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Your journey to a modern desktop and beyond

How SMBs can overcome End of Support
through a shift to a modern desktop



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The cloud, legacy IT and your Windows of opportunity



In 2018, 73% of enterprises have at least one application or a part of their enterprise computing infrastructure in the cloud. By 2020, this is predicted to grow to 83% of workloads being cloud-based.

As the statistics show, cloud computing is at an all-time high. However, it is not yet omnipresent in the enterprise. Many small to medium-sized businesses (SMBs) still prefer to operate on older versions of Windows and Office, causing cloud growth rates to stall as it takes longer for those businesses lagging behind to migrate to the cloud.

According to NetMarketShare, Windows 7 remains a hair's width ahead of Windows 10 as the most-used operating system by version (38.89% vs 38.14%, respectively). Despite being released almost 10 years ago, it's understandable that Windows 7 remains such a prominent operating system. It is still more than capable of running business operations smoothly, and SMBs have several other pressing financial needs they must consider like staff costs, insurance, invoicing and payment delays. These distractions leave the matter

of upgrading IT far down the list of priorities, especially if SMBs still have preconceptions around the time, cost, and security implications of a cloud migration.

However, Windows 7 End of Support (EOS) will coincide with Windows 7 being superseded by Windows 10 as the most popular operating system by version. It's at this point where Microsoft will discontinue support for Windows 7 and SMBs still running the operating system (OS) must consider how they can upgrade their IT and, more importantly, shift their business to the modern desktop.

The vision for your future workplace may, at present, seem hazy—obscured by the matters of migrating your files and users to the cloud, finding new hardware, and ensuring data security. This eBook looks to demystify these areas, explaining why and how SMBs should make the shift to a modern desktop with Windows 10 and Microsoft 365 on Surface devices—not only to overcome Windows 7 EOS but to gain all the benefits of the cloud without the hassle of a migration.

What Windows 7 EOS means for your business

Change is never easy. Many entrepreneurs will have built their business on what is now considered legacy hardware and software. It's hard to part with IT that may have made your business what it is today.

But at the centre of any long-term success—in business and the wider world—is the ability and willingness to change.

Windows 7 End of Support is Microsoft's way of pushing that change forward, making the need to upgrade more of a priority and motivating SMBs to evolve how their business operates.





When is Windows 7 End of Support?


The deadline for Windows 7 End of Support is January 14th, 2020. From Microsoft:

"Microsoft made a commitment to provide 10 years of product support for Windows 7 when it was released on October 22, 2009. When this 10-year period ends, Microsoft will discontinue Windows 7 support so that we can focus our investment on supporting newer technologies and great new experiences. The specific end of support day for Windows 7 will be January 14, 2020. After that, technical assistance and automatic updates that help protect your PC will no longer be available. Microsoft strongly recommends that you move to Windows 10 sometime before January 2020 to avoid a situation where you need service or support that is no longer available."

Windows 7 EOS and the consequent upgrade of your IT is not a foregone conclusion. You can still run Windows 7 past January 14th 2020, but you will do so without the latest security updates or technical support from Microsoft.

So, while Windows 7 EOS will not render your current IT unusable, it should serve as the motivation you need to upgrade your IT and evolve how your business gets its work done. Whether you're on Windows 7 or an alternative operating system, upgrading to a modern OS like Windows 10 can act as your springboard to cloud computing. Windows 10 makes it simpler than ever to move your business to the cloud, granting employees the latest in collaboration and communications while providing the latest security updates to keep your data secure.

If digital transformation is your aim, you should not stop at Windows 10. Shifting to a modern desktop with Microsoft 365 and Surface can turn the Windows 7 EOS challenge into an opportunity to modernise and future-proof your organization.

A high-angle photograph of a white Microsoft Surface laptop on a light-colored desk. The laptop screen displays a digital clock showing 6:18 and the date Sunday, June 18, along with a vibrant image of a crowned crane. A silver pen lies horizontally to the left of the laptop, and a white computer mouse is positioned below it. The scene is brightly lit, casting soft shadows.

