This Issue:

The Best Oneonta Business Telephone Systems

This is a comprehensive guide for businesses in Otsego County on picking a reliable, capable phone system. The truth is, businesses throughout Oneonta and the surrounding area have been at a bit of a disadvantage over the years, as local telecom providers haven't been keeping up with modern technology, and the alternative options are geared towards residential use.

Let's explore the latest trends, features, cost savings, and benefits of modern phone systems, to ensure...
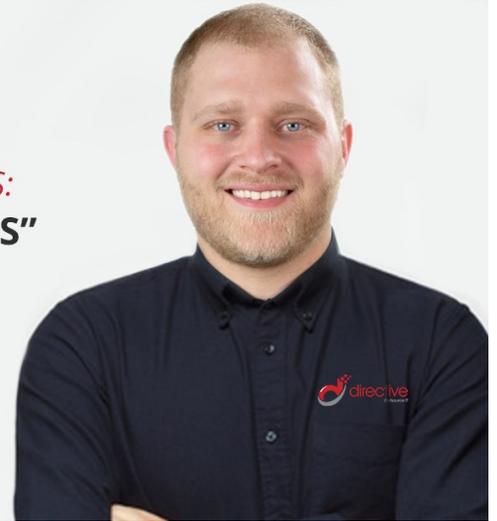
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About Directive

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.

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It's Probably Time to Consider a Change

Ask anyone that runs a business and they'll tell you that it's not one thing, it's dozens of interconnected tasks that make up an efficiently functioning business. The smaller a business is, the more that the people that work in it need to do. This month, we wanted to discuss how even small investments in technology can make a massive difference in the way a business operates.

Analog Pain Points

All businesses deal with situations that surprise them. Sometimes these situations happen routinely and need to be addressed and other times they just pop up unannounced and can cause anything from downtime to larger, more permanent challenges.

Unfortunately for smaller organizations, their processes dictate that people spend more time focusing on completing task after task. This grind can not only be detrimental to keeping talented workers, it sets up a situation where, should there be any extended interruption from that focus, it could have dire consequences for the business. Many small businesses rely on tried and true methods that have worked to keep the organization running for a while. Some are inefficient, some aren't, but regardless of the business you run, automation works.

Streamlining Operations and Increasing Efficiency

Technology can streamline various aspects of small business operations. implementation of cloud-based solutions, automated systems, and project management tools go a long way toward building a more efficient and easier-to-manage business.

Building Better Customer Experiences

Customer satisfaction is paramount for the growth and success of any business. In this section, we will explore how technology can be leveraged to improve the customer experience. We will discuss the implementation of customer relationship management (CRM) software and online customer support systems. These tools can help small businesses build stronger relationships with their customers, increase engagement, and ultimately boost the number and frequency of sales.

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IT for Engineers

Providing Engineers the Technical Solutions Needed to Solve Operational Problems

Engineers are problem solvers. They design and oversee processes that fuel modern industry. At Directive, we have developed a comprehensive information technology strategy that supports engineers, regardless of the industry they work in. We can help build workplaces with the comprehensive tools and technology support required by professional tinkerers. Engineers need to be able to focus on what they are doing rather than worrying about whether their technology is reliable enough to get the job done.

The Technology Engineers Need Our IT for Engineers Platform Provides Robust Technology

Engineering covers a lot of ground, but it is rooted in finding practical solutions for problems. This is why data management is so crucial to facilitate the needs of this job. Today's technologies are designed for data collection with analysis in mind and can be of great benefit to engineers in the process of designing and implementing changes to process and to ensure the viability of the

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Why Routinely Patching Your Organization's Software is Important

Technology is increasingly important for business, which is why when making decisions about what technology to use and how to use it, decision makers need all the information they can get. Since businesses today depend more on software than ever, it is extremely important that you know why it is so important to keep your business' applications updated and patched.

Let's look at four benefits businesses will get out of having up-to-date software.

A More Secure Network
Probably the most important reason to update your organization's software is to improve cybersecurity. The constant (and rapid) evolution of cyberthreats make it imperative that you do everything you can to keep those threats off your network. By installing patches and updates, you do your best to protect your network and data for threats looking to use software-related vulnerabilities to break into your business' network.

Program Stability
Software is imperfect. Even the best software has its fair share of bugs and glitches. When new software updates are pushed out by the developers, they often fix some of the more underwhelming parts of your software. By having a consistent update and patch management strategy, you will get… the software that developers intend you to have…

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Advanced Cloud Platforms Can Improve Your Organizational Flexibility

The cloud computing landscape has witnessed remarkable advancements, offering businesses and individuals a wide array of advanced cloud options. These cutting-edge technologies have revolutionized the way we store, access, and process data, empowering organizations to achieve unparalleled scalability, flexibility, and cost-efficiency. This week, we will delve into some of the most prominent advanced cloud options available today, highlighting their key features and benefits.

Infrastructure Cloud Options
Infrastructure as a Service (IaaS) is a fundamental cloud computing model that provides users with virtualized computing resources over the Internet. With IaaS, businesses can leverage virtual machines, storage, and networking capabilities without the need to invest in physical infrastructure. Leading providers offer a vast array of advanced features, including auto-scaling, load balancing, and disaster recovery. This allows organizations to efficiently manage their IT infrastructure while focusing on their core competencies.

