

STI MSP NEWSLETTER

MANAGED SERVICE PROVIDER

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SINCE 1996



WINDOWS 10 – DOA

From Al Toper, Director of Technical Services –

All good things must come to an end. On October 14th, 2025, Microsoft will release the last security update for Windows 10 (W10). W10 was released in 2015. At the time it was released, Microsoft announced W10 would be its last major version of Windows. They said all future upgrades would be an ongoing improvement to this version. Unfortunately, they could not and did not stand by the announcement. Windows 11 was officially announced on June 24, 2021, and became available for free upgrade on October 5, 2021. It featured a redesigned interface, improved performance, and enhanced security measures compared to its predecessor, W10.

The security landscape had changed quickly. The number of criminals attacking technology skyrocketed. Because of this, most compliance associations determined that PCs and servers needed to be encrypted to protect against theft. W10 did allow encryption, but if you didn't have a chip in the PC called a TPM, you would have to enter a 48-digit number/key to sign into your PC. It wasn't something most people could memorize or not mess up a digit when entering it. The key is what is saved on the TPM chip. (Continued ... page 2)

TIP OF THE MONTH

Amazon.com/Evolution-Clean-Non-Stick-Cookware-Dishwasher-Safe-Kitchen-Pots-and-Pans-Set,Comfort-Grip-Handle,Even-Heating,Ultimate-Food-Release,26-Piece,Red

Discover Cuisinart's finest cookware

Cuisinart 17-Piece Cookware Set, Chef's Classic Steel Collection 77-17N \$259.95 ~~prime~~ **Shop now**

Home & Kitchen > Kitchen & Dining > Cookware > Cookware Sets

Evolution Easy Clean Ceramic Nonstick Cookware Set, Dishwasher Safe Kitchen Pots and Pans Set, Comfort Grip Handle, Even Heating, Ultimate Food Release, 26-Piece, Red

Visit the Evolution Store

4.5 ★★★★★ (13,390)

Amazon's Choice

200+ bought in past month

Prime Big Deal

-23% ~~\$259.99~~ **\$159.99**

Typical price: \$180.04

or \$15.99 / 2 weeks (x4). Select from 2 plans

FREE Returns

Exclusive Prime price

Save up to 19% with business pricing. Sign up for a free Amazon Business account

Amazon is in the middle of Prime Big Deal time. This is a time when Amazon has products at deep discounts. At least that is what it seems. Sometimes the deals are not as great as they seem. I have found they may raise prices on these products soon before Prime Deals, and then put them back to the price they were selling it previously. They will show that you are getting 50% off. Not such a big deal. If you want to see what that product usually sells for, someone has come up with a site that will help you do just that. In fact, you can use this site before buying any product on Amazon. When you look at a product on Amazon's website.

← Here's an example on the left. (more on pg 3)



DRIVESAVERS: OH NO!

Have you ever lost the contents of your phone, SD Card, hard drive, or some other device that you kept important information on? It can feel life shattering. One of STI's long-time partners, Drivesavers, Inc is a California based company that has been saving folks memories for years. They have quite a resume. Just the celebrities on their customer testimonials is very impressive. They have also saved data from some famous tragedies. They are known for being the company that was able to recover a hard drive from the tragic Space Shuttle Columbia crash. If you would like to see some of their recoveries, check out <https://drivesaversdatarecovery.com/>.

As a partner, they provided us with a code to get 10% off their recovery services. The code is DS11014. You can share this code with family and friends. I had a friend thank me up and down after they were able to save photos of a parent who had recently passed. They were saved on an old hard drive that could not be seen by a PC. As I always say, we can replace broken hardware, but we cannot replace lost data. Which is why I stress the importance of backups. Be smart. Be safe.

WINDOWS 10 – DOA (continued from page 1)

It allows the PC to be encrypted, and the end user does not have to manually enter it. Many of our clients who bought PCs from us after 2020 were fortunate to have a TPM chip included. They have been upgraded to W11 at no cost. The ones with older equipment cannot be upgraded. The W11 upgrade process's first step is to verify the PC has enough memory, processing power, storage, and a TPM. If any of these items do not meet their standards, it will not allow them to upgrade.

Although many of our clients have chosen to upgrade these older PCs, some have not. Disclaimers will be sent to these clients shortly. I have touched on W10 every month for over a year. I am sure many of you were tired of me going on about it. Especially the clients that followed my recommendations and could skip this section of previous newsletters.

For those of you who have not upgraded to W11: There are laws we use in technology. They are not actual laws, but observations and projections made based on historical data. For example, Moore's Law. In 1965, Gordon Moore, who was the founder of Intel had predicted that computing power would double roughly every two years. His belief was that the number of transistors that could be placed on an integrated circuit would double but continue to use the same amount of power. https://en.wikipedia.org/wiki/Moore%27s_law Of course, 60 years later, people debate Moore's Law. The design of integrated circuits is made completely differently than in 1965.

