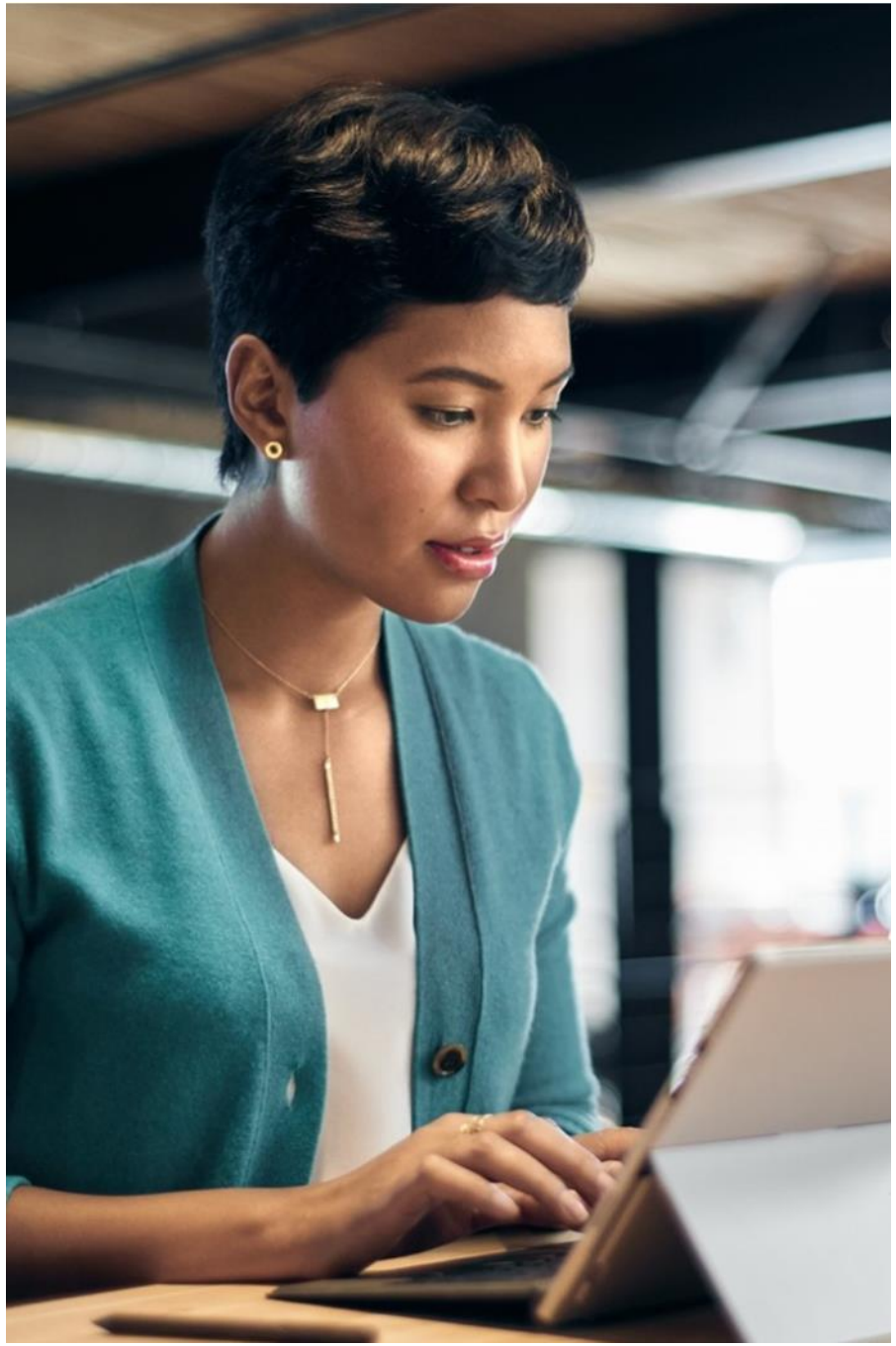
Windows 7 & Windows Server 2008 End of Support: Are you prepared?

Windows 7 is now 1[redacted] years old



What's Windows 7 EOS?

After January 14, 2020, Windows 7 will continue to start and run, but users will no longer receive updates or support—including new security updates, non-security hotfixes, free or paid assisted support options, and online technical content updates—from Microsoft.