Hosted Applications
Software as a Service (SaaS) is a cloud computing model that delivers software applications over the Internet. This eliminates the need for users to install and maintain the software on their local devices. Well-known SaaS providers offer advanced cloud-based applications for various business needs, such as customer relationship management (CRM), project management, and collaboration. By adopting SaaS solutions…

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It's Probably Time to Consider a Change

(Continued from page 1)

Having a strong online presence is essential for small businesses. Building a robust website, integrating online payment systems, and undertaking social media marketing strategies can help build your business' profile with customers; a strategy that is almost essential in today's digitally-driven marketplace.

Data Analytics and Business Insights

Data is increasingly becoming a valuable asset for businesses across all industries. In this section, we will explore how technology can help small businesses gather, analyze, and utilize data to gain valuable insights. We will discuss the implementation of data analytics tools, customer behavior tracking, and predictive analysis. By harnessing the power of data, small businesses can make informed decisions, identify trends, and stay ahead of the competition.

Change Isn't Always Easy, But We Can Help

Yes, investing in your business can be expensive and time-consuming, and, as a result, stressful to do. There are a lot of small details that can have a large impact on the end results you experience, which can make it hard to take the first steps toward real, meaningful and measurable change.

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Four Tools Small Businesses Must Consider

Small businesses are increasingly dependent on technology. If your business is looking to invest its capital into operations, the following digital tools can go a long way toward helping you meet your short and long-term goals.

Communication and Collaboration Tools

Effective communication and collaboration are vital for any small business. Utilizing collaboration tools can facilitate seamless communication among team members, improve productivity, and enhance project management. These platforms provide real-time messaging, file sharing, and video conferencing capabilities, allowing your team to collaborate effortlessly.

Customer Relationship Management System

Maintaining strong relationships with customers is essential for small businesses. Implementing a CRM system can help you track customer interactions, manage leads, and analyze data to make informed business decisions. By implementing a CRM system, you are able to streamline your sales and marketing processes, enabling you to maintain long-term customer loyalty by providing personalized experiences.

eCommerce Platforms

The rise of online shopping has opened new doors for small businesses. Establishing an online presence through eCommerce platforms allows you to sell products and services to a global audience. These platforms offer user-friendly interfaces, secure payment gateways, and out-of-the-box customizable templates, making it easier than ever to create a professional online store.

Cloud Storage and Backup Solutions

Small businesses often deal with large amounts of data that need to be securely stored and backed up. Cloud storage services offer a reliable and accessible solution. By storing your files in the cloud, you can easily access them from anywhere, collaborate with team members in real-time, and ensure data protection through automated backups.

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Marketing Ideas & Tips for Your SMB

Your Business Needs a Facebook Page...Here's Why
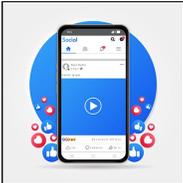
Businesses have been able to create specific pages to represent themselves on Facebook since November of 2007, opening the door for many great opportunities. If you haven't established a presence for your business on the social network, or you haven't fully utilized it to this point, you're missing out.

Let's run through three reasons that a Facebook presence is an excellent asset for your business to have in support of your marketing efforts.

Reason One: It Keeps You in Front of Your Audience

While there are various statistics out there that claim different times spent each day on Facebook by the average person, the point still stands that there is still a window where they will be online and absorbing the content on the platform. Utilizing Facebook helps you to potentially capture their attention during this time, encouraging increased impressions and generating more engagement.

This has benefits whether you're concerned with attracting new business or keeping your current clients engaged and interested in your services, too. Not only does Facebook offer its business pages a lot of helpful tools and capabilities, it gives you the opportunity to get your messages in front of people who aren't necessarily following you, but would be interested in what you have to offer. Let's break down both aspects briefly...

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dti.io/bizfbpage

Employee Spotlight: Erica Hall

We offer a lot of different services here at Directive, and it is only because we have a team of awesome, talented people working with us that we are able to do so. We wanted to take a few moments and introduce you to one of these team members, Erica Hall, so you share the privilege we have to get to know her, too.

A native of nearby Otego, New York, Erica's educational background is diverse and varied, with various health-related associate's degrees—one in health information from Perdue University and one in health coaching from the Institute for Integrated Nutrition—as well as a bachelor's degree in design and animation from Alfred State. This background ultimately led her to our marketing team, where she enjoys the flexibility and humor that her position offers. Erica particularly appreciates how her teammate Kelly was so enthusiastic during her training process.

When she isn't contributing to the success of our team, Erica can be found spending her time at home, practicing her art and cooking as she spends time with her young daughter. Someday, she hopes to spend some time with the monks as she hikes in Tibet, ideally meeting the Dalai Lama. She also wants to visit Japan for some "legit sushi", including the puffer fish that really needs to be prepared properly. We hope you get the chance to safely try some, Erica, and thank you for being a valued part of our team!

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CEO

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I REALLY THINK IT'S TIME TO UPGRADE THE MEMORY.