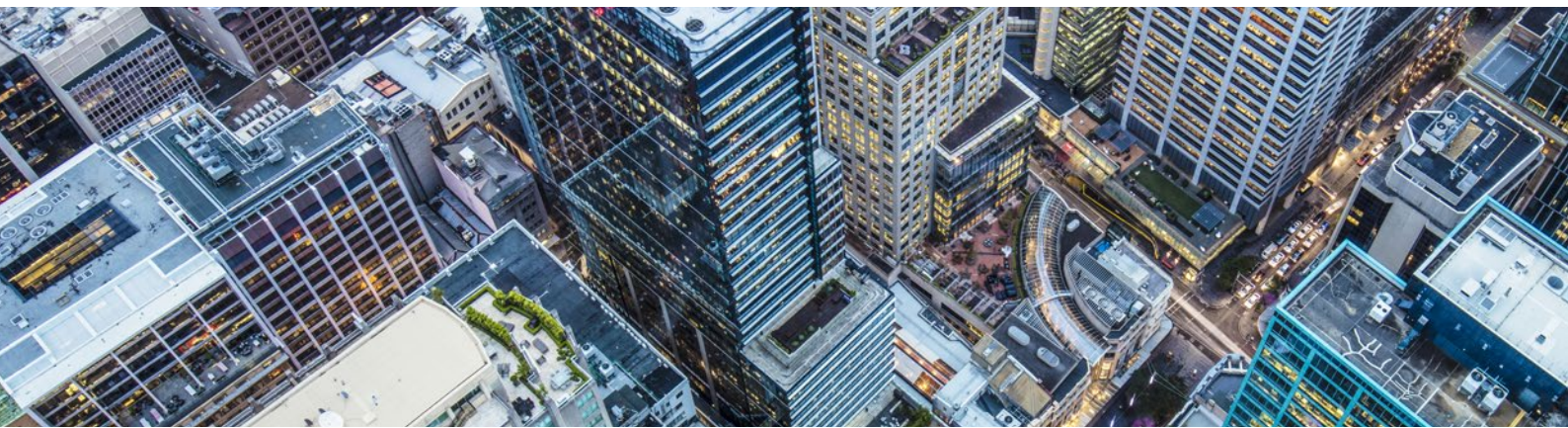# End of Support for Windows 10:
A Guide for Channel Partners

Foreword

Microsoft calling time on Windows 10 support marks a generational shift for our technology industry, sparking the largest device refresh motion the world has seen since the Covid-19 pandemic.

However, with flailing economies across the globe, many businesses are reluctant to invest in modern devices, often without full awareness of the risks, missed opportunities and productivity hurdles these decisions create for their workforces. With rising 'Digital Debt', pervasive and disparate hybrid work policies and the increasing sophistication of cyberattacks, innovation is not optional. It's imperative.

The task facing our industry is significant.

Starting from December 2024, the Australian IT channel must deploy an average of 20,000 devices a business day if we are to refresh the millions of Windows 10 commercial devices that can't upgrade to Windows 11.

This far outstrips expected capacity of our local device market by many multiples, highlighting the potential of significant supply chain disruption. Inaction will lead to reduced choice as early movers secure their preferred devices, leaving those who delay with fewer options.

Many businesses are grappling with the expanded range of device choices, particularly given the launch of new Copilot+ PCs and AI PCs. While Windows 11 Pro devices will be suitable for the overwhelming majority, we are at an inflection point where business leaders must decide what role Artificial Intelligence (AI) will play in their success.

As trusted partners, we must view the refresh opportunity as more than just a compliance motion. It is a strategic reset in how our Australian business customers aspire to exploit modern technology to serve their customers and communities.

As with any change as significant as Windows 10 End-of-Support, it's expected that channel partners will face indecision, objections and dismissal as businesses weigh up refreshing in a challenging economy where budgets are a key focus. However, it is our collective responsibility to educate them on this pressing issue, highlighting the key information that is often overlooked, or simply unknown.

The following report culminates significant research and analysis on the Windows 10 End-of-Support opportunity, focused on the Australian channel. We aim to illuminate its less well-known facts and implications to enable robust conversations with your end-customers on what they must do **now**.

