

## Windows 7 Sunset FAQs

### **WHAT IS THE WINDOWS 7 SUNSET?**

The Windows 7 Sunset marks the end of the Microsoft Windows 7 lifecycle.

### **WHEN IS THE WINDOWS 7 SUNSET HAPPENING?**

Windows 7 won't be supported after January 14, 2020.

### **HOW ARE CUSTOMERS FINDING OUT ABOUT THE WINDOWS 7 SUNSET?**

IT VARs and MSPs are letting your customers know of the event and offering the opportunity to purchase hardware. Microsoft is also sending users alerts to notify them.

### **BUT I THOUGHT WINDOWS 7 ALREADY ENDED SUPPORT?**

Windows 7 did indeed end mainstream support in 2015, after which, the product was placed on extended support. The official sunset signals the end of extended support and end of life for the product.

### **WHAT'S THE DIFFERENCE BETWEEN EXTENDED SUPPORT AND END OF LIFE?**

Extended Support: Microsoft has been maintaining the Windows 7 environment from a security standpoint, but the end of mainstream support marked the end of any new features for Windows 7.

End of Life: With the impending sunset, the Windows 7 interface will become completely obsolete, meaning no support will be available and security will not be maintained.

### **IF MY CUSTOMERS FAIL TO UPGRADE PRIOR TO THE WINDOWS 7 SUNSET, WILL THIS POSE A SECURITY THREAT?**

Yes, if your customers fail to upgrade prior to the Windows 7 Sunset, they will risk their security since the environment will no longer be maintained. This will leave their machines vulnerable.

### **WHAT IS THE RECOMMENDED TIMELINE FOR MY CUSTOMERS TO UPGRADE?**

Now / long before December 2019. Your competition is already reaching out to your customers with opportunities for upgrades, so to capitalize on this opportunity, now is the time to create an outreach plan.

### **IS THERE OTHER HARDWARE THAT MY CUSTOMERS WILL NEED TO UPGRADE?**

Yes - Windows 2008 end of life means your customers will need new server hardware, certainly a new Windows Server OS, and new Windows Server Client Access Licenses (CALs). Many will need to purchase an updated version of SQL and those associated CALs.

### **WHAT DOES THIS MEAN FOR ME AS AN OFFICE TECHNOLOGY DEALER?**

Office technology dealers need to talk to their customers about this or their competition will. 40% of workstations are using Windows 7. Consider the number of accounts you have, and the number of endpoints and corresponding workstations; if you calculate this opportunity using your average hardware transaction amount, you'll understand the immense opportunity at stake. The Windows 7 Sunset affords a great opportunity for office equipment dealers to expand into the realm of managed services in the form of IT hardware.

### **WHAT IS HAAR?®**

Hardware as a Rental, or HaaR, combines the best attributes of Hardware as a Service (HaaS) and equipment financing. HaaR gives the customer a one-invoice solution for all hardware, software, installation and services. However, it does NOT require the solution provider to take financial risks associated with HaaS.

## **WHY IS THE WINDOWS 7 END OF LIFE CONVERSATION SO MUCH EASIER FOR IT PROVIDERS THAT OFFER HAAR AS A SOLUTION?**

For dealers wanting to begin offering HaaR, the talk track to sell customers on it is pretty simple. The cost to upgrade their hardware is a monthly fee for the hardware, software, licenses, and support. It will also come with regular technology upgrades to give them the most modern technology solutions when they need it.

If your customers are already using the HaaR program, you'll get to tell them it is already included in their IT budget!

## **WHY DOES THIS PROVIDE SUCH A GIANT OPPORTUNITY FOR OFFICE TECHNOLOGY DEALERS?**

According to Brian Currier from Advantage Technologies:

*"We are sitting on the edge of probably the best opportunity in the almost 20 years I've been in this business to convert people over to this model [Hardware as a Service]. Because Windows 7, which has the largest install base of IT equipment in the world, is going end of life."*

## **HOW DOES THIS APPLY TO ME AS A DEALER OF PRINTERS?**

Managed IT and hardware are key areas office equipment dealers can look to when seeking business growth. HaaR offers a way to sell IT hardware and services that is no different than the way you currently finance office equipment. Office Equipment Dealers are already comfortable selling a monthly payment. Your customers are familiar with financing, leaving you at a hefty advantage.

## **HOW CAN HAAR HELP ME CAPITALIZE ON THIS OPPORTUNITY?**

Compared to other IT alternatives not offering HaaR, you can become the hero by offering a monthly payment for upgrade and support services. You are positioned favorably to sell and install the hardware for a monthly ongoing cost over the large upfront expenditure that your competitors are offering.

## **CAN I TAKE ADVANTAGE OF THIS OPPORTUNITY IF I'M NOT YET IN MANAGED IT?**

If you are a dealer that hasn't gotten into IT at all yet, there is no better time to partner with someone like Collabrance, a Master Managed Services Provider, in order to develop a plan to tackle the opportunity sitting right within your customer base.

Visit [www.collabrance.com/ready-grow/new-managed-it-services](http://www.collabrance.com/ready-grow/new-managed-it-services)