



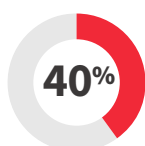
Make Way for Windows 10:

Upgrade Now to Prevent Vulnerabilities

While mainstream support for Windows 7 ended in 2015, January 14, 2020 marks the end of *all* free support, as well as the end of all free updates—including security updates. Continuing to run Windows 7 will be a risk most organisations can't afford to take. The good news? Windows 10 Pro offers advanced productivity, security, and management features users—and IT—will love. How close is your organisation to making the move?

As of August 2018, 40% of all PCs were still running Windows 7, as were 46% of all PCs that run Windows¹. Migrating to a new OS at that scale can be difficult—so difficult that it's estimated that more than one-third of Windows systems will still be running Windows 7 after end of support¹. But just as we've seen hackers take tremendous advantage of Windows XP, Windows 7 devices will become equally vulnerable.

“Windows 10 Pro brings a new set of capabilities for identity, information protection and malware resistance. This will help remove reliance on third party security solutions and give NASCAR an end-to-end safe and secure computing environment.”
Steve Worling, Managing Director
NASCAR Information Services



percentage of all PCs still running Windows 7, as of August 2018

WINDOWS 10: WHY WAIT?

Windows 10 provides advanced capabilities to benefit organisations of all sizes. Why should you upgrade now?

It's more secure: The threat landscape has changed dramatically since Windows 7 was released back in 2009. In fact, it's estimated that 82 million passwords are now stolen daily². But Windows 10 is the most secure Windows-based operating system ever built. It provides identity, data, device, and network protection features that are simply not available in Windows 7, helping to protect your organisation against modern security threats.

It boosts productivity: Windows 10 can dramatically improve productivity for IT professionals and employees alike. With Windows 10, IT pros spend less time on deployment and management, freeing them to focus on higher value projects. And employees are better equipped to get organised, capture ideas, multitask, switch devices, collaborate, and more. Even booting up is up to 28% faster than with Windows 7³.

It simplifies IT: Microsoft's Windows as a Service offering simplifies the delivery and management of Windows while providing flexible deployment options. IT pros estimate they've reduced IT management time up to 20% with Windows 10 Pro⁴. Windows 10 incorporates continuous updates and support, which means your OS will always reflect current features, fixes, and security updates.

You have several options. You can upgrade licensing while you continue utilising existing technology; but you run the risk of performance challenges—can your old laptops keep up with all the efficiency features of Windows 10?

CONSIDER THIS; NEW PCS RUNNING WINDOWS 10:

- Enable small businesses with up to 65% faster multi-tasking compared to a 5-year-old PC⁵
- Provide up to 3x longer battery life⁶ than older Windows devices
- Start up on average up to 28% faster³ than with Windows 7

To get the most out of Windows 10, consider upgrading your technology along with your licensing. But if you don't upgrade either, you're leaving your organisation vulnerable to security incidents, like viruses, spyware, and other malicious software, as Microsoft will not extend support.

Almost 50% of UK businesses have suffered a data breach or cyberattack.⁹ A typical attack can cost more than £60,000.¹⁰ It can be difficult to recover your business and your customers' trust. Windows 10 Pro has built-in defenses against modern security threats. Always up-to-date protection¹¹ for your information and device help safeguard your business from ever-evolving malware and cybercrime. Windows 10 Pro reduces security issues and time to resolve them by 33%.¹²



HOW XERETEC CAN HELP

The Xerotec Group is the UK's leading independent integrator of digital print hardware, software, solutions and services. Xerotec is now bringing its expertise and experience in service delivery and bespoke solutions to DaaS⁸. [Email us](#) for more details.

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New PCs provide up to 65% faster multi-tasking than a 5-year-old PC⁵.

EASE YOUR MOVE TO WINDOWS 10 WITH DaaS

Upgrading dozens, hundreds, or thousands of PCs is a burdensome task, especially when you are up against a deadline. It can be expensive and time-consuming, whether you're a small business or a large enterprise. One option that allows you to simplify—and accelerate—the migration to Windows 10 is to implement Device as a Service (DaaS). DaaS provides the added benefit of supplying your workforce with the latest end-user devices, but without the onerous upfront investment.

With DaaS you can also:

- ▶ Mitigate security risks and facilitate compliance with regulations such as GDPR
- ▶ Break away from outdated and inefficient procurement processes
- ▶ Refocus IT resources on initiatives that add value to the business

From device planning and configuration to maintenance, support, and eventual disposal, DaaS “can take a big burden off IT departments and reduce costs associated with hardware refreshes”, says Patrick Moorhead in *Forbes*⁷.

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3. Testing conducted by Principled Technologies in July 2015 in a closed lab environment using OEM factory default images on a representative sample of Windows 7 devices. Each boot test was run 10 times and the averages compared. Average improvement in startup was 28%.
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