



CTI Protects SMBs From Windows 7 End of Life

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

BURTON, MI – January 2019 - CTI 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 Jeff Allen, President of CTI. “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because they will be extremely susceptible to cyberattacks, precisely because Windows 7 is obsolete technology and it may be too late.”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 CTI

Communications Technologies, Inc. (CTI) is an independently, locally owned voice and data communications company serving Michigan businesses for over 25 years. CTI is a one-source solution for ordering dial tone and high-speed Internet, providing voice and data cabling, and installation and support of business telephone systems and computer networks. The company takes a consultative approach to its customers’ needs and makes recommendations based on over 100 years of combined experience and expertise. CTI actively supports the community through its involvement with non-profit and other charitable organizations. CTI’s goal is to add value, differentiate its services, and deliver strategic technologies with integrity and innovation resulting in the highest level of customer profitability, satisfaction and competition advantage. For more information about CTI please call 800-860-6910 or visit www.cti4u.com.