

Windows Server 2008 and SQL Server 2008 end of support

The challenges, opportunities, and advantages of modernization



Windows Server 2008 and SQL Server 2008 are reaching end of support soon

Without security updates and bulletins released by Microsoft, your businesses could be exposed to security attacks or compliance risks.



July 9, 2019
End of extended support for SQL Server 2008/2008 R2



January 14, 2020
End of extended support for Windows Server 2008/2008 R2

Challenges and opportunities



Optimize costs

When support ends, your maintenance costs could increase if your IT staff needs to continue managing your aging hardware along with software.



The average office worker wastes **21 days per year** due to outdated technology¹

Business leaders cite fewer operations resources and hardware/software costs as the **top two cost reduction reasons** for modernization



41% of business users have critical company data trapped in legacy systems that cannot be accessed by cloud services²



92% of businesses expect the cloud to increase revenue over the next two years⁴



Reduce the risk of security breaches

Without regular security bulletins it may be impossible to protect against hackers and malware or prevent unwanted access to sensitive data.



Cybercrime will cost the world **\$6 trillion annually by 2021**, up from \$3 trillion in 2015⁵



An estimated **111 billion lines** of new software code are produced each year — creating a massive number of vulnerabilities⁵



Only 1% of stolen, lost or compromised records are encrypted⁶

This equates to a **1.5% decline** in encrypted records year over year⁶



Enable digital transformation

Digital transformation has become the industry standard. Without modernizing, businesses may fall behind the competition and fail to provide the latest, most up-to-date customer experience.



60% of businesses see digital transformation as contributing to operational efficiency and streamlining processes⁸

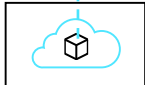
56% of business leaders say their digital improvements have already enhanced profit¹⁰



IT modernization can increase employee motivation by **up to 40%**⁹



In 2007, **only 21%** of the world's population had access to the Internet. Now more than 47% of people, even in remote areas, are online⁷



Data regulations and compliance pressure

By the end of support, your system may fail to comply with regulatory standards, which can lead to penalties, fines—and even a loss of customer trust.



48% of businesses don't have, or aren't sure they have, data processing agreements set up with new cloud providers—and essential component of some regulations, such as GDPR.¹¹



70% of businesses are concerned about the damage to brand reputation associated with non-compliance¹²



43% of businesses already question whether they have the ability to identify and report a breach within a 72-hour time period¹¹



35% of companies fear that the financial penalties possible under regulations such as GDPR could imperil their very existence¹²



Increase scalability & flexibility

To thrive and stay competitive, your business needs a responsive IT infrastructure to adapt to an ever-changing business environment. If your company is growing or has fluctuating capacity requirements, you need the kind of flexibility that allows you to scale IT resources quickly and cost-effectively.

48% of businesses say new technology will influence growth over the next three years¹³

72% of SMB decision makers say that technology can help them improve the way they run their business¹⁴

Software will be the **largest category of SMB IT spending** in 2019¹⁵



Stay secure and get help with compliance: the benefits of modernization

End of support for Windows 2008 and SQL Server 2008 is a great opportunity to modernize your application stack and improve consistency across your infrastructure. How? By moving it to the Microsoft cloud.

1



Protect your organization, secure your infrastructure, and future proof your technology

2



Upgrade to current versions for the most advanced security, performance, and machine-learning innovations

3



Migrate from SQL Server & Windows Server 2008 to Microsoft Azure for extended support at no cost



Maximize your ROI

By moving to Azure, you can take full advantage of your existing investments. Built-in technologies enhance performance, and enable end-to-end cloud cost management and optimization – while reducing total annual costs.



Cloud flexibility

Set up and manage Windows Server and SQL Server deployments in minutes, and then scale up or down on the fly.



Tuned for performance

Meet your toughest demands with virtual machines optimized by the same team that builds Windows Server and SQL Server.



Hybrid connectivity

Get the most out of your on-premises investments and take advantage of all that Azure offers.



Highly-secured and trusted

Protect your entire data estate with a highly secured database on the most compliant cloud.



Extend your security

Migrating Windows Server and SQL Server workloads to Azure enables businesses to benefit from the \$1B Microsoft investment¹⁶ into building security into a cloud platform you can trust. In addition, migration benefits include:



Operational best practices and a global team of more than **3,500 cybersecurity experts**



Three years of security updates at no charge once migrated to Azure



Built-in security features that encrypt and protect your data



Security health monitored across your entire environment



Multiple support offers¹⁷ including 24x7 access to billing support, online self-help, whitepapers, support forums, and documentation

How Professional Advantage can help

We can help you move your IT infrastructure to the cloud quickly and with minimal risks; improve your business flexibility and system uptime.

By preparing for Windows and SQL Server end of support today you can start to solve the most pressing migration challenges and deliver the reliability, performance, and security your business stakeholders expect. For more information and an initial assessment, contact us on 1800 126 499 or visit www.pa.com.au/products/microsoft-azure.



Sources:

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- 6 ATM Marketplace
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