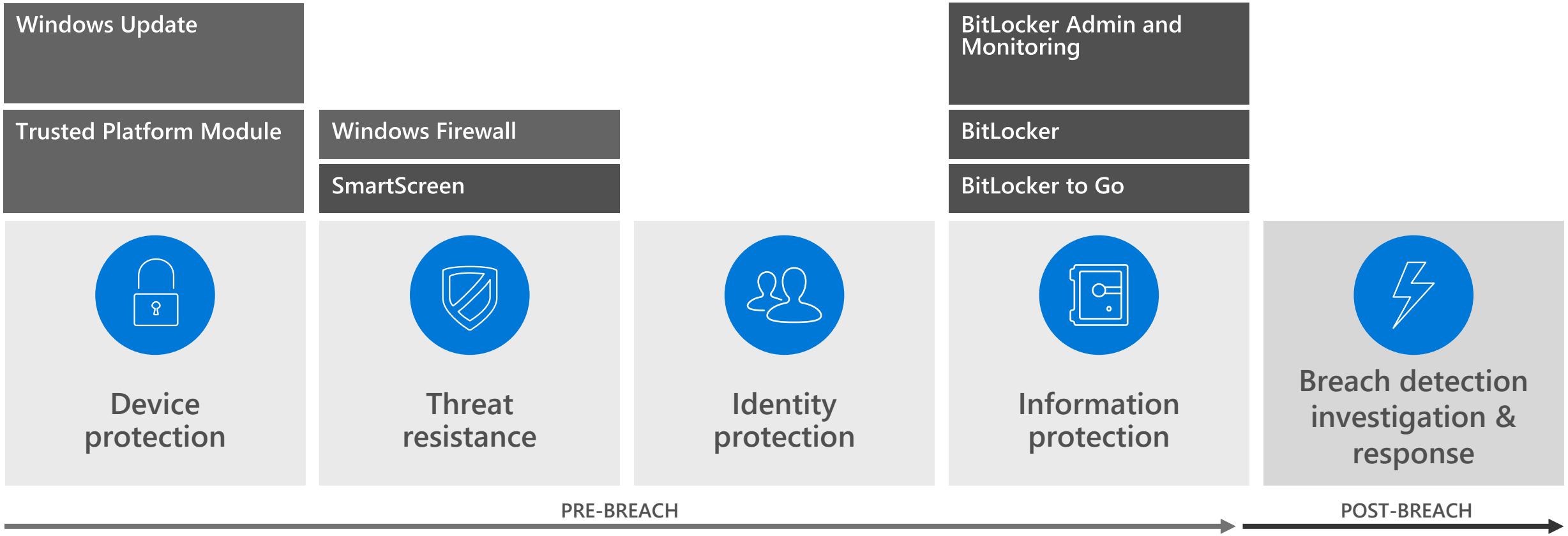
PCs running Windows 7 after January 14, 2020 should not be considered protected. It is important that users migrate to a current, supported operating system such as Windows 10 so they can receive regular security updates to help protect their device from malicious attacks.

Windows 7 EOS is a great time to transition to modern Windows 10 devices

What's at Risk?

- No more security updates or hotfixes
- Compliance: PCI/HIPAA/SOX/Etc. RISK
- Fines by regulating entities (Per Incident/Based on organization size)
- Exposure to cyber attacks
- Vulnerable to sophisticated ransomware & phishing
- No longer "If", it's "when"
- Higher operating costs

Windows 7 Security features



Windows 10 Security on Modern Devices

* Available in Windows Enterprise Edition

Device protection	Threat resistance	Identity protection	Information protection	Breach detection investigation & response
Virtualization Based Security			Device Encryption	
UEFI Secure Boot				
Windows Trusted Boot	Device Guard *	Credential Guard *	Windows Information Protection	Security Management[2]
Windows Update	Microsoft Edge	Windows Hello Companion Devices	BitLocker Admin and Monitoring	Conditional Access
Trusted Platform Module	Windows Defender		BitLocker	Windows Defender Advanced Threat Protection *
	Windows Firewall	Windows Hello	BitLocker to Go	
	SmartScreen			

