

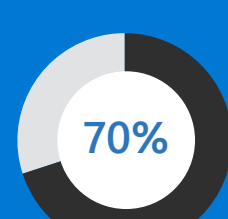
# Reduce costs with Windows and Office



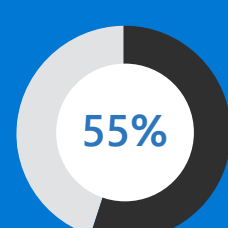
Simplify the process of keeping devices up to date while saving time, reducing costs, and gaining control with Windows 10 and Office 365.



**\$120K** is the average cost of an SMB data breach.<sup>1</sup>



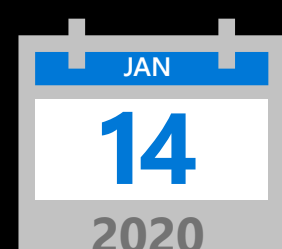
**70%** of small to medium businesses **reinvest saved money** into their business **thanks to the cloud.**<sup>2</sup>



The cloud allows for a **55% time savings**, making you more competitive and cost-efficient.<sup>2</sup>

## End of support is here!

When Windows 7 and Office 2010 reach end of support, they will continue to work but new security and feature updates will end.



As of January 14, 2020, security updates and support for PCs running Windows 7 will no longer be provided.



Extended support for Office 2010 will end on October 13, 2020.



### How will end of support impact me?

Without current tools, you may not be able to respond quickly to business needs.

## Free up resources and reduce IT costs

over time with Microsoft by simplifying device management and staying up to date.

### Receive more value

Windows 10 and Office 365 come with features and apps as they are added at no additional cost.



Get more value for less with a solution that combines the Office apps with conferencing, online file storage, and business-class email.

### Deploy intelligent applications and tools

Work smarter, not harder, with the latest Office apps and intelligent AI capabilities to enable your employees to do more.



Create your best work with intelligent tools built in to Office.

### Save time on device management

Windows 10 and Office 365 continually update across all apps, so you don't have to worry about updates, giving you time back.

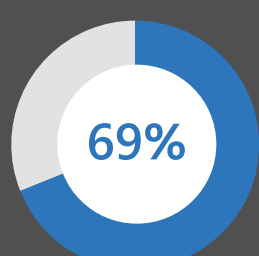


Simplify device management with automatic updates, freeing up time and resources you can apply to more strategic tasks.

## Proof points



**\$2,379** is the total cost of owning a 4+-year-old PC, which is more than the cost of a newer PC.<sup>3</sup>



Avoid security risks caused by unsupported solutions, in which **69%** are not aware of the end of support date.<sup>3</sup>



The total time savings equal to **\$6.9 million** using Teams as a result of a reduced total number of meetings and their duration.<sup>4</sup>

Learn how you can reduce your costs by getting modern with Microsoft today:

- > Office 365
- > Windows 10
- > Modern Desktop
- > Move to the cloud
- > Start now
- > Upgrade your devices

<sup>1</sup> Kapersky Lab Study, 2018  
<sup>2</sup> AT&T, Frevvo, PC World, "Emergent Research & Dimension Research, SMB Group," Microsoft Blog  
<sup>3</sup> TechAisle, SMB PC Study for Microsoft, July 2018  
<sup>4</sup> Forrester, "Total Economic Impact" of Microsoft Teams, 2019