This Issue:

Data Backups are Critical for Modern Businesses

You've probably heard us talk about the importance of backing up data for business owners, managers, and even everyday workers. This month, we're focusing on incremental backups and why they're a great choice for small businesses looking to protect their data.

Incremental backups are important because they keep your data safe...

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

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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Choosing the Right IT Consultant in Oneonta, NY

The business landscape is ever-evolving, and in today's tech-driven world, having the right IT consultant by your side is not just an advantage—it's a necessity. Whether you're a small mom-and-pop shop, a non-profit organization, or a larger business in Oneonta, New York, the expertise of a skilled IT professional can be the cornerstone of your operational success. From computer support to comprehensive IT solutions, the right technology partner can transform the way you do business.
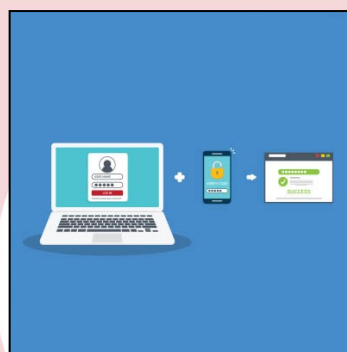
In this guide, we'll navigate the path to finding the best IT consultant in central New York that aligns with your organization's needs, ensuring compliance and technological efficiency.

Understanding the Role of an IT Consultant

Before diving into the selection process, let's clarify what an IT consultant does and why they are a crucial asset to your business.

Two-Factor Authentication is a Must Have

Two-factor authentication (2FA) has become a critical security measure in the digital age, providing an additional layer of protection against unauthorized access. As cyber threats grow more sophisticated, relying solely on passwords is no longer enough.
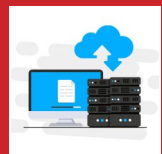
Passwords can be stolen, guessed, or cracked, but 2FA requires users to provide a second form of verification, typically something they know (a password) and something they have (a phone or security key). This extra step makes it significantly harder for attackers to gain access to accounts, even if they obtain the password.

Reducing Your Organizational Risk

One of the most important benefits of 2FA is that it mitigates the risk of password breaches. With many people using weak or reused passwords, attackers often employ methods like phishing, social engineering, or brute force to steal login credentials. However, 2FA adds a second barrier, such as a code sent via text or an authentication

Secure Your Business with Comprehensive Endpoint Security Services

When you established your business, you equipped it with the technology you and the rest of your team would need to do your jobs, including the workstations and other endpoints that connect to the rest of the network. However, what if these devices were what allowed a threat or attack to take root?

Endpoint security prevents this from happening, which is particularly critical as today's businesses of all sizes increasingly feel the impact of cyberattacks, data breaches, malware, and other such issues.

Why Your Business Needs Endpoint Security
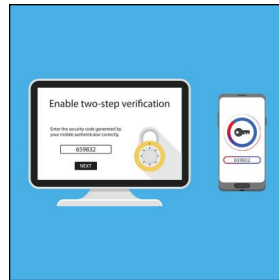Well, we just gave you the first reason:

Businesses are facing more cyberthreats than ever, and more keep coming.
Unfortunately, there are more… more threats, and more reasons, too…

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

How to Activate Two-Factor Authentication in Windows

Two-factor authentication has become a must-have for any online-connected account that relies on password protection. The benefits of the technology are pretty straightforward. Instead of just filling out your password for authentication, a user needs to have another method in order to access an account. In this month's newsletter we thought we would take a look at how to enable 2FA on your Microsoft account, which includes Microsoft 365 apps like Word, Excel, and Outlook.

Step One: Sign in to Your Microsoft Account
First, you need to sign into your Microsoft Account. Go to https://account.microsoft.com. Sign in with your Microsoft account credentials.

Step Two: Go to Security Settings
Next, you'll go to the account dashboard, click on **Security** at the top of the page. Click on **Advanced security**

options to access more security features.

Step Three: Set Up Two-Step Verification
The next step is to scroll down to the **Two-step verification** section (another name for two-factor authentication). Click **Turn on** under that option. Microsoft will then give you some on-screen instructions to set it up, follow them to set up the two-step verification.

Step Four: Choose Your Verification Method
Microsoft will give you the choice of using one of three methods. They are:

- **Authentication app** - Use the Microsoft Authenticator app (available on iOS/Android) for quick approvals.
- **Phone number** - Receive codes via text or phone call.
- Email - Get a verification code through your email...

Read the Rest Online!
https://dti.io/activ2fa

Choosing the Right IT Consultant in Oneonta, NY

(Continued from page 1)
What Does an IT Consultant Do?
An IT consultant is a professional who provides expert advice, management, and implementation services in the realm of technology to optimize an organization's IT infrastructure. They help businesses create strategies that enhance productivity, improve system efficiency, and ensure security and compliance with relevant regulations.

In larger organizations, this role is often handled by the Chief Information Officer or CIO. Most smaller businesses don't have the resources to have a dedicated CIO and IT staffing to support

this and lend the roles to professionals in the community.