We encourage you to share the end-user version of this report to inspire your customers to action.

The Dicker Data team — including our dedicated Windows 10 End-of-Support resources — are ready and able to assist with technical assessments, upgrade planning and guiding you and your end-customers through the upgrade opportunity.

For more information, contact your Dicker Data representative or email sales@dickerdata.com.au and discover why experience is the difference.

Thank you for reading this report.

We look forward to helping you and your customers on the path to Windows 11.

Gary Lawrence
Microsoft BDM, **Dicker Data**

Why the looming end of Windows 10 is good news for you as a channel partner and for your customers.

Now is the time to shepherd your customers to Windows 11. As the channel, our collective clock is ticking.

After nearly 10 years, Microsoft will stop supporting your customers' Windows 10 devices on 14 October 2025. That means they will get **no more security updates, bug fixes or technical assistance** if they stick with Windows 10.

Perhaps equally concerning for customers is the threat of their peers and competitors surpassing them, powered by an artificial intelligence (AI) productivity boost that will widen the performance gap over time. Why is this happening?

As good as Windows 10 was when Microsoft released it in 2014, the world has moved on and how we work has changed immeasurably. Consider:

- **Hybrid and remote work** is now the norm with some Australian businesses regularly supporting half of their workers remotely.

- There are **far more types of displays and screen configurations** — some we may rarely use but expect to integrate effortlessly into our workday.

- Our understanding of **accessible operating systems** has matured offering many more of us the opportunity to work and contribute.

- Employers demand workers deliver **higher levels of productivity**.

- And bad actors have ratcheted up the sophistication of their **cyber attacks** against us.

We changed how we work and now Microsoft has changed its operating system to fit our new, shared reality. That wasn't possible if we stood still with Windows 10.

So, every A/NZ customer organisation and their trusted channel partner must understand the implications of Windows 10 support ending.

It's time for all of us to make the 'Big Switch' to Windows 11 without delay.

Yet there is much work for the channel to do.

To remain on a supported, secure and productive platform, we must replace or upgrade millions of our customers' device in just the next 200 business days (as of December 2024).

This is against the backdrop of anticipated **supply chain shocks** as global demand for new devices is expected to peak by mid-2025.

Time is short and your window for action narrows every day.

But customers that made the switch such as NAB, L'Oreal and Westpac attest that **migrating to Windows 11 is easier than many may think**. And for their effort, they will have fit-for-purpose user operating system environments to keep their customer organisation humming for many years to come.

Here's what you need to know to speed ahead of the curve and secure the very best outcome for you and your customers before Windows 10 support ends.
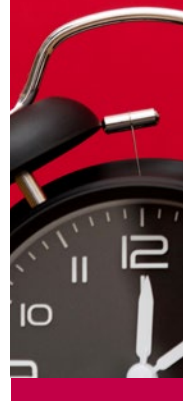
Risks of staying on unsupported Windows 10 are too high.
Costs and sleepless nights of standing still just aren't worth it

The most significant risk for many customer organisations is **increased vulnerability to cyberattacks**. Unpatched security flaws in Windows 10 will become easy targets for cybercriminals, putting businesses and individuals at risk of data breaches, malware infections and financial losses.

Nearly nine in 10 security decision-makers believe that modern hardware is needed to repel attackers.

The channel will throw our weight behind Windows 11 for many years to come, making it the most secure desktop operating system in history.

Non-compliance with cybersecurity insurance policies may leave you and your customers exposed with potentially unlimited liabilities for cyber incidents. Many cyber insurance policies mandate supported operating systems. Running Windows 10 after the deadline could void insurance coverage. Switching to Windows 11 beforehand ensures a cyber insurance policy would meet its supported operating system criteria.

Businesses may hesitate to trade with businesses running unsupported environments, especially if they potentially breach privacy laws — or are an ecosystem risk. As a reseller partner, you may also be precluded by your contract terms from serving businesses without cyber insurance. Maintaining a supported operating system environment would negate these potential business barriers to ensure the widest possible range of opportunities and partnerships for all concerned.

