen investment in the creation of this material go from just $20 million in 2014 to upwards of $350 million by 2024. Since 2005, over 25,000 patents have been published that use graphene. It is only a matter of time before processing will be capable of things that we would have thought only to be complete science fiction as little as five years ago.

Power
With the world's growing dependence on IT, power considerations have to be reimagined. We're all familiar with the battery. A battery stores energy...

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

Should You Outsource Your IT Project's Management?

Any project manager will tell you that there are countless issues that can get in the way of a successful implementation. To nobody's surprise, business technology can aid project management by streamlining operations and making the entire process much easier for everyone involved. We'll dig into the details about how project management software and value-based managed IT services can help you complete projects on-time and on-budget.

First, we'll tackle how managed IT can provide value for your project completion efforts, and then we'll dig into the details of how project management specifically can help.

Managed IT for Project Management

Imagine trying to work on a project, but you can't get any work done because your technology solutions just keep experiencing hiccups and other inefficiencies. This is more common than you'd think. If an employee starts having trouble with Word right in the middle of a project that demands text, this could severely impede progress. The same could be said if your network access were to fail and you are no longer able to access important files and assets.

Managed IT helps companies stay focused on project management by keeping networks maintained and managed. This means that instead of worrying about whether or not you'll be able to do your job, you'll instead be able to just do the job. With a managed service provider like Directive managing your IT from behind the scenes, you'll be able to focus time and resources where they really matter--on initiatives to make your organization more money and improve its bottom line.

Project Management Software

Of course, project management is much more than just making sure your technology is working properly. There are countless moving parts in any implementation process, including the staff who make everything happen, the resources they need for the project, and information from clients or vendors that needs to be managed and shared...

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https://dti.io/outsourceit

Powerful Conferencing Solutions Can Move Your Business Ahead

Many small and midsize companies are forced into spreading their resources out in order to compete with larger organizations. For those that are searching for a way to manage all the moving parts of business, having the means to communicate has to be at the top of the list. What makes it more difficult are that many organizations have a reliance on workers that work remotely.

For times like this, a comprehensive conferencing strategy is important. We'll take a look at what makes up today's powerful conferencing solutions, and how you can use them to find more success.

"By using a modern conferencing solution, any business can be more flexible and reduce costs."

Web conferencing offers companies the opportunity to host business meetings by simply using a computer and Internet service. In doing so, it allows them to regularly move work ahead and allow for organizational continuity. It also provides some additional benefits.

Saves on Travel Costs

Face-to-face meetings are a major part of doing business, but if teams of people work remotely or travel for sales, having video conferencing can be a solution to get your team on the same page. This will cut down on travel costs and save people a lot of time.

Speeds Up Business

Meetings can take up a lot of time and effort. When you are able to meet with your staff, vendors, and clients via the Internet it reduces all the issues that go about having to have physical meetings, and allows more to get done by reducing the time needed to meet.

Flexibility

It may be hard to schedule meetings that all parties can always attend. With conferencing, your team will get the flexibility to have meetings quickly. Administrators can send an instant message, a text message, or an email and have a meeting moving in no time.

Builds Engagement

Conferencing provides a business the opportunities to engage with current and potential clients. With options that allow people to share their screen, collaboration is as possible now as if the parties were in the same room. A strong conferencing solution will have built-in webinar options giving you the ability to conduct several different types of remote conferences, while allowing each attendee to speak or type into the interface to improve their engagement.

By using a modern conferencing solution, any business can be more flexible and reduce costs. To find out more about how your business can utilize a conferencing solution to improve its communication and get business moving fast, call Directive today at 607.433.2200.

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directive

Can You Use Help with Your Customer Relationships?

Understanding what your customers need is a crucial first step toward improving the way your organization communicates with them. They expect a certain level of service, so how can you make sure to maintain it while still leveling with them on what they require of your business? A customer relationship management software, or CRM, is invaluable toward this end.

What is Customer Relationship Management?
Any good relationship needs maintenance every now and then, and the same can be said for your relationships with your clients. You can use a CRM to gauge the success of interactions with your clients, all while working toward developing a solid relationship with them to facilitate repeated purchases or transactions. If you collect data from your contacts, you could turn prospective clients into dedicated customers.

You can collect data from your website and social media activity, as well as your communication solutions like live chat and telephone conversations. Additionally, the customer's purchase history can be used to glean insights into how you can best target specific clients and make them more lucrative. Some CRM software solutions can automate certain processes to make it easier for businesses to pull off marketing campaigns, and you can use the information to make more informed decisions about how to go about communicating with your particular consumer base. You can even save on labor by using a pre-recorded message during a call campaign accompanied by a voice menu to help customers reach who they want to speak to.

A CRM can also help you keep internal tasks in check. Some examples are human resources, analytics processing, and workflow automation. CRMs are even beginning to move in the direction of artificial intelligence to better predict what consumers will desire in the near future. And, of course, as is the case with most services out there these days, you can either use a cloud-hosted or on-premise CRM solution--whichever your organization needs most.

Using a CRM Solution
A CRM can be used in many ways, especially by a modern business that's connected to social media platforms and other online outlets. You can monitor keywords and other brand mentions to see what people are talking about, and you can even use social media to address the needs of your consumers in a direct fashion.

A CRM system can also be used in your organization's contact center, collecting data from calls and marketing initiatives. In this particular case, it's incredibly efficient for helping guide your clients through the marketing funnel and making their experience with your business as streamlined as possible.

Does this sound like just the right solution for you? To find out, give us a call at 607.433.2200.

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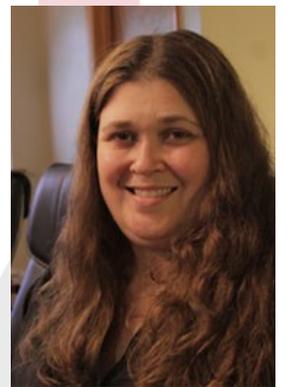
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NOOOO! THAT'S FOR MY INSTAGRAM!