The benefits of a modern desktop

You've taken many steps to get your business where it is today; Microsoft 365 can help you take it further.

Microsoft 365—bringing together Windows 10, Office 365 and Enterprise Mobility + Security (EMS)—offers the most productive, secure and cost-effective upgrade to legacy IT. It is a complete integrated solution designed to help you securely run and grow your business, bringing together the best-in-class productivity of Office 365 and sophisticated security and device management tools of EMS, all running on Windows 10.

Microsoft 365 is not just an alternative to legacy software but, when combined with a modern desktop, is the platform that will transform your organisation into a truly modern workplace.

What is a modern desktop?

Using Microsoft 365 on Microsoft Surface devices provides the software and hardware for a modern desktop, simplifying the digital transformation journey. A modern desktop package that includes Office 365, EMS and Windows 10 pre-installed, Surface devices bypass the need to integrate new hardware and software when moving to the cloud. Workers have everything they need to get work done as soon as they switch on the power button.

The benefits of Microsoft 365 on Surface devices:

Improved productivity

You and your employees can be more productive and work better together with Office 365 apps—from email in Outlook to document management in SharePoint and a centralized hub for teamwork in Microsoft Teams. Use Office 365 on Surface devices to take that productivity with you wherever you are: in the office, working on site, working at home, or on the move.

