

THE RISKY BUSINESS OF OUTDATED TECHNOLOGY

Spending money on IT solutions can be a costly outlay for small and medium businesses, so it's easy to understand why you might want to cherish what you already know and love. But failing to keep up with the times by using outdated technology could be putting your business in danger.

Having up-to-date technology brings real benefits to SMBs – from cost savings and competitive advantage to increased productivity and security – so read on and learn how to reap the benefits of a #ModernBiz ...

Did you know...?

94% of SMBs think it's important to keep software updated.

Between 70% and 80% of the top 10 malware detected by a company could be avoided if their technology was updated correctly.

70% 80%

Is your technology out of date?

If you are running Windows XP on your computer, you are 6x more likely to be infected with malware threats than if you are running Windows 8.

Why? Support has ended for Windows XP.

For those still using **Windows Server 2003**, end of support on July 14, 2015, means you will be at greater risk of cyber attacks and exploitation by third parties.

The benefits of the latest version, Windows Server 2012 R2, will help ensure you avoid possible risks and safeguard your business.

Windows Server 2003
July 14, 2015

Microsoft Office 2003
April 2014

End of support for **Office 2003** happened in April 2014, meaning there will no longer be critical security updates. Those still using it are leaving themselves open to attack and that's why **we recommend Office 365**, which allows you to keep your business up to date, all of the time.

Top 5 risks of using outdated technology:

1. **Crashes and system downtime**
as you waste time fixing IT issues rather than focusing on your business.

2. **Increased costs**
as you spend money fixing IT issues instead of growing your business.

3. **Decreased productivity**
as employees work to resolve IT issues instead of focusing on business tasks.

4. **Security holes**
as outdated software leaves you more open to cyber attacks.

5. **Legal and regulatory compliance risks**
Auditors can fine companies that don't transition from unsupported software.

What's stopping SMBs from updating technology?

Resources such as time and finances are major reasons for the lack of technology updates in SMBs and those with fewer employees, tend to invest less.

The average amount of time spent on software updates is **11 hours per week**

Companies with fewer than 50 employees spend **3 hours per week**

Companies with more than 250 spend over **15 hours on average**

Why should SMBs upgrade their technology?

7 days

Small businesses could be losing up to 1 work week each year because of **old PCs**

4 years

PCs that are more than 4 years old lead to the loss of 21 hours of productivity because of repairs, maintenance, and **security fixes**

4 years

It also costs nearly double to fix a system that's older than **4 years**

5 years old

61% of customers think an SMB is out of date if it's using an operating system that's more than **5 years old**

Costs

Windows XP costs \$780 per year to support per installation

\$780 a year

Compared to \$168 for Windows 8

\$168 a year

Supporting Windows Server 2003 could cost SMBs upwards of \$200,000 per year.

\$200,000 a year

Companies can easily upgrade to the latest versions to avoid unnecessary costs

Advantages of new technology

49% of business owners say new technology such as cloud computing has been a key factor in allowing them to grow.

66% say it has reduced other IT costs.

54% say cloud computing has accelerated their IT projects.

49% have said it helps them punch above their weight and compete with larger organizations.

94% of small and midsize companies gain security advantages when using the cloud.

Anywhere
anytime technology is a driver of the overall experience that customers receive.

Flexible working

The cloud also enables flexible working, allowing employees to work from anywhere and manage their productivity outside of the office in order to achieve more.

And 86% have employees who work from home, thanks to the opportunities cloud computing brings.

44% of SMBs say cloud and mobile technology has created more satisfied customers.

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