

# End of an Era: Are you Ready for Windows 7 End-of-Support?

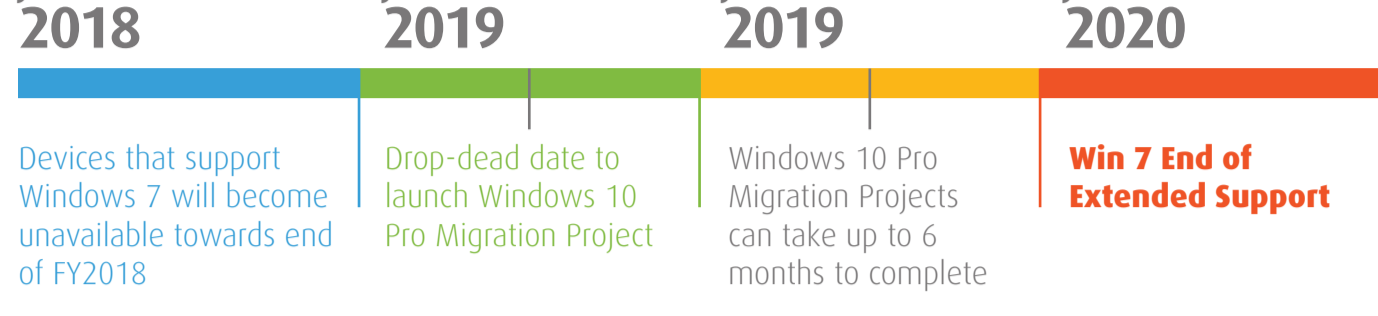


In the realm of operating systems, Windows 7 still reigns supreme.

Two years after the arrival of Windows 10 Pro, its latest successor, 70% of business PCs still run the older version.

**Microsoft will discontinue any support for Windows 7 on January 14, 2020.**

This means organizations still running the deprecated OS will be left in the cold without automatic updates, security patches or technical assistance to protect business-critical devices.



## Top 5 reasons to Plan your Win 10 Pro Upgrade Now

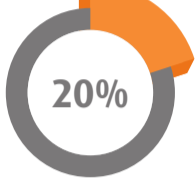
### #1 Staying Current Means Staying Safe



Without regular security patches and updates, the risk of a devastating breach goes way up.



The frequency of ransomware attacks is increasing **350%** every year



**1 in 5** systems impacted by the WannaCry attack was running an out-of-support OS



**60%** of data breaches in the last year resulted from an unpatched vulnerability



Operating Windows 7 machines on "lockdown" isn't practical for most organizations



**The takeaway?** Taking advantage of Windows 10 Pro's security features offers far stronger, future-proof protection against the modern threat landscape.

### #2 Procrastinating Will Cost More



Whatever the reason, putting off the migration to Windows 10 Pro will cost more in the long-term.



#### INCREASED RISK

The cost of running and maintaining vulnerable, unsupported machines could far outweigh the cost to migrate to Windows 10 Pro



#### TIME IS RUNNING OUT

For large organizations, it could take a year – or longer – to test legacy apps, update existing devices and migrate data to the new OS



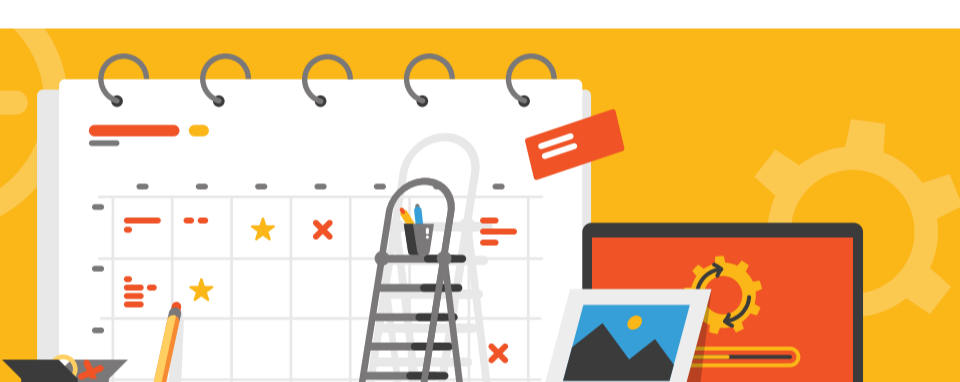
#### EXTENDED SUPPORT COSTS

Paying Microsoft to extend support for Windows 7 past the EOS could cost an enterprise organization in the millions



**The takeaway?** Setting your Windows 10 Pro migration in motion sooner rather than later will help you avoid unnecessary costs.

### #3 Planning Prevents Panic



Launching into an OS migration without adequate time to acclimate and identify potential problems could cause massive disruption.



- Assess the impact to your legacy apps prior to migrating
- Flag compatibility issues before they occur
- Reduce reliance on your helpdesk with proper Windows 10 Pro training
- Upgrade in-place or in waves to prevent confusion
- Ensure ongoing productivity with a clear migration strategy



**The takeaway?** Planning in advance for Windows 10 Pro will reduce headaches for your users – and your IT department.

### #4 The Cloud's Got You Covered



A Windows 10 Pro migration offers you the perfect opportunity to take full advantage of the cloud.

**MODERN**  
Products like Windows 10 Pro and Office 365 are designed for the era of mobility to enable productivity on a wide range of devices, including phones, tablets and PCs

**MULTIFACETED**  
Windows 10 Pro adds cloud-based productivity features such as Remote Desktop, OneDrive, Universal Search and Action Center let users access information anywhere, anytime

**MANAGEABLE**  
New identity and mobile device management capabilities in Windows 10 Pro via Azure allow IT departments to manage users across Microsoft's suite of cloud services

**MATURE**  
Microsoft's "Windows-as-a-service" subscription model ensures that your computers are always running on the most up-to-date version



**The takeaway?** Windows 10 Pro is much better equipped than its predecessor to support the needs of a modern, mobile business.

### #5 Diverse Devices for a Versatile Workforce



Windows 10 Pro enables a personalized, role-based approach to device procurement.



#### NEW WAYS TO WORK

Windows 10 Pro embraces new work modalities with native support for mouse, pen, voice and touchscreen inputs



#### MODERN HARDWARE

It's compatible with a new generation of versatile all-in-one PCs, 2-in-1 tablets and high-performance mobile workstations



#### APP COMPATIBILITY

Windows 10 Pro offers the widest device support for local line-of-business (LOB) applications and services



**The takeaway?** Starting your Windows 10 Pro migration unlocks whole new ways to enable end user productivity.

## Long May it Reign!

With the Windows 7 end-of-support fast approaching, it's time to run your business on an OS that's ready for today's digital transformation.

**Set your Windows 10 Pro migration in motion with Softchoice today.**