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**How to Capture the Leads Your Business Needs**

Generating and capitalizing on digital leads is crucial for business success. A well-thought-out strategy to attract leads through websites,

emails, and social media can significantly enhance a company's ability to create a good customer experience and grow its business. This month, we'll examine this element of a business and give you a step-by-step guide to getting the most...



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<https://dti.io/bizleads>

**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](https://newsletter.directive.com)

**Here's Why Oneonta Businesses are Ditching Traditional Phone Systems for VoIP**

In the realm of business communication, a seismic shift is underway. Traditional phone systems, once the backbone of business communication, are being phased out. In their place, Voice over Internet Protocol (VoIP) systems are taking center stage.

**But why is this change happening?**

The answer lies in the numerous advantages that VoIP systems offer over traditional phone systems.

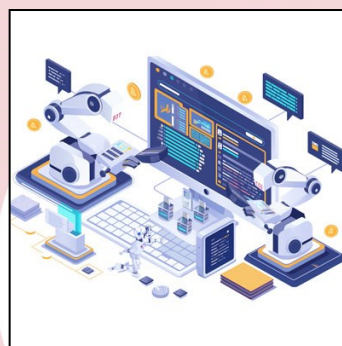
From cost savings to advanced features, VoIP systems are proving to be a game-changer for businesses. They are not just a tool for making and receiving calls.

VoIP systems are a comprehensive communication solution that can transform businesses' operations. Whether they need to integrate with other business software, support remote work, or enhance customer service, VoIP systems are up to the task.

However, switching to VoIP is not just about adopting new technology. It's about embracing a new way of communication that aligns with the digital age. In this comprehensive guide, we'll delve into why businesses are ditching traditional phone systems for VoIP.

We'll explore VoIP's basics, its benefits, and how it can lead to cost savings and improved business communication efficiency.

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**Automated Tools That Can Help Small Businesses**

Automation has been a hot-button issue in the business world over the past few years. Many business owners have tried to find ways to automate some of their operations, while workers wonder if this strategy develops as people in the know suggest it will, they could be out of a job. We think that automation is actually a massive benefit for organizations and workers alike. This month we will go through a few tools that small businesses can easily leverage to use automation to their advantage by taking a look at some of the tools that companies

depend on.

**Customer Relationship Management Software**

One of the most impactful automated tools that small businesses can use is Customer Relationship Management (CRM) software. CRM systems streamline the management of customer relationships, sales processes, and marketing initiatives. By automating these processes, businesses can ensure that no customer inquiry falls through the cracks and that follow-ups are timely and personalized. CRM software also provides

*(Continued on page 3)*



## Co-Managed IT Opens All Types of New Doors

When it comes to your business' technology, you need it to function the way you envision. From increased demand for support, internal projects, and maintenance to the efficiency and security you'll need as your business grows; you require end-to-end IT support to ensure your technology operates smoothly. Instead of hiring additional technology support staff—that will cost a lot of money—many businesses now turn to a third-party vendor to fill in the gaps.

At Directive, our team of experienced IT experts can help supplement—not replace—your existing technology support apparatus, with the goal of helping you maximize your business potential by filling in the gaps in your IT department. We bring highly-trained personnel that work with enterprise-level tools that allow us to perform any IT-related tasks that you need completed to best serve your business.

Let's take a look at some of the functions we excel at...



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## Strategies for Rising Above Adversity in Business



Adversity is an inevitable part of doing business. Every administrator, manager, and employee will face challenges

at some point. Overcoming these obstacles is crucial for maintaining efficient operations and fostering a resilient work environment. Here are some effective strategies to help you navigate adversity in business.

### Maintain a Positive Mindset

A positive mindset is essential in business. By staying optimistic and looking for opportunities, even in difficult situations, you can keep yourself motivated and inspire your team. Embrace change and learn from setbacks, understanding that failure is often a stepping stone to success.

### Build a Support Network

Connecting with other professionals in your field can provide valuable insights

## Here's Why Oneonta Businesses are Ditching Traditional Phone Systems for VoIP

*(Continued from page 1)*

### What is VoIP, and What's the Difference?

Before we discuss VoIP's benefits, it's crucial to understand what it is and how it works.

### VoIP stands for Voice over Internet Protocol.

It's a technology that allows voice calls to be made over the Internet rather than through traditional phone lines. This is achieved by converting voice signals into digital data that can be transmitted over the Internet.

Here are some key points to understand about VoIP:

and perspectives. Seek out mentors who can offer guidance and advice. Encourage open communication within your organization to build a strong, supportive team that can tackle challenges more effectively together.

### Adapt and Innovate

Being adaptable and open to change is vital for overcoming adversity. Stay flexible with your business strategies, and be ready to pivot if something isn't working. Look for creative solutions and new ways to serve your customers, as not all challenges can be addressed with conventional methods.

