



**The Windows 10 Dilemma:
Time's Running Out for
Dealerships**




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The End of Windows 10 Support



- No more security updates
- No more technical support

Microsoft Support Ends: October 14, 2025

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Cybersecurity at Stake



Your Dealership Becomes A Target



- Cybercriminals scan for use of obsolete tech
- Increases the chance of falling victim to an attack

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Regulatory Compliance Concerns



FTC Safeguards requires you to keep technology current



Failure to move to Windows 11 is a violation

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Windows 11: The Next Generation



Important Features Include:

- New hardware-based security functionality
- Next gen cryptographic technology
- Cryptographic key storage & device authentication
- Biometric Multifactor Authentication



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Windows 11 Security Boost



Advantages:

- Safeguards data and prevents unauthorized access
- Reduces risk of data breaches & cybersecurity incidents
- Important for dealerships because they handle sensitive consumer and financial data

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The Windows 11 Rush

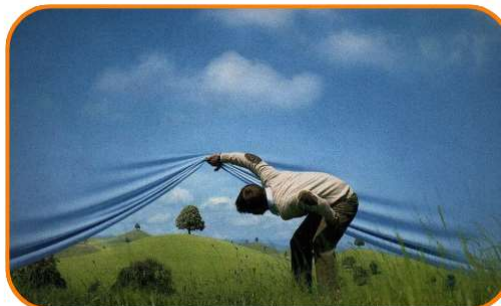


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Reality Check



Many will wait until last minute to upgrade



72% of Microsoft users are on Windows 10

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Old PCs vs. New PCs



Windows 11 Hardware Compatibility

- Older PCs may not be able to support Windows 11 new security functionality
- Upgrading to Windows 11 will require new PCs for many dealerships
- 25% of PC's cannot upgrade to 11
- Avoid used PCs



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Be Smart & Be Proactive



PLAN NOW!

- Demand for Windows 11 compatible PCs with TPM will soar in 2025
- Prices are already climbing
- Inventory your PCs now
- Avoid supply shortages and backorders
- Delay could mean continuing use of Windows 10 past end of life – *an FTC violation & security risk*

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Beware

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- This is not plug and play - Windows 11 security isn't automatic
- Security policies must be set appropriately
- Staff must be trained

LESSONS
LEARNED



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