

# Why your business should shift to a modern desktop with Microsoft 365 on a new device

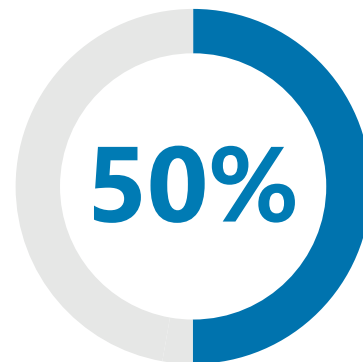
Still running Windows 7 and Office 2010 on that old PC? Think your email and file servers have your back? Does your business support remote working? Do you think it's too expensive to upgrade to a modern desktop?

Let's walk through the facts and fictions of switching sooner rather than later.

## Fiction

- 1 It seems like hackers mostly go after giant corporations. I don't think they'd bother with my small company.

## Fact



More than 50% of small<sup>1</sup> businesses have suffered a data breach<sup>2</sup>

**What's worse? Each one costs an average of \$84,000<sup>3</sup>**

Not to mention losing your most valuable assets: your reputation and client's trust. New modern devices run our most secure Windows ever.

- 2 New devices are expensive. It's cheaper for me to just keep what I have.

**Maintaining and repairing those dinosaurs can add up to a whopping \$515 US a year<sup>4</sup>.** And, new Windows 10 Pro devices come in a range of prices to fit any budget.

A PC over 4 years old can have higher repair costs<sup>4</sup>, as much as

**2x**

- 3 I'm worried that my apps and peripherals won't work on a modern desktop.



Good news. 99% of Windows 7 apps are compatible with Windows 10<sup>5</sup>

A modern desktop builds on your current network and works with it. Your Windows apps and internal apps should also be compatible (and familiar).

## Fiction

**4** I need to see my employees in the office everyday to ensure that they're working effectively towards our business goals

## Fact

Good employees do good work wherever they are.

What's more is that employee productivity increases on average by 22% and reduces employee turnover by 50%

The average amount SMBs saved a year per full-time remote employee.<sup>10</sup>

# \$20K

**5** I know that a new device would be faster, but I'm not sure it makes that much of a difference.



The best part of new devices is that your employees can multi-task like a pro.

They'll get more done.

# 2.1x

 faster

multitasking than a 4-year-old PC<sup>6,7,8</sup>

**A modern desktop running on a new device have up to 80% better performance compared to Windows running on a 4-year old laptop<sup>7,8,9</sup>**

And if you have to repair old PCs, you could lose 48 hours of employee time per PC.<sup>4</sup>

## Still running Windows 7 or Office 2010? You should know:

Effective **January 14, 2020**, Windows 7 will reach its end of support.

Effective **October 13, 2020**, Office 2010 will reach its end of support.

Windows and Office apps will continue to start and run, but you will no longer receive software updates, including security updates, from Microsoft. Devices that run unsupported software are not protected. Customers should consider getting Windows 10 and Office 365 on a modern device.

# Ready to shift? Let's talk.

<sup>1</sup>Small business is being used as defined in Levelling the trading field for SMEs, World Trade Report 2016. <sup>2</sup>Ponemon; 2016 State of Cybersecurity in SMB (USA); Canadian Chamber of Commerce, An Analysis of the Adoption of Internet-based Technology, February 2017. <sup>3</sup>Small Biz Daily; 10 Small Business Trends 2018. <sup>4</sup>SMB PC Study, Techaisle, 2018". <sup>5</sup>Hardware / software requirements apply; feature availability may vary. Internet connection required. To check for compatibility and other important installation information, visit your device manufacturer's website and [www.windows.com/windows10specs](http://www.windows.com/windows10specs). Additional requirements may apply over time for updates. <sup>6</sup>Slack is open in the background while a 2.28 MB, Microsoft PowerPoint.ppt presentation is exported as a 1920x1080 H.264 .mp4 video presentation. While the video presentation is being created 1) a 6.49 MB, 844 page, Microsoft Word .docx document is converted to a 7.98 MB, PDF file and 2) a 70.4 MB, Microsoft Excel .xism macro-enabled worksheet that is recalculated. <sup>7</sup>REFRESH CONFIGURATIONS NEW: Intel® Core™ i7-8650U (Intel Reference Platform), 15W, 4C8T, Turbo up to 4.2GHz, Memory: 2x4GB DDR4-2400, Storage: Intel® 6000p SSD, Graphics: Intel(R) UHD Graphics 620, BIOS version 117.07 with MCU 0x84, OS: Windows\* 10 (version 10.0.16299.192). 4-YEAR-OLD: Intel® Core™ i7-4600U (Intel Reference Platform), 15W, 2C4T, Turbo up to 3.3GHz, Memory: 2x4GB DDR3-1600, Storage: Intel 540s SSD, Graphics: Intel(R) HD Graphics 4400, BIOS version139 with MCU 0x23, OS: Windows\* 10 (version 10.0.16299.192). <sup>8</sup>Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more complete information visit [www.intel.com/benchmarks](http://www.intel.com/benchmarks). The benchmark results reported above may need to be revised as additional testing is conducted. The results depend on the specific platform configurations and workloads utilized in the testing, and may not be applicable to any particular user's components, computer system or workloads. The results are not necessarily representative of other benchmarks and other benchmark results may show greater or lesser impact from mitigations. <sup>9</sup>SYSmark\* 2014 SE is a benchmark from the BAPCo\* consortium that measures the performance of Windows\* platforms. SYSmark 2014 SE tests four usage scenarios: Office Productivity, Media Creation, Data/Financial Analysis, and Responsiveness. SYSmark contains real applications from Independent Software Vendors such as Microsoft\* and Adobe\* <sup>10</sup>Small Business Trends; Remote Working Policies Can Benefit Small Business, Nov 1, 2017.