PRE-BREACH → POST-BREACH

Windows 10 with Modern Hardware

The most security protection, built-in

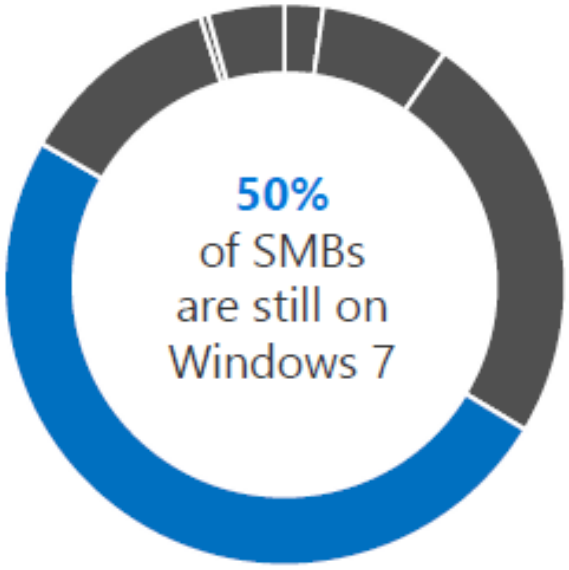
Windows 10 **reduces security issues** and time to resolve them by **33%** [1]

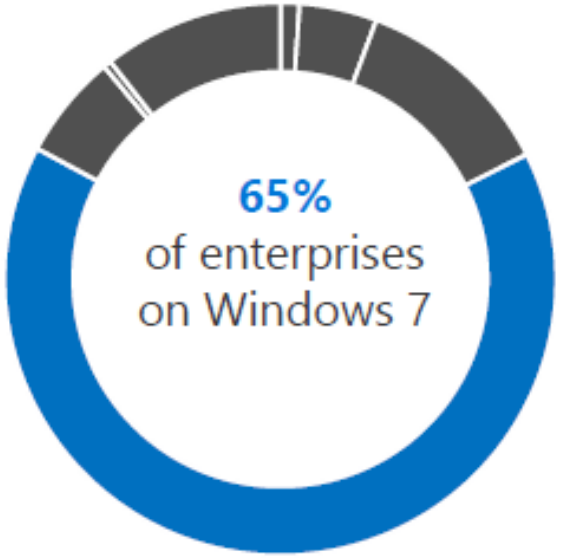
Get more done from anywhere

Windows 10 devices have up to **2.5x better** performance, **3x longer** battery life, and wake up from sleep mode **4x faster** than a 5-yr-old PC.

Integrates easily with existing infrastructure

Estimated **15%** improvement in IT efficiency could save up to **US$ 27.700** per year [3]





https://WINCOM.BLOB.Core.Windows.net/Documents/Windows%2010%20TEI%20Study.PDF

[1] Forrester, The Total Economic Impact™ Of Microsoft Windows 10, [2 & 3] SMB PC Study, Techaisle, 2018, [4] Windows MAD Telemetry (2017), [5] Windows 7 End of Life (EOS), Global Research Findings (2017), [6] Business Insider Survey (2018)

5.46 years
Average age of Windows 7 device[4]

3.7 years
Average device refresh rate[4]

34%
Win7 users intend to purchase a device in the next 12 months[5] –

38% of Windows Insiders respondents are rolling out Windows 10 through new devices[6].

Devices over 4 years old start costing businesses

3.5x

Likely chance to be repaired

63%

Of SMBs believe managing a new PC is significantly easier

98 hours

Lost productivity due to repairs and downtime

$2,397

Total cost of owning a 4+ year old PC

Source: SMB PC Study, Techaisle, 2018

Windows 7 Extended Security Updates

	Windows 7 Enterprise	Windows 7 Pro
Year 1 (Jan '20-Jan '21)	• $25/device	• $50/device
Year 2 (Jan '21-Jan '22)	• $50/device	• $100/device
Year 3 (Jan '22-Jan '23)	• $100/device	• $200/device

The cost doubles every year !

