



## **JOY COMMUNICATIONS Protects SMBs From Windows 7 End of Life**

### *Leading Provider in Managed Technology Services Alerts SMBs to End of Support*

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Joy Communications a leading managed technology services provider (MTSP), is helping small to mid-sized businesses (SMBs) secure their organizations from cyber-attacks, by addressing the Windows 7 “End of Life” policy that will begin in January of 2020. Microsoft has announced that they will cease supporting the software, providing updates, enhancing security features and the software will essentially become obsolete. SMBs need to be aware of this transition because cybercriminals are constantly inventing new methods and techniques to exploit weak infrastructure. If a business doesn’t adapt and bring in technology that can keep pace with the ever evolving security threats that the modern business faces, they will eventually become a “sitting duck” for cyberattacks.

Many businesses handle problems like this in the same manner that they handle all other problems. Ignore it until they

suffer a minor consequence, and after they feel some of the pain, then they react and begin solving the problem. However, this is a very dangerous strategy to utilize given the potential consequences. For example, we can look at the costs that some major players have paid for insecure infrastructure.

According to Time Magazine, “The Equifax breach cost the company over \$4 billion in total.” While small businesses can’t withstand losses like that, there’s also a stronger push from authorities for tighter cybersecurity measures, bigger fines and harsher penalties for lax policies.

“Business owners need to act, now,” advised Peter Engle, President of Joy Communications. “Indecision is also decision. The majority of Windows 7 users will migrate to the cloud which coincidentally will provide many increases in security capabilities that could greatly reduce their need for ad-hoc security features, driving total cost down. However, the key to a successful transition is starting early because these things take time. Unfortunately, businesses who decide not to act, may place themselves in

even graver danger because they will be extremely susceptible to cyberattacks, precisely because Windows 7 is obsolete technology and it may be too late.”\

### **ABOUT JOY COMMUNICATIONS**

Joy Communications is an IT company that specializes in Voice applications with a large installed base of private, non-profit and governmental customers throughout Florida. Joy Communications provides VOIP phone systems, wireless networking, surveillance, and hosted or “in the cloud” services. Joy has specialized in providing quality service and support to its customers with locally based, certified technicians for the last 30 years. For more information on Joy Communications please call 1-800-432-3638 or visit us at [www.joycomm.com](http://www.joycomm.com).