### Stay Secure

Cybersecurity is a critical concern in today's digital age. Invest in robust network protection and ensure your employees understand their role in maintaining cybersecurity. Educate your team on best practices to prevent...



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<https://dti.io/overcomebiz>

- It requires a stable and high-speed Internet connection.
- It can be used on various devices, including desktop computers, laptops, and smartphones.
- It offers many features, such as call waiting, auto-attendant, and voicemail to email

### How Does VoIP Work?

VoIP is a revolutionary technology that has transformed how businesses communicate, but your typical day-to-day usage won't seem that different from your normal phone...



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## Automated Tools That Can Help Small Businesses

(Continued from page 1)

valuable analytics, helping small businesses better understand their customer base and tailor their marketing efforts more effectively. The automation of these tasks not only saves time but also builds better customer satisfaction and keeps your customers, your customers.

### Accounting and Invoicing Software

Accounting and invoicing software can offer essential automated tools for small businesses. These tools work to automate financial tasks, including expense tracking, invoicing, payroll, and tax preparation. With

## If Your Business' Technology Isn't Working, Your Business Isn't Either



Most businesses rely on their technology. However, a failure to manage that technology can lead to significant financial waste and operational inefficiencies. One major way a business can waste money is through over-investment in unnecessary or overly complex IT infrastructure. Let's briefly examine how companies waste their money on technology and how to identify if technology is working for your business.

### Getting the Technology You Need

One of the most important parts of having a set of technology tools that work for your business is having a clear understanding of your business. Many times, people try to adapt their business to their technology, which results in waste, or they try to do things their technology simply can't handle, which creates constant problems.

built-in integration with financial services, these tools make it easier for businesses to maintain accurate records and compliance. Automating financial processes significantly reduces the risk of human error and works to free up time for business owners to focus and grow rather than getting bogged down in paperwork.

### Email Marketing Automation

Email marketing automation enables small businesses to manage their...



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It's important that your IT is built with your business needs in mind. You don't want to pay for technology you won't use, but you also don't want to have fewer technological resources than your business demands. When you understand your business, you can make strategic technology purchases that return rapid results. Like anything else, technology is an investment, and if it won't return significant ROI over its lifetime, it is actually hurting your business' chances of success.

### Getting the Support You Need

Once your business seemingly has the technology that it needs, you need to devise a plan to minimize operational problems with it. Technology downtime costs businesses dearly and if you can avoid it by being more proactive about maintaining and managing your IT infrastructure, you can save a lot of time and money. There are two ways to stay ahead of your...



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## CYBERSECURITY TIPS

### The Cyber Twilight Zone

Imagine for a moment, if you will, your email account has been compromised!

In this Micro Training, we'll cover one example of how cybercriminals can gain access to your email account, as well as what their nefarious next steps might look like.

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

### 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

### The Value of a Printed Newsletter Should Not Be Underestimated



With so much focus on digital marketing nowadays, it can certainly be tempting to focus solely on these efforts... often, to the detriment of other forms, like print. We wanted to take a few moments to address this

temptation and talk about how print marketing, specifically in the form of printed newsletters, still has a lot of value to offer businesses... particularly, managed service providers.

#### Printed Newsletters Have a Lot of Benefits

Whoever you're trying to keep in contact with—clients and customers, prospects and

leads, even employees and partners—a newsletter is a great way to do it. The benefits of a printed newsletter stand out, much like the newsletter itself does, as compared to just another email in a sea of others...



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



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!

### Community Spotlight: Oneonta Boys And Girls Club



#### If You Want to Contribute to a Better Future, Support the Oneonta Boys and Girls Club!

This nonprofit organization, completely independent with the similarly-named Boys and Girls Clubs of America, has roots that stretch back to 1947. This is when Officer Carl J. Delberta took it upon himself to create a safe place for young men to stay physically active and on the straight-and-narrow.

Years of growth, fundraising, expansion, and inclusion later, the Oneonta Boys and Girls Club of today now stands as a place where the youth of our community can learn about a variety of new pastimes and skills—ranging from sports and outdoor trips to practical needs and creative pursuits—entirely thanks to the support of the community, businesses, and residents of Otsego, Chenango, and Delaware counties.

We love this mission, and are very happy that there is this kind of resource for kids today to take advantage of. If you want to share your support, we'd like to encourage you to donate (every cent of which contributes to their operations) or even volunteer if you are able.

Visit [oneontaboysandgirlsclub.org/take-action](http://oneontaboysandgirlsclub.org/take-action) to learn more, or give them a call at 607-432-1133.



Charlotte & Chris Chase

#### Tech Trivia

52% of internet users use YouTube as least once a month.

### Directive

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