



PARKER DATA & VOICE Protects SMBs From Windows 7 End of Life

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

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Parker Data & Voice 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 Bill Parker, President of Parker Data & Voice. “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in even graver danger because they will be extremely susceptible to cyberattacks, precisely because Windows 7 is obsolete technology and it may be too late.”\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 PARKER DATA & VOICE

Parker Data & Voice, LLC and PV Technology Services, LLC, are sister companies, that provide managed cloud, hosted server and on-premise IT, data and unified communications solutions to small & medium sized businesses. We specialize in the energy sector, particularly exploration and production companies.

The company’s mission is to “Deliver business technology solutions that help our clients improve business process efficiency, profitability and competitive advantage in the marketplace.”

The company offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 2 hours.

For more information on Parker Data & Voice, LLC or PV Technology Services, LLC, call (281) 783-4220 or visit www.parkerdatavoice.com.