



## Gage Protects SMBs From Windows 7 End of Life

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

Baton Rouge, LA – March 2019 - Gage 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 Jason Landry, VP of Sales of Gage. “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in even graver danger because they will be extremely susceptible to cyberattacks, precisely because Windows 7 is obsolete technology and it may be too late.”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 GAGE**

GAGE is a full-service telecommunications and IT services company that has helped businesses since 1980. Founded in Baton Rouge, the company’s original mission continues today, which is to provide the very best products and services that enable its clients to increase their profitability, obtain a competitive advantage, and improve employee productivity. Gage has served the Louisiana business community for nearly 40 years through a culture of striving towards excellence and unparalleled commitment to customer service.

Gage works with companies of all sizes with business phone systems, computer networks, managed IT services, structured cabling and standby generators. The company conducts a complete needs analysis to ensure that each customer implements the right technology to meet their needs now and into the future. Gage has been recognized with numerous industry awards and has become one of the region’s leading technology services companies.

For more information on Gage, please call (225) 753-4243 or visit [www.gagetelephone.com](http://www.gagetelephone.com)