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You Can't Win 'Em All, but You Can Be Ready

For competitive people, hearing the words “can't win 'em all” is infuriating. You want to win! These words, however, are completely true. Sometimes in business, you just lose. You may not be able to meet every deadline or win every sale, but there are things you can do to put your business in the best position to meet your goals. Today, we thought we would list a few things having the right technology strategy can do to help your business.

Get Every Tool You Need in the Cloud

There are many tools that can help you be successful. Certain specific tools can help you build a more efficient business pretty rapidly. For years, software tools would require buying a license for the year, but today, this situation is much different because of the cloud. Nowadays, any tool you could possibly use is available as a SaaS offering.

What is SaaS?

SaaS stands for Software as a Service. Essentially, most software developers make their products available through a cloud platform that they host, manage, and

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Proactive Management Has Several Benefits

All organizations rely on their information systems to be consistently available when required, with some businesses being unable to function without them. When these systems undergo necessary maintenance, such as software patches, it can pose challenges for employees who rely on their continuous availability. In this discussion, we delve into the proactive approach to IT maintenance, exploring its strategic benefits in preventing downtime for businesses.

Understanding Downtime

Downtime in a business context refers to any period during which employees are unable to perform crucial business functions, hindering their ability to contribute to revenue generation. From an information technology perspective, downtime occurs when users cannot access the computing resources invested in by a company. This issue is among the most costly in the realm of business-related challenges and can impact operational effectiveness long after the incident has been resolved.

Defining Proactive Maintenance

To ensure optimal uptime for a business' technology, it must be actively managed and maintained. Adopting a proactive approach, where technology issues are addressed before they disrupt operations, minimizes the impact of downtime-induced losses. By staying ahead of potential breakdowns in information systems, businesses can maximize uptime and enhance overall productivity.

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We Recycle eWaste! #Earthday

Last year we recycled a total of **2,104 pounds of eWaste!** We aim to beat that record this year, and you can help!

Knowing we can help, please don't just throw away your old electrical and electronic equipment. Let us help you dispose of those items responsibly!



Learn more online at:
<https://dti.io/recycle>

Who We Are

We are a technology consulting firm specializing in technology implementation and management for area businesses. We strive to sustain growth and foster healthy relationships with and for our clients.

Visit us **online** at:

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Ensuring Our Clients Remain Within the Regulatory Framework They Operate Under

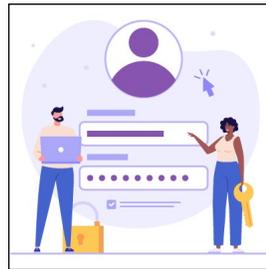
Every organization is subject to a series of regulations that they need to meet, many of which directly impact their IT strategies. Organizations that fail to meet their regulatory responsibilities face massive fines, costly audits, and other negative situations. At Directive, our team of expert technicians are adept at keeping up with current and emerging regulations and keeping our clients' technology practices in line with them.

With our compliance services, our technicians take control of an organization's compliance needs. Additionally, when new regulations are mandated, our team takes responsibility for ensuring that your technology and coordinated practices meet these standards. With this critical task covered, you not only get the high-functioning technology your business needs, you remove what can be a stressful and often complicated process from affecting the profitability of your business...



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Understanding How to Secure Your Password-Protected Accounts



One of the first lines of defense against unauthorized access is the creation of a robust password. By now you understand that not all passwords are created equal, however. Here are five indispensable tips to keep your accounts secure.

Complexity is Key

The foundation of a strong password lies in its complexity. Avoid easily guessable combinations such as "123456" or "password." Instead, create a password that includes a mix of uppercase and lowercase letters, numbers, and special characters. This complexity significantly enhances the strength of your password, making it more resistant to brute-force attacks.

Unique Passwords for Each Account

Reusing passwords across multiple accounts is a common yet risky practice. If one account is compromised, all linked accounts become vulnerable. To mitigate this risk, generate unique pass-

words for each of your online accounts. Consider using a reputable password manager to help you organize and store these complex combinations securely.

Length Matters

Longer passwords are generally more secure. Aim for a minimum of 12 characters, and don't be afraid to go even longer if the platform allows. Longer passwords create a larger search space, making it more challenging for attackers to crack them. A passphrase, a sequence of words or a sentence, is an excellent option for creating both long and memorable passwords.

Regularly Update Your Passwords

The digital landscape is dynamic, and cyberthreats continually evolve. To stay ahead of potential security risks, make it a habit to update your passwords regularly. Set a schedule to change passwords every three to six months or sooner if a security breach is reported on your platform. This simple yet...



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You Can't Win 'Em All, but You Can Be Ready

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maintain for a monthly rate. The more advanced the technology, the more you pay. For example, there are plenty of free open-source software out there that you can use, but much of those offerings may not integrate with other software or it may not have the advanced features of other applications.