Application incompatibility may arise as software vendors prioritise development for Windows 11, potentially disrupting your customers' operations and hindering their productivity. By running Windows 11, they are reassured to be first in line for the latest productivity and security-enhancing features from Microsoft and the channel.

Supply chain constraints will likely bite hard by the middle of 2025. As a reseller, it will be increasingly difficult to deliver the best, most appropriate and affordable devices to your customers. To avoid potential disappointment and abasement, you should seek to audit your customers' environments and acquire appropriate devices without delay.

Using obsolete and insecure technology damages your reputation and risks your customers' trust in your ability to guide their IT decision-making.

Your customers' clients and partners may perceive that their reliance on an unsupported operating system exposes poor security awareness and commitment to data protection. Running Windows 11 as a supported operating system could be a defence to any potential legal action while elevating customer loyalty and trust.

Customer benefits of Windows 11 and AI-ready Copilot+ PCs

Once your customer has a Modern device with its productivity-boosting AI, speed & user experience, they'll beg to go 'all in' with Windows 11

Windows 11 has compelling advantages that make the migration a strategic imperative for your customers. They extend beyond the obvious user experience to the core of the operating system, its 'brains' and tight integration with back-end and cloud systems such as Microsoft Azure. Some benefits of the modern Windows 11 operating environment are:

- **Enhanced security:** Windows 11 is built on a foundation of tight security, leveraging hardware advancements such as TPM 2.0 (Trusted Platform Module) to protect your customers and their users against evolving threats. Features such as Windows Hello face recognition and BitLocker encryption provide robust data protection.

- **AI-powered productivity:** Windows 11 with a licence for Copilot — an artificial intelligence (AI) to assist users with their tasks, content creation and information retrieval —significantly boost productivity. Those users who already find Copilot on the web useful are perfect candidates for the on-device Copilot+ experience.

- **Elevated user experience:** The modern and intuitive interface, enhanced multitasking and streamlined design of Windows 11

contribute to a more engaging and efficient environment for employees, elevating their experience while cutting the cost to provide IT support to your customers.

- **Simplified IT management:** Cloud-based management tools such as Microsoft Intune and Autopilot streamline how you deploy to your customers devices, updates and security management, cutting the workload of your IT staff while ensuring security policy compliance.

Windows 11 devices also have higher performance, longer battery life, advanced connectivity and enhanced collaboration capabilities.

Critically for your bottom line, retaining a Windows 10 device past its support cut-off date will likely cost more than buying a compliant, high-performance Windows 11 device now.

Ask your Dicker Data representative how Australia's leading Windows 11 distributor helps you get trial and demo Copilot+ PCs into your customers' hands to demonstrate the power of Windows 11 and Copilot together.

Lenovo
Sponsor Comment

Not moving to Windows 11 brings new risk to organisations

"The transition to Windows 11 is critical. In Australia, the IT ecosystem of distributors, channel partners, resellers and vendors all have vital roles to play in ensuring the upgrade is smooth and delivers the greatest possible value and prepares users for the future," says Kirat Khara, the Director of Distribution and Commercial for Lenovo ANZ.

All upgrades carry some level of risk. But, as Khara says, there is a greater risk in not upgrading. Lenovo is working closely with its entire IT ecosystem to ensure there is a rigorous process that minimises the challenges and maximises the return on investment for the shift to Windows 11.

Read More

Paying off 'Digital Debt': Copilot poised to boost productivity

Two decades of declining labour productivity could be arrested — and even reversed — if we allowed ourselves freedom to think and dream

Australia has experienced 20 years of declining national labour productivity to which no one has found the answer.

The entrenched trend has gathered pace since the Covid–19 Pandemic as, paradoxically, Australians working longer hours suppresses our relative output. Falling productivity is an economic blight that slashes Australians' living standards.

Although not a silver bullet, Microsoft Copilot may arrest and even reverse this trend. SMBs found Copilot to be especially useful in the following areas:

- Writing presentations and automating everyday processes
- Speed time to market for new products
- Faster time from to insight from data capture
- Elevate customer experience and engagement

A Microsoft survey of 1000 Australian workers as part of a 31-nation study identified 'Digital Debt' as a leading impediment to their productivity.

