



# END-OF-LIFE SOFTWARE

## Costs Your Customers More Than You Think

Software licensing and warranty expirations bring with them more complications than just being outdated. Many companies and end users aren't aware of the implications of using End-of-Life (EoL) software no longer supported by the manufacturer just to save costs.

It's possible your customers don't really understand what "End of Life" entails. They expose their business to security breaches by utilizing technologies past their "best by" dates. The bottom line is that employing EoL technology puts the cybersecurity, compatibility and performance of your customers' IT infrastructure at risk. It's your responsibility as an MSP to educate your audience about the consequences of utilizing software after its expiration.

This checklist will explain how upgrading your customers' IT environment will solve all issues associated with using EoL software.



# SECURITY FIRST

While outdated software may contribute to your monthly recurring revenue (MRR), it isn't just about profit; it's also about [delivering value to customers](#). The end of service makes your customers' networks and devices vulnerable to intrusions. An EoL software no longer receives:

- ▶ Security patches to close gaps exploited by nefarious threat actors
- ▶ Updates to make older file types compatible
- ▶ Developer support, meaning they won't try to fix problems with outdated software (i.e., Microsoft Office 2013, Windows 7)

Since malware attacks are becoming more common, you shouldn't leave any vulnerabilities on your clients' networks unpatched. If a customer has EoL software installed, persistent hackers will take advantage of this to access their sensitive data and either extract information or install harmful malware on devices. To ensure your clientele has a secure IT environment, you should always encourage them to upgrade to the newest version.

# COMPLIANCE

Software that has reached the end of its useful life or is no longer supported is not considered “in compliance” with legal, contractual or regulatory standards. Entrusting your customers’ sensitive data to an unreliable OS or unsecured application may result in costly fines, business closure or even possible jail time.

Plus, if your customers use EoL software, they will not be eligible for cyber insurance because they have not complied with policy requirements. Assessing your customers’ compliance requirements frequently with a [compliance tool](#) will help you keep track of their progress and offer them the right solutions.



# HIGHER PRODUCTIVITY

Issues, failures and malfunctions are more likely to occur with older hardware and software. In addition to causing delays and interruptions in business operations, outdated systems also affect customers’ employee productivity. Empower your clients with the best hardware and software solutions so they can lower high-support ticket volume, achieve the highest level of reliability, enhance [employee performance](#) and improve their brand reputation.



# LONG-TERM BUSINESS IMPACT

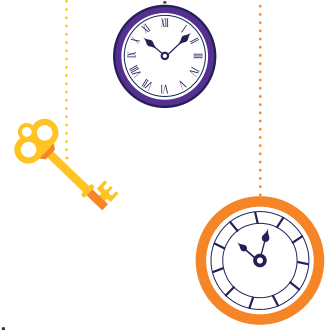
EoL software impacts your customers' business and the goals they want to achieve. However, recommending new software for the sake of the sale isn't the approach you should take.

As a technology partner, you should provide clients with solutions that will maximize their revenue, increase operational efficiency and reduce maintenance costs for their businesses. Start by using the [right framework](#) to unlock two opportunities for customers:

- ▶ Technology alignment helps you compare a customer's environment to your set of best practices.
- ▶ A virtual chief information officer (vCIO) can pinpoint problems with outdated software, provide a strategic plan for replacing it or transitioning to a newer system, and assist your customers in budgeting those changes over time.

# IMPROVED COMPANY CULTURE

When software platforms are updated, your clients' employees get the opportunity to work in a modern business environment. Thus, the quality of life for their personnel is elevated. Happier employees contribute to higher productivity. What's more, your IT help desk is no longer called for unfixable problems, and the customer workforce no longer gripes about out-of-date systems causing them trouble.



# REDUCTION IN SUPPORT TICKETS

Removing out-of-date systems results in a direct decrease in support ticket volume, which lowers your monthly [Reactive Hours per End User](#) for your MSP. A smaller number of support tickets reduces reactive noise, making it easier for you to focus on

[proactive roles](#) like [technology alignment](#) and [vCIO](#). A proactive role gives your MSP the opportunity to assess business impact and develop a strategy to help customers harness technology as a competitive advantage.



# MIGRATE TO NEWER PLATFORMS

As an IT service provider, you can help transition businesses from outdated platforms to new technologies. For example, you can guide customers to migrate to Microsoft 365 since Office 2013 is reaching its end of support from Microsoft in April 2023.

Moving to the cloud has multiple benefits:

- ▶ A one-time monthly fee covers all software and services (i.e., Office software downloads, Exchange email).
- ▶ The most recent security patches are always applied.
- ▶ The most recent software versions are provided to you by providers like Microsoft 365 as soon as they are made available.
- ▶ The backend email servers are also constantly updated.

Increase your monthly revenue, drive down reactive support and truly become proactive with the [TruMethods Framework](#).

**CONTACT US FOR MORE INFORMATION.**

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