SaaS can present a few major opportunities for any organization. In fact, you can get about anything you want in the cloud nowadays. You can get productivity tools, advanced tools such as AI, and communications tools

like email and VoIP (Voice over Internet Protocol). Let's take a look at four major benefits SaaS can provide:

Cost Effectiveness

One of the main benefits of the cloud in general, and SaaS in particular, is that without massive investment and with generally average technology, organizations can get access to applications that can help them compete with larger, more well-funded companies...



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Proactive Management Has Several Benefits

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Implementation of Proactive Maintenance

By leveraging advanced technology, IT administrators can systematically monitor every aspect of the technology infrastructure. This proactive monitoring allows them to identify and resolve issues before they lead to any downtime. While technology may not always function flawlessly, proactive management can prevent various challenges, including downtime, increased costs, revenue loss, and more.

AR Sets Up a New Reality



You've probably heard of augmented reality by now. If you are a fan of sports on TV, especially. Every time

your favorite team faces a 4th and 1, the lines that you may take for granted on the field is AR. It augments the image with overlays of information that makes what you are looking at more immersive. As businesses continue to evolve, integrating augmented reality can be a game-changer. Let's explore four compelling ways in which augmented reality can work wonders for businesses.

Enhanced Customer Engagement

Augmented reality opens up new dimensions for customer engagement by providing immersive and interactive experiences. Retail businesses, for instance, can utilize AR to allow customers to virtually try out products before making a purchase. This technology enables consumers to visualize how furniture might look in their living room or how a pair of shoes fit without trying them on. This not only enhances the overall

Key Benefits of Proactivity

The primary advantage of a proactive approach is the preservation of continuity, ensuring the business operates without unplanned interruptions. By avoiding system failures and maintaining consistent uptime, businesses create an environment conducive to success. Uninterrupted operations often result in improved performance and increased productivity among employees.



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shopping experience but also reduces the likelihood of product returns, thereby improving customer satisfaction.

Revolutionizing Training and Development

AR can revolutionize employee training by creating simulated, real-world scenarios. For industries such as manufacturing or healthcare, where hands-on experience is crucial, AR offers a safe and cost-effective way to train employees by overlaying digital information onto physical objects via a smartphone or other device. This technology can allow employees to learn and practice in a controlled environment, reducing the risk of errors. This not only accelerates the learning process but also boosts retention and proficiency.

Efficient Remote Collaboration

With the rise of remote work, businesses are increasingly seeking ways to facilitate effective collaboration among team members located in different geographical locations...



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CYBERSECURITY TIPS

Delivery Scams

Congrats! You finally got through the process of making your online purchase. But wait! You're not out of the scammers' grasp yet.

In this Micro Training, learn about three delivery scams that cybercriminals use to capitalize on the process of online shopping.

Watch this tip here:
<https://dti.io/delscams>

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!
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A SPECIAL THANKS!

On March 21st our team participated in the Crazy Sock Day to support Pathfinder Village and it was so much fun!



We want to thank everyone who participated. We are looking forward to seeing what everyone comes up with for next year.

Marketing Ideas & Tips for Your SMB

5 Key Elements to A Successful Marketing Strategy



A marketing strategy is the building block of a marketing plan. It lays out a clear, well-defined big picture plan to attract customers to your business by specifying long-term objectives, actions to be taken, and marketing tactics used to achieve marketing goals. B2B marketers often struggle to develop successful marketing strategies. 40% of the least

effective marketers have no defined marketing strategy, and 56% of B2B marketers in the United States find it difficult to build their brand through the strategies they create.

Below are some elements to consider when developing your marketing strategy.

Create a Captivating Value Proposition

The foundation of a successful marketing strategy is built

on a strong value proposition. Your value proposition should emphasize the relevance, value, and uniqueness of your products to your target audience. Specifically, it should specify how your brand and the products that you offer are better than your competition.

Understanding the value your company provides to...



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607-433-2200.

TICKET PORTAL

support.directive.com

MANAGED RESOURCES

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

Community Spotlight: Oxford Veterans Home



We like to make a habit of featuring businesses and organizations that contribute to the community as a means of giving back. This time, we wanted to showcase the New York State Veterans' Home at Oxford and the good they do—and have done since it was established in April of 1987.

The Veterans' Home at Oxford was founded to house aging veterans without requiring them to be separated from their spouses. Over the years, it expanded and redeveloped into the multifaceted 242-bed facility it currently operates. The nursing facility offers its residents an assortment of amenities, activities, therapies, and short- and long-term care options.

We encourage you to learn more about volunteering your time to help in various ways, from keeping residents company to aiding in the Veterans' Home's operations. If you are interested in helping out, you should contact Director Heeyoun Cho of the Activities Department at (607) 843-3126 for more information.

We're big into supporting our veterans, so we're happy to speak up and out about the good work that the New York State Veterans' Home is doing.



Charlotte & Chris Chase

Tech Trivia

Apple's iPhone has more computing power than NASA's computers during the moon landing.

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