

Westcoast x Microsoft

Windows 10 End of Support (EOS)

What's the cost of doing nothing?

Discover key campaign insights and event details, and the value you could see by helping your customers upgrade to Windows 11 Pro.



Understanding the EOS landscape

Windows 10 EOS is on the horizon.

After 14th October 2025, your customers will lose access to free software updates from Windows Update, and technical assistance or security fixes for Windows 10. It also means Microsoft will no longer provide new features or feature updates. And while they'll still be able to use their Windows 10 PCs, there's a cost to doing nothing, including missing out on a:



58%

reduction in security incidents¹



42%

Time saving to complete demanding workloads²



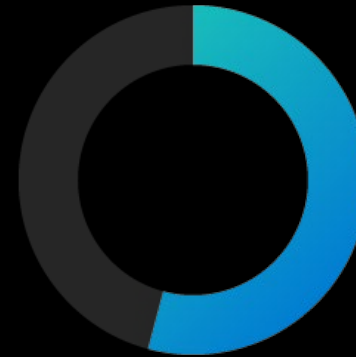
50%

increase in workflow and collaboration acceleration³

A quick look at a big opportunity

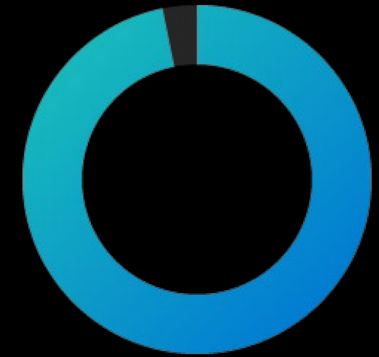
The average Windows 11 Pro migration can take up to 14 months⁴ – but 85% of mid-size businesses using Windows 10 think upgrading will take six months or less. So, it's understandable that there's a lack of urgency in the channel – **but that has to change**. With Microsoft recognising that there are millions of ineligible devices in the UK, there's a huge upgrade opportunity ahead.

Your customers need to act now to avoid the risks of running outdated operating systems. And with deployment and the purchase of new devices ranking as the top areas that they recognise they'll need support with,⁵ you're in the perfect position to guide their journeys.



54%

are aware that