As Moore has his law, I have my own. It doesn't have a cool name. For now, let us call it AI's Law. After 30 years in this industry of dealing with technology and SMB customers, it seems to still be valid. You may notice, you can use the same law with cell phones. I first came up with it when a client asked me at a user meeting, when do I need to upgrade my PC. I stated, Technology is on an 18-month cycle. Which means, whatever technology is being sold today, will not be sold 18 months from now. You should get 3-5 years out of the device you buy today. After 5 years, you are on borrowed time. It doesn't mean you have to upgrade in 18 months. It also doesn't mean you cannot use a PC that is over 5 years old. It depends on whether the operating system or business software it is running is still getting security updates and/or the device becomes so slow that it affects your productivity. We have clients that have gotten 7-8 years out of PC. I am glad when that happens. PCs are commodities. They are a tool you need to do your job, but there is very little profit for the reseller. My goal has always been to provide value for our clients. My experience prior to STI was with very large companies. These companies would sign 3-year leases for their equipment. The employees receive a new PC (or laptop) every 3 years. This strategy is not fiscally possible for most SMB clients. Although, it would make life supporting them much easier for us.

In closing, please do not take this threat lightly. Do not allow yourself to be low hanging fruit for criminals. For those that choose to play with fire, STI will not be held responsible or cover these devices under our agreements. It is not a matter of "if" you will be attacked, it will be a matter of "when". Do not hesitate to reach out to our sales team or helpdesk for more information. I appreciate the many of you who have contacted me after reading my newsletter, to verify they were safe. I sometimes feel my warnings fall on deaf ears.



WINDOWS 10 IS NOT ALONE IN GOING END OF LIFE (EOL)

PC's, laptops, and Servers are not the only things that go EOL. There are devices that must be upgraded along the same timeline as AI's Law. These are devices like firewalls/routers, switches, wireless access points, and others. Even network printers could be a point of entry for a hacker. Our staff has probably contacted you if you had equipment that was nearing or had passed EOL. As a worrier, I fear that something could fall through the cracks. For example, we have had clients add devices to their network without notifying us. Our tools, in most cases, will alert us, but in some cases it does not. There was a client that started complaining that their system had slowed over the past month. After a good bit of time troubleshooting, we determined that they installed a Sonos sound system. Sonos (which I am a fan) uses the WIFI in the office to send the music to the different speakers. They had older wireless access points, and the addition of the Sonos traffic was affecting their speed. If they had called us before purchasing the system to let us know they were considering it, we could have done some analysis and given them guidance. They may have chosen to go with a wired sound system or knew they would need to upgrade their access points.

I will restate this and hope that you pay attention. **Whenever considering buying equipment or a device for your business, and it will need to be attached to your network, contact us beforehand.** This could be sound systems, phone systems, security/alarm systems, medical devices, fabrication devices, thermostats, etc. Anything that needs to use the internal network or Internet to function should not be purchased until you speak with us.

TIP Continued

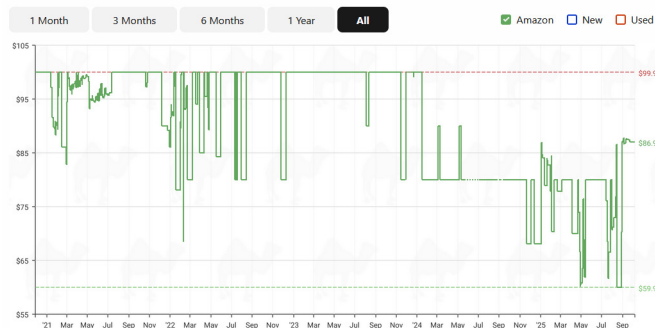
Go to the URL at the top of your browser. Highlight the address. In this case, <https://www.amazon.com/Ecolution-Clean-Non-Stick-Cookware-Dishwasher/>... (full link will be longer).

Then go to <https://camelcamelcamel.com/> and paste the address in the search bar.

Located at the top in BLUE. You will get a chart for that item of its price over time. It will look like this:

Amazon Price History

This is our record of Amazon price changes for Ecolution Easy Clean Ceramic Nonstick Cookware Set, Dishwasher Safe Kitchen Pots and Pans Set, Comfort Grip Handle, Even Heating, Ultimate Food Release, 26-Piece, Red (B086TWL7HL) since we began monitoring it on Nov 28, 2020.



camelcamelcamel monitors individual product prices across three Price Types: Amazon, Third Party New, and Third Party Used. "Amazon" means the price of an item Sold By and Shipped by Amazon itself; the two Third Party price types refer to third party prices on Amazon in New or Used condition, usually by marketplace sellers.

Save money on your next Amazon purchase.

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This shows that it is currently at the best price it has ever been. It has been as high as \$99. It is now \$59. This looks like a good deal! If you notice at the chart, it was \$59 at the end of August. It then jumped to \$86.96 at the beginning of September. Go to Amazon, it is back to \$59. It is an inside look at how marketing works.