Most Australian workers Microsoft recently surveyed endured 'Digital Debt' — an overwhelming volume of (often tedious and trivial) digital tasks and information that overloaded them to the detriment of higher-value strategic, creative and innovative work. Predictably, almost two-thirds (60 percent) of Australian business leaders were concerned about a lack of innovation in their organisations.

Workers' experiences with digital debt were:

- **57 percent** had insufficient time and energy.
- **3.4 times** more likely to struggle innovating and thinking strategically.
- **68 percent** lacked uninterrupted focus during their workday.

Crucially, while some workers were still concerned that AI may replace them (46 percent), many more (64 percent) would readily **delegate** as much work as possible to AI to alleviate their workloads. Workers and their managers were equally enthusiastic about AI's potential to enhance their performance, as follows:

- **Employees** were comfortable using AI for administrative tasks (71 percent), analytical work (75 percent) and even creative aspects of their roles (66 percent).
- **Business leaders** were 2.2 times more likely to perceive AI as a tool to augment their existing workforce rather than replace workers.

Microsoft Copilot could relieve workers to explore the creative and innovative aspects of their roles, boosting their ability to contribute to the long-term success of your business.

Workers equipped with Modern devices coupled with Copilot licenses unlock enormous power to ratchet your customers' productivity into high gear.

DELL Technologies
Sponsor Comment

The move to Windows 11 is an opportunity to move towards a more sustainable and AI-powered future

Working with partners and vendors who have experience in system upgrades can help with making decisions that support your needs today and prepare you for the future.

"The transition to Windows 11 is an opportunity for organisations to refresh their environments and prepare for the next generation of computing. By looking beyond the immediate need to run a supported operating system, organisations will be able to embrace AI PCs and all the benefits it offers," says Robert Vinokurov, General Manager, Client Solutions Group for Australia and New Zealand at Dell Technologies.

Read more

Get ahead of the game: What's your 'Super Power'?
Don't panic! You've got everything you need to succeed

With so many pressures piling up, you can see why your customers feel overwhelmed by the challenge of switching operating system environments. But it need not be cause for panic, just yet.

Microsoft and Dicker Data wrapped more support and enablement around this generational IT shift than any previous end-user device transformation.

As a channel partner, here is how to speed your customers' Windows 11 deployments:

Modern Device Management: Smooth their 'glide path' to Windows 11

Modern Device Management (MDM) orchestrates and secures devices through the cloud, which is speedier and more scalable than traditional, on-premises methods. And it simplifies device deployment, software updates, and security policy enforcement. As such, it makes your IT staff more productive, enhances your customers' security and elevates user experience.

Key MDM tools for a seamless Windows 11 migration are:

- **Microsoft Intune:** A comprehensive cloud-based solution for managing Windows devices, applications and security policies.

- **Windows Autopilot:** Simplifies device deployment by allowing new devices to be shipped straight to employees, who can then easily set them up with minimal IT intervention.

- **Windows Autopatch:** Automates deployment of Windows updates, ensuring devices are current with latest security patches and features with little disruption to users.

Seize the holidays: Put vacations and down time to work

As a trusted adviser, you can recover lost ground, thereby earning your customers' respect, by exploiting traditionally quieter periods of the year. But it's important to line up any support and hardware you may need ahead of time so it's ready to go when you need it. And that includes any outside capability on which you may rely (see below).

Partner with a trusted distributor who stands behind you at every step

Dicker Data is an invaluable source of burst capacity, knowledge and expertise to help you speed your customers' switch to Windows 11.

Harness Dicker Data's resources and combined wisdom. Let Australia's preferred Windows 11 distributor shoulder at least part of the burden so you can get on with managing your business and your customers' businesses.
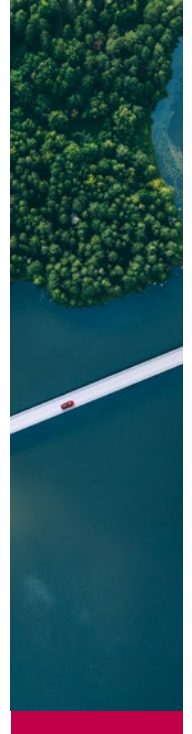
Hard lessons A/NZ's smartest resellers learned along the way
Don't reinvent the wheel. Learn from your peers.

