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Change. For the Better.

Microsoft is ending support for Windows 7. But you can keep the good times rolling by moving to Windows 10 Pro.

Windows 7 end of support. An opportunity not to be missed.

All good things come to an end. After 14 January 2020, Microsoft will no longer provide security updates or support for Windows 7.

Engaging with those customers presents more than a chance to sell the latest Windows 10 Pro devices. It's an opportunity to help them drive down user issues, reduce maintenance and downtime costs, and deliver new and more productive ways of working.

Plus, by introducing customers to the transformational power of cloud through Windows 10 Pro, you can accelerate your own cloud business, generate ongoing revenues and drive deeper, ongoing customer relationships.

"As the the preferred provider for Microsoft CSPs worldwide – and offering a wide array of flexible solutions tailored to your business strategy – we can simplify your customers' move to Windows 10 Pro while driving your own profitable Microsoft business."

The end? Or a new beginning?

Windows 7 was the start of something. It booted up quicker, and offered a simpler, cleaner and more responsive user experience. Features like multitouch made it tablet friendly, while faster, more reliable wireless connectivity meant it was perfect for the new generation of road warriors. A decade later, it's still used by thousands of small and medium sized business across the UK.

But the world has moved on. Today, new technologies abound. The Internet of Things (IoT) artificial intelligence (AI) and machine learning are impacting IT and business

operations across the sector spectrum. And not just for major corporates. Social media analytics and customer experience-enhancing chatbots are now entirely accessible AI technologies for the SME sector.

The cloud has transformed how data is stored and accessed. The 'everything as a service' model – from business apps and services, to IT and communications infrastructure – has forever changed how businesses consumer technology, and is driving CAPEX to extinction.

Security is a bigger issue than ever before. Five years ago, just 26% of UK business leaders put the threat of cybersecurity in the 'high-risk' box. By 2019, the number had jumped to 78%. It's not hard to see why. Aside from the operational impact of an attack, any data breach brings GDPR reporting (and potential fines) into play.

Workstyles have radically changed too. Remote and flexible working is now the norm. Today's workers are collaborating with colleagues across voice, video and chat. They're storing more data, sharing more files and swopping between personal and professional devices and apps to get things done, anywhere at any time.

And today's workers are more discerning: your teams want slimmer, lighter and more powerful devices. They want style as well as substance. The technology on offer is now a major factor in the decision-making of potential recruits.

Windows 10 pro is built for today. This isn't just another tech upgrade, it's the catalyst for a bone fide business transformation. And a brilliant opportunity to drive growth in your business.

Windows 10 Pro for business. The best keeps getting better.

Windows 10 Pro enables your business to do more, be more productive, stay secure and harness the power of cloud to simplify device environment.

- Intelligent security that's built in, not bolted on. Advanced security, powered by cloud intelligence, that proactively protects user identities, devices and data.
- Simplified updates to keep your devices healthy. Tools that IT can trust to simplify deployment and updates – freeing your resources to do something else.
- Flexible management on-premise, cloud or both. Comprehensive device management ensures IT can deploy, manage, and update devices anywhere, any time.
- Productivity features that drive performance. An intuitive user experience, with built-in tools and features that help your people collaborate and work more efficiently.



Contact your account manager to learn more