- ❑ Yearly price gives access to cumulative security updates over 12 months
- ❑ Purchases in years 2 and 3 require payments for of prior year(s)
- ❑ No minimum purchase necessary
- ❑ Transaction directly with Microsoft

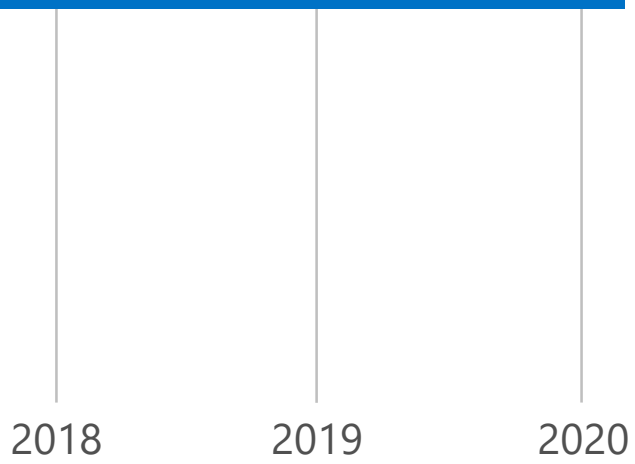
Microsoft

Windows Server 2008/ R2 End of Support

Get ready now to beat EOS deadlines

Windows Server 2008 and 2008 R2

Extended Support Ends **January 14, 2020**

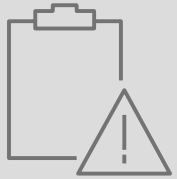


Find lifecycle support deadlines at: support.microsoft.com/lifecycle

Avoid business risk

End of support means:

No security updates

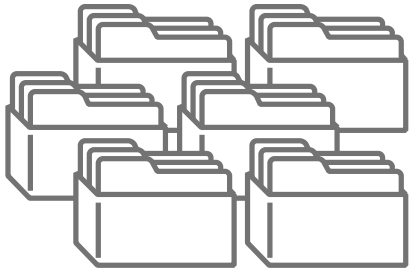


Compliance concerns

Missed innovation opportunities

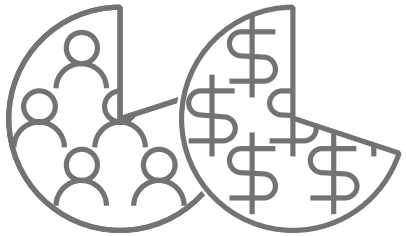
Avoid business disruptions

Security updates rated "critical" protect against vulnerabilities. Microsoft recommends you apply these immediately.



4.2 Billion

Records stolen by hackers in 2016



20%

Of organizations lose customers during an attack; 30% lose revenue

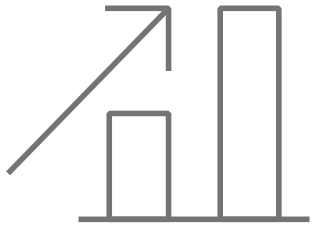
$8 Trillion

Expected cost of cybercrime to the global economy by 2022

Sources: Risk Based Security Report, 2017; Cisco 2017 Annual Cybersecurity Report; Juniper Research Cybercrime & The Internet of Threats, 2017

Seize EOS as opportunity to transform

Leaders that embrace digital transformation outperform the competition



2x

Nearly double operating margin

$40k

More revenue per employee

50%

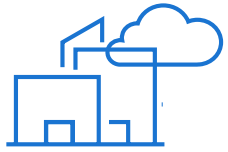
higher average net income on revenue

Source: Data & Analytics Maturity Model & Business Impact, The Digital Business Divide, Keystone Strategy whitepapers, 2016

Weighing your options

In 10 years of innovation, so much has changed.

On-premises



Hybrid

Cloud

Upgrade Now

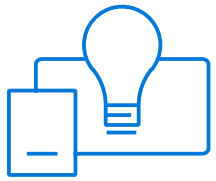
To the latest version of Windows Server and gain the performance, security, and mobility benefits on-premises.

Migrate to the cloud on your terms

With the latest version of Windows Server you can remain on-premises or in hybrid environments until you are fully prepared to migrate.

Upgrade to the latest Windows Server

Get faster performance, better security, and more storage by upgrading to the latest Windows Server.



Performance

Optimize operations, build sales, and prepare for the future with enhanced performance and increased storage.

Security

Secure and protect your data, stay ahead of emerging threats, and help meet regulatory and compliance demands.

Innovation

Move to the cloud on your own terms with modern servers and a cloud-connected operating system to ensure the continuity and flexibility you need to prepare for the future.

Windows 7 & Server EOS

- After January 2020, you may be at risk
- It's long overdue for an upgrade (Decade)
- Modernizing hardware & software is crucial to business success
- Opportunity to have modernization conversations with Dell

Windows

NFIB and Dell have teamed up to offer members assistance with their computer and technology needs.

For more information, visit NFIB.com/Dell or call 800-757-8442 and state the NFIB Member ID #34133015.

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