

Goodbye Windows 7, Hello Windows 10:

Why Upgrading is the Only Way
Forward for Your SMB

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Farewell Windows 7

It's time to wave goodbye to Windows 7

Microsoft ended mainstream support for its acclaimed operating system way back in January 2015 and will end extended support in January 2020. This means there will be no more security updates, bug fixes, patches, or technical support — and that's a big deal for any businesses still running the software.

For starters, you'll be vulnerable to cyberattacks, as hacking techniques will keep evolving and quickly overcome Windows 7's defenses. Then there are the potential productivity losses you'll suffer due to unresolved bugs, hardware slowdowns, and incompatibility with new applications.

So what's a business to do?



Protect Your Business

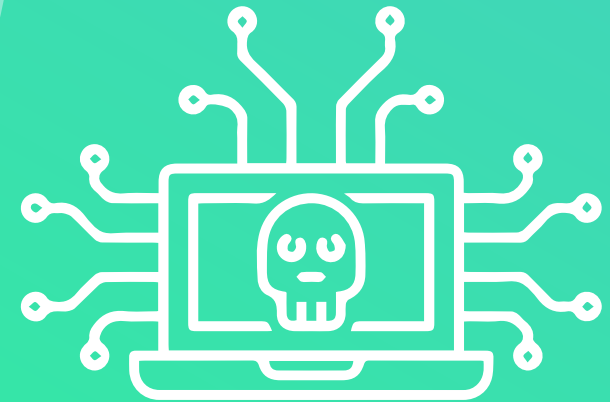
It's difficult to underestimate the costs you could face if you don't upgrade from Windows 7 before Microsoft ends extended support in January 2020.

After all, without regular security updates you'll be a sitting duck for hacking attacks and potentially expensive data breaches.

Consider this: according to the New York Post, up to 10,000 polling sites in Pennsylvania could be hacked during the 2020 elections. Why? Because many counties are still using Windows 7.

And that's only the beginning. According to a 2019 IBM Security report, the cost of data breaches has increased 12 percent over the past five years. The average attack now costs the target business \$3.92 million.

Is that a bill your SMB can foot?





Windows 10 to the Rescue

Fortunately, the solution is simple: upgrade to Windows 10 and receive improved built-in security functions and up-to-the-minute security updates.

Here are five reasons why you should move to Windows 10 ASAP:

- 1. Windows 10 is easy**
Upgrading from Windows 7 to 10 is simple. Just download Microsoft's [Media Creation Tool](#) and follow the step-by-step on-screen instructions.
- 2. Windows 10 is familiar**
The Windows 10 user interface is very similar to Windows 7, and your team should be able to hit the ground running.
- 3. Windows 10 is fast**
Windows 10 starts fast, leaving Windows 7 for dead. Teamed with the right hardware, Windows 10 also offers far superior processing power.
- 4. Windows 10 is secure**
Windows 10 features three powerful security tools — Secure Boot, Device Guard, and Windows Hello — along with added ransomware and threat protection.
- 5. Windows 10 is productive**
Windows 10 is full of new tools — such as voice assistant Cortana, touchscreen capability, and voice typing — that will give your SMB a nice productivity boost.



Windows 10 is Secure

SMBs have a legal responsibility to protect customer data and must comply with local data privacy laws.

When Windows 7 extended support ends in January 2020, your business may no longer be compliant. The good news is that Windows 10 features a suite of cutting-edge security features that will help you keep your customer data safe.



Secure Boot

This makes sure that your device boots using only software trusted by the original equipment manufacturer, which prevents malware from hijacking your boot loader.



Device Guard

This ensures that Windows 10 devices can only run trusted applications. It's an effective way to prevent your team from unwittingly downloading malware or viruses.



Windows Hello

This secures Windows 10 devices with two-factor authentication via both fingerprint (on hardware equipped with a fingerprint reader) and facial recognition. It's designed to keep unauthorized users out of your network.



Windows 10 is Productive

It's not just about security. Windows 10 also features a range of innovative new tools that will boost your team's productivity.

Here are five of our favorites:

- 1. Three-times faster sign-in**
Forget passwords. Use your face or fingerprint to unlock your device easily.
- 2. Work hands-free**
Talk-to-type enables you to dictate emails, notes, or even a business presentation.
- 3. Stay organized**
Intelligent voice assistant Cortana will help you tackle everyday tasks like managing your calendar.
- 4. Intuitive interface**
Use a touchscreen device and digital pen to take notes, mark up documents, draw, doodle, and edit.
- 5. Split-screen view**
Easily snap up to four windows in place on your screen so you can work in multiple apps at the same time.

The Light Side

Windows 10 has been designed to fit the needs of a modern office, which means that your staff will have the flexibility to work alone or collaborate in a variety of ways.

Windows Timeline makes it easy to work seamlessly across multiple Windows 10 devices, and Microsoft Search in Windows keeps critical apps, documents, and emails at your fingertips.

Your team can quickly transfer files between devices with Nearby Sharing, and Microsoft Whiteboard turns your touchscreen device into a freeform digital canvas perfect for blue-sky thinking and group brainstorming.

Teamed with the latest hardware, Windows 10 will catapult your brand into the 21st century — and keep your team engaged.



The Dark Side

Here's a concerning stat from OneAffiniti's *2019 Business IT Trends Annual Report*:

72 percent of SMBs are aware of Windows 7 end-of-life, yet only 39 percent of them are prepared to transition.

Why is that a big deal? The 39 percent of SMBs that are not prepared to upgrade from Windows 7 face four major risks:

- 1. Hardware slowdowns**
Windows 7 is not designed to run on the latest hardware and may cause system slowdowns and even crashes. This could lead to serious productivity bottlenecks as your team struggles with slow machines.
- 2. Bug battles**
With Microsoft no longer providing regular bug fixes and patches, you'll be on your own with any Windows 7 bugs that pop up. This can also create a serious productivity nightmare for your business.
- 3. Hacker attacks**
End of support also means no more security updates for Windows 7. For rapidly-evolving cyber attacks, that makes breaching your private data as easy as shooting fish in a barrel.
- 4. Software incompatibility**
Some new software and apps will not be compatible with outdated Windows 7, which might prevent your team from accessing tools and technology they need to stay current.



The Financials

Before you run out and spend up big on off-the-shelf software and hardware, it pays to understand the difference between CAPEX and OPEX.

Capital expenditures (CAPEX) are recorded as assets, while operating expenditures (OPEX) are recorded as expenses for tax purposes. The key difference is that CAPEX assets must be depreciated over time, while OPEX expenses can be fully deducted from your revenue to gain a greater immediate tax benefit.

Thanks to some innovative vendor models, it's possible to upgrade your software and hardware assets as operating expenses rather than as depreciating assets:



Software

Windows Virtual Desktop enables you to provide users with a multi-session Windows 10 that's virtualized in the cloud. As an OPEX investment It makes Windows 10 available on any device, it's easy to scale and it's always up to date.

Turn Your Business Up to 10

Picture this:

Your team is struggling away on clunky old desktops that are running outdated operating systems. Collaboration is limited to email and Google Docs, which is leading to people working in silos. You no longer receive security updates or technical support, and you are no longer in compliance with data protection requirements. **You're stressed. Your team is stressed. Your customers are beginning to look for greener pastures.**

Now imagine this:

Your team works flexibly on mobile touchscreen devices. They instantly share files with ease, use digital pens for document markups, and pass tablets around during enthusiastic brainstorming sessions. **You know your data is protected. Day-to-day operations are flowing seamlessly. You can focus on securing your business's future.**

That's the Windows 10 difference.