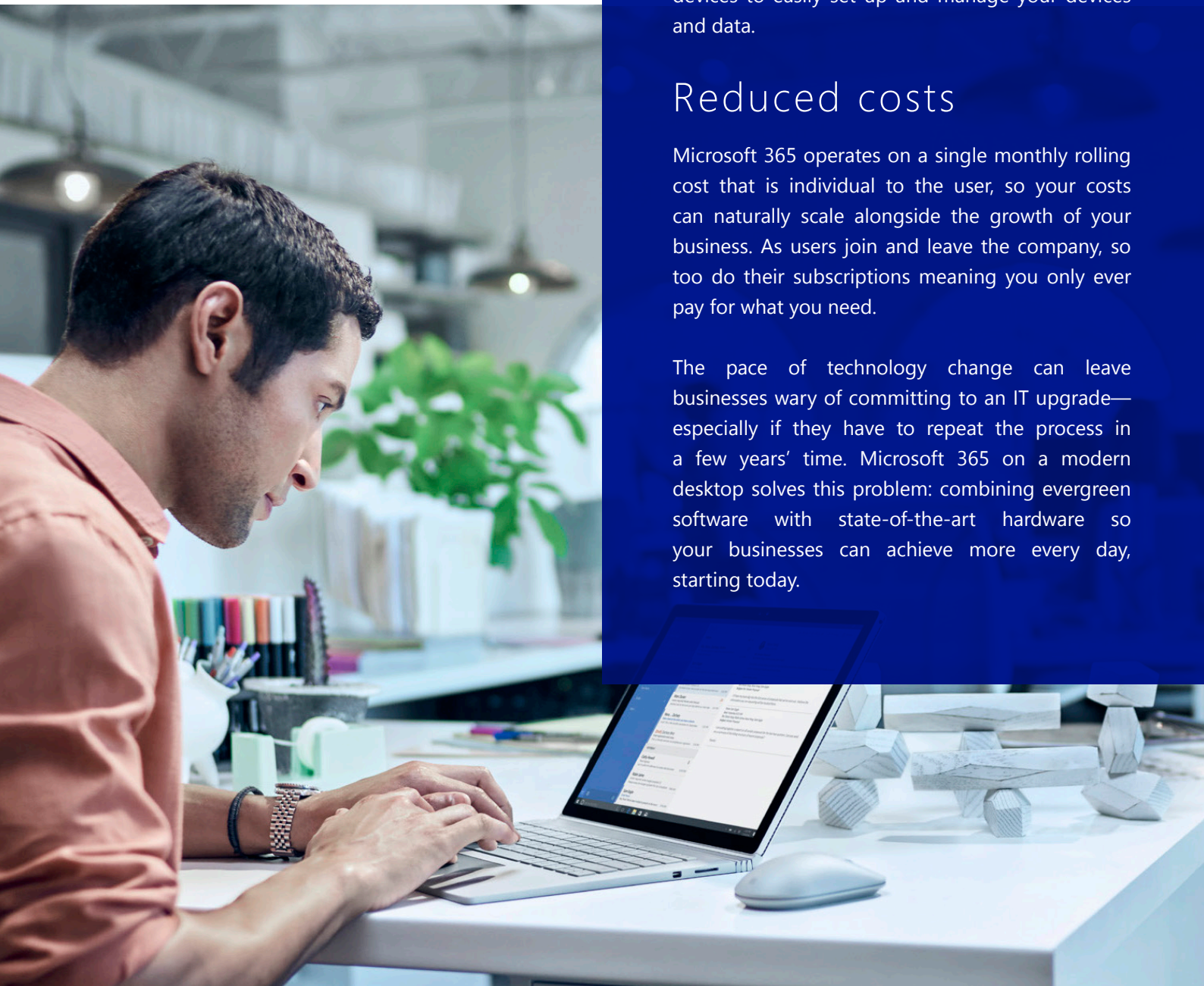
Improved security

Built-in EMS tools help you manage data access, keep sensitive data safe, and keep your business compliant and protected against threats. Utilise the pre-configured capabilities of EMS on Surface devices to easily set up and manage your devices and data.

Reduced costs

Microsoft 365 operates on a single monthly rolling cost that is individual to the user, so your costs can naturally scale alongside the growth of your business. As users join and leave the company, so too do their subscriptions meaning you only ever pay for what you need.

The pace of technology change can leave businesses wary of committing to an IT upgrade—especially if they have to repeat the process in a few years' time. Microsoft 365 on a modern desktop solves this problem: combining evergreen software with state-of-the-art hardware so your businesses can achieve more every day, starting today.



Beneath the Surface of the modern desktop

Microsoft 365 is the best way to experience Windows 10 and Office 365—the software built for the modern workplace. Surface devices are the machines built for such a workplace, pre-installed with Microsoft 365 to combine enterprise-focused functionality with consumer-focused style, specs, and ease-of-use.

Your decision criteria for a new device will naturally revolve around its speed, performance, and your personal experience with it. That's why Microsoft has designed four different Surface devices, each suited to different industries and job roles:

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Surface Go

Portable and powerful, the lightest and most compact Surface device combines laptop performance with tablet portability. Perfect for remote workers that spend a lot of their time on the move.



Surface Laptop 2

Sleek and stylish, with over 14 hours of battery life and a touchscreen display, the Surface Laptop 2 takes the functionality of a traditional laptop with an added touch of mobility. Perfect for decision-makers that need rapid access to their documents and information wherever their job takes them.



Surface Pro 6

A laptop and tablet rolled into one. The latest Intel Core processor helps workers on the go who need more power, like graphic designers. The built-in kickstand lets you smoothly transition from laptop to tablet. Perfect for those that need savvy presentation skills to pitch to clients and customers in person.



Surface Book 2

Quad-core Intel processors and NVIDIA GeForce GPUs make Surface Book 2 the most powerful Surface device. Draw in Studio Mode using Surface Pen, present in View Mode, get on with your day in Laptop Mode, or work on the fly in Tablet Mode. Perfect for back-office workers that need added processing power to keep up with their workload.



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Choosing the right Surface device will depend on several factors: how much time you spend in and outside the office, how much processing power you need, how often you need access to documents, etc. Whichever device you choose...

...by teaming up with us you can ensure your Surface device comes complete with Microsoft 365 to transport worker to the modern workplace instantly.

Begin on your journey to Microsoft 365 on Surface

Microsoft 365 is the most productive, secure, and cost-effective platform for moving your IT in line with the modern enterprise evolution.

When trying to solve the equation for digital transformation, Microsoft 365 on Surface devices provides the answers for software, hardware, applications and processes, making it easier than ever to upgrade your IT and position your business to succeed in the modern workplace.



To find out more about how shifting to Microsoft 365 and a modern desktop can help your business achieve more, contact us today.

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