There is already a wealth of information in the channel about how best to switch up customers to Windows 11.

For instance, one of Australia's biggest resellers improved its success rate by empowering its front line to initiate conversations about switching up from Windows 10. It trained account executives to spark customer conversations about existing infrastructure, application compatibility and readiness for modern workplace solutions like Autopilot and Intune.

Other lessons resellers and channel partners have learned about switching customers up to Windows 11 were:

- **Weave Windows 11 into every conversation:** Through its close relationships and strategic planning approach, one of Australia's fastest-growing resellers wove Windows 11 conversations into every client engagement, facilitating a natural transition without surprises.

- **Pitch your customer the 'Why'**: For some customers, the switch will be delightfully straightforward while, for others, it will be a tectonic shift. Understanding why your customer may be reticent to switch

to Windows 11 will help you resolve recalcitrance.

- **Share your knowledge:** Transferring relevant information to your customer — such as the state of their asset inventory — helps them understand why the switch is critical and take ownership of its success.

- **Trust is No.1:** Customers may balk at a perceived 'cash grab'. Resellers who are open about unsupported software risks and Windows 11 benefits build trust to secure customer buy-in.

- **Value-add to differentiate:** Resellers who offered services such as customer environment audits, strategic technology plans, and support stood out to cement their role as a trusted adviser.

One of the most important lessons resellers learned was they were not alone.

From automated asset compliance-checking tools, to Modern Device Management (MDM), and zero-touch pre-configuration with drop-shipping, Dicker Data and Microsoft have you covered so you can engage with customers and guide them through the transition. and Copilot together.

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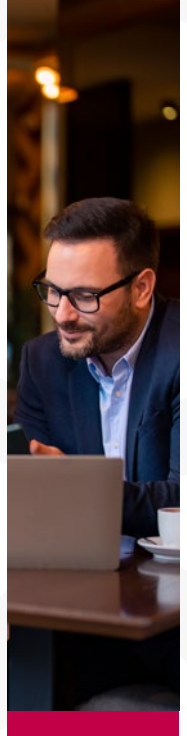
hp
Sponsor Comment

Taking a lifecycle approach is critical to Windows 11 upgrade success

Organisations cannot afford to approach this transition without a plan. That plan starts by first understanding what devices are in your PC fleet so you can determine which will continue to drive value and which are stifling innovation and collaboration

"Understanding the current state of your fleet is critical," explains Aman Sangar, the

Category Manager for HP. "HP has tools that leverage AI to provide a detailed analysis of your PC fleet to optimise your transition plan. This helps you decide which devices need to be replaced, which can be upgraded from Windows 10 to Windows 11 without a hardware refresh, and which can be redeployed for different applications."

Read more

Implications of a defiant customer on your channel business
Always have a back-up plan

It's critical to have contingencies should a customer fail to switch up in time. Here is how you can both manage a non-compliance scenario:

Embrace nuance: Your customer's devices won't cease to work when support ends. But they will enter an increasingly degraded state that is more costly to maintain over time.

Review contract terms: You may need to rewrite your contracts to reflect the new reality of running an unsupported operating system in a complex and dynamic threat environment. This is especially true if it stipulates a customer has a valid cyber insurance policy (see below).

Flag higher prices early on: As part of your contract review, you may need to hike your prices. Understanding the emerging risks you will assume in this scenario will be critical to your channel business's sustainability.

Reset expectations: Unsupported operating systems without access to new, productivity and security-enhancing features will hurt your customer's business over time. At the earliest opportunity, initiate an open conversation about what this degraded capability means for your customer and your ability to serve their organisation.

Buy Extended Security Update (ESU): Provides security updates on an annual rolling basis for up to three years. [Although ESU buys time to switch, its price doubles year on year.](#) And the customer misses out on Windows 11's productivity-boosting benefits and option to use Copilot on the device, so the cost of inaction soon far outweighs the cost of switching up to Windows 11.

Migrate to virtual infrastructure: Customers can access Windows 11 on any device with a Cloud PC. It may suit customers with older PCs that won't run Windows 11 and could mitigate falling into a non-compliant state.