Why Would a Small Business in Central NY Need an IT Consultant?
With technology being central to business operations, an IT consultant ensures that your systems are robust, secure, and capable of supporting your business objectives. They help you navigate the complex world of technology, from setting up networks to protecting sensitive data and staying compliant with industry standards...

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

Two-Factor Authentication is a Must Have

(Continued from page 1)

app, making it far more difficult for a hacker to successfully breach an account. Even if a password is compromised, without access to the second factor, unauthorized access is nearly impossible.

Protecting Sensitive Data

2FA also enhances security in environments with sensitive data, such as financial institutions, healthcare, and corporate systems. These industries face significant regulatory pressures to secure user data, and 2FA helps them meet compliance requirements while safeguarding against costly data breaches. By implementing 2FA, com-panies reduce the likelihood of unauthorized access to customer information, financial records, or intellectual property. This protection not only preserves the integrity of sensitive data but also builds trust with customers and stakeholders.
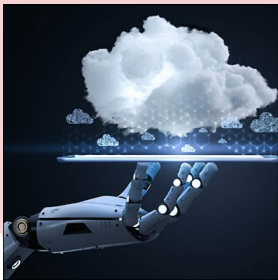
Protecting Online Data

2FA also offers users peace of mind when interacting with online services. With the rise of personal data being stored in cloud services, email accounts, and social media, users are...

Read the Rest Online!
https://dti.io/musthave2fa

These IT Services Help You Compete with the Big Guys

Small businesses today are in a prime position to thrive, thanks to a surge in innovative technologies that are affordable and work to boost efficiency. In the past, access to cutting-edge technology was often reserved for large corporations, but today small businesses can now gain quick access to these technologies and can have a real positive effect on the way they go about doing business. Let's take a look at some of the best technologies small businesses can use to try and compete with the big boys.

Cloud Computing

One of the most transformative technologies that small businesses use to compare is cloud computing. By using cloud-based services, companies can get all the computing they need without actually having to make huge and costly hardware and software pur-chases and maintenance to those systems. They can store data, run applications, and manage operations that are inherently scalable to their specific needs at the time. Besides the cost reduction and scalability cloud computing offers, other benefits include:

- Improved collaboration
- Up-to-date solutions
- Seamless and secure file sharing
- Breadth of options
- Availability of resources

Artificial Intelligence

Artificial intelligence (AI) and machine learning (ML) are no longer just for huge multinational corporations. Today, small businesses can harness the power of AI to do some pretty heavy lifting for their companies. They can better automate tasks and analyze data that results in better decision-making. One example that has been effective for many businesses is the...

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

CYBERSECURITY TIPS

Marketplace Scams

Online marketplaces are not only havens for bargain hunting and re-selling – they are also a favorite hunting ground for cybercriminals looking to scam you out of goods, money, and personal information.

In this Micro Training, we'll review common marketplace scams and the best ways to protect yourself from them.

View this tip and others at:
https://dti.io/marketscams

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Thanks in advance!

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Marketing Ideas & Tips for Your SMB

7 Ways to Show Your Clients and Customers the Value You Offer

It shouldn't be surprising to think that your prospects—or even businesses you already work with—aren't going to take you at your word that you and your services are the best option for their needs… as easy as that might make things. No, the hard truth is that you need your marketing to communicate the value your business and its services offer. Let's go over a few ways you can ensure it does.

You Need to Develop (Then Publicize) a Value Proposition

A value proposition is pretty much what it sounds like: a statement that succinctly defines what benefits something (in this case, your business or a relationship with it) has to offer to those who embrace it. It is important for a business to have one, as it helps create a starting foundation to help build a marketing approach around.

A good value proposition is more than a quick sound bite that summarizes what you want your audience to see about you and your business services. It is specific and quantifiable, directly comparing your capabilities to what your competition offers and providing evidence to support your claims...

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

Spotlight: CANO

We count ourselves lucky to be a part of a community with so many interesting businesses and organizations that each provide unique value. Take, for instance, the Community Arts Network of Oneonta, or as it is commonly known, CANO. This non-profit organization is committed to showcasing art of all kinds, so we wanted to take a moment to showcase it.

CANO's mission statement says it all: *Promote the arts, support artists, engage the community.*

The organization has pursued this mission since 1970 by aiding various artistic presentations, from exhibitions to classes, concerts, and programs, in sharing their work with the community… largely for the public's free enjoyment. Just last month, our neighbors had the opportunity to immerse themselves in art during the City of the Hills Festival, just one of CANO's many efforts.

We invite you to visit their website at canoneonta.org to learn more about them, find out what upcoming events they have planned, and maybe even become a member to help support them in their mission.

Charlotte & Chris Chase

Tech Trivia
How much would you pay for a 1GB flash drive? Back in 2000, the asking price was $10,000.

WE'RE TOO SMALL TO BE TARGETED BY CYBERCRIMINALS!
DATA