



Gold Microsoft Partner



Windows Server 2008 and SQL Server 2008 end of support

# The challenges, opportunities, and advantages of modernization



## Windows Server 2008 and SQL Server 2008 end of support

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The average office worker wastes **21 days per year** due to outdated technology.<sup>1</sup>



Some business users have critical company data trapped in legacy systems that cannot be accessed by cloud services.



**92%** of businesses expect the cloud to increase revenue over the next two years.<sup>2</sup>



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



### 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 to cost the world **\$10.5 Trillion** Annually by 2025.<sup>3</sup>



An estimated **111 billion lines** of new software code are produced each year - creating a massive number of vulnerabilities.<sup>3</sup>



**Only 1%** of stolen, lost or compromised records are encrypted.<sup>4</sup>

This equates to a **1.5% decline** in encrypted records year over year.<sup>4</sup>



### 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%

60% of businesses see digital transformation as contributing to operational efficiency and streamlining processes.<sup>5</sup>



73%

73% of Singapore organisations are accelerating the pace of digitalisation in response to the pandemic.<sup>5</sup>



40%

IT modernization can increase employee motivation by up to **40%**.<sup>7</sup>



56%

56% of business leaders say their digital improvements have already enhanced profit.<sup>8</sup>



### 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 - an essential component of some regulations, such as GDPR.<sup>9</sup>



**70%** of businesses are concerned about the damage to brand reputation associated with non-compliance.<sup>10</sup>



**43%** of businesses already question whether they have the ability to identify and report a breach within a 72-hour time period.<sup>9</sup>



**35%** of companies fear that the financial penalties possible under regulations such as GDPR could imperil their very existence.<sup>10</sup>



## 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 years.<sup>11</sup>


72% of SMB decision makers say that technology can help them improve the way they run their business.<sup>12</sup>

## 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 investment<sup>13</sup> 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 offers<sup>14</sup> including 24x7 access to billing support, online self-help, whitepapers, support forums, and documentation

### → How StarHub can help

Getting on the cloud takes a considerable amount of time. Leave it to StarHub Managed Services to assess, design, provision, and migrate your business onto Microsoft Azure.

It doesn't end there. StarHub Managed Services offer end-to-end solutions, from proactive management, help desk to provide security and backup-as-a-service for your cloud-based workloads.

It's never been easier to get started. For more information and an initial assessment, contact us at [business@starhub.com](mailto:business@starhub.com), or visit [starhub.com/managed-services](http://starhub.com/managed-services).



Sources:  
 1. Belden  
 2. Finances Online  
 3. Cyber Security Ventures  
 4. ATM Marketplace  
 5. Future of Trade  
 6. Tech Aisle  
 7. McKinsey  
 8. Enterprisers Project  
 9. Info Security Magazine  
 10. eConsultancy  
 11. Forbes  
 12. SMB GR  
 13. Microsoft Azure  
 14. Microsoft Azure support offers