Accept unsupported software risk: Your customer — and potentially you — is now vulnerable to security threats and compliance issues. Both of you may also face higher legal and regulatory risks in event of a cybersecurity incident, which could be catastrophic to your respective businesses and damage your reputations.

Many cyber insurance policies mandate your customer run only a supported environment.

Cyber insurance terms — as well as your own customer contracts — may preclude running native Windows 10 without one of the above mitigations after the support deadline falls. Running Windows 10 would then likely void cyber insurance coverage and could leave you both liable to the full extent of any damages that may occur.

To avoid the risk that both of you will be vulnerable to significant financial and legal risks over time, it's imperative that customers switch to Windows 11 without delay. Those that can't (or won't) should be managed with empathy and fully cognitive of the greater risks that will emerge in both their business and yours.

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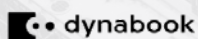
dynabook

Sponsor Comment

Ready for the Future Today. Transition to Windows 11 with Dynabook.

Windows 10 support ends in October 2025 so organisations must start planning their approach. This starts with assessing which devices can run Windows 11 today and which must be replaced.

"Our laptops are designed to provide not just a seamless transition to Windows 11 but also a secure and productive computing environment. By choosing Dynabook, customers benefit from our unparalleled knowledge in mobile computing, ensuring they receive reliable hardware solutions that enhance their operational efficiency," explains Angela Walker, the General Manager for Dynabook ANZ.

[Read more](#)

Don't hesitate: Act now to beat the deadline
Critical decisions about retiring Windows 10 can no longer be deferred

Although you have probably been telling customers for a while that Windows 10 is on the way out — and customers such as [Westpac switched in 2023](#) — factors are colluding in a last-minute dash to the finish line for many of your customers.

The urgency and complexity is underscored by:

- **Limited time:** With fewer than 200 working days or 1500 office hours remaining, organisations face a tight deadline to complete the migration before Windows 10 support officially ends.

- **Supply chain constraints:** Unprecedented global demand for Modern devices running Windows 11 will likely lead to 'stock shock', that could make it impossible to deliver into customers' environments the best devices for their needs in time.

- **Competitive disadvantage:** Customers that delay risk falling behind competitors who embraced the security and productivity advantages of Windows 11, particularly those who have supercharged their users with Copilot licenses. Consider factors such as your customers' budget allocation, device procurement policies and horizons, user training, and deployment timelines to determine how best to triage their fleet.
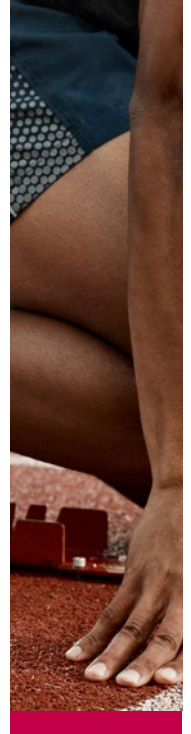
Given the looming deadline, A/NZ channel partners like you must act decisively to avoid your customers falling behind. Here are two critical steps that must be taken without delay to help them stay on track:

- **Assess device compatibility:** Determine which of your customers' fleet's devices meet [minimum requirements for Windows 11.](#) Modern Device Management tools such as Microsoft Intune and Configuration Manager (SCCM) will speed this process. Speak to Dicker Data for details.

- **Write/review migration plan:** Establish a clear roadmap to migrate your customers' eligible devices and order replacements for those that are incompatible — without delay. Consider factors such as your customers' budget allocation, device procurement policies and horizons, user training, and deployment timelines to determine how best to triage their fleet.

Windows 11 is a once-in-a-generation strategic investment in your customers' security and productivity — and safeguards the very future of their organisations, and yours.

Start planning now to ensure your customers' switch to Windows 11 is timely, smooth and successful.

Contact the Dicker Data team to supercharge your Windows 10 End of Support conversations today. Our team can assist with technical assessments, providing upgrade recommendations, securing preferential pricing and helping you to accelerate your opportunities through to closure and deployment. To find out more contact your Dicker Data representative, or reach out to the team at sales@dickerdata.com.au today.

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