



Sanford Gladding
President

ATS Communications Protects SMBs From Windows 7 End of Life

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

CONCORD, CA – December 2018 - ATS Communications 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 Sanford Gladding, President of ATS Communications. “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in even graver danger because they will be extremely susceptible to cyberattacks, precisely because Windows 7 is obsolete technology and it may be too late.”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 ATS COMMUNICATIONS

ATS is a technology solutions provider that partners with businesses to implement the latest enterprise networking and IT infrastructure, unified communications, cyber-security, business continuity, video surveillance and cloud infrastructure.

These products and services are delivered as a proactive managed service model providing peace of mind that all critical business systems meet expectations of high availability, security and optimization. With expertise on a wide range of voice and data products, ATS Communications is a business’ complete voice and data partner. Their services match the needs of small and medium size enterprises with optimized technology that provide best practice solutions which creates a competitive advantage and makes a positive impact to the client’s bottom line. With over 40 years of experience, ATS has gained an excellent reputation for designing, implementing and proactively supporting solutions that focus on converging voice and data applications and has been recognized for outstanding performance by several of the industry’s top manufacturers. These credentials have allowed ATS to grow and partner with businesses throughout Northern California and across the United States. ATS has three California offices located in Concord, Sacramento and Redding. For more information, call their corporate office in Concord at (925) 602-1500 or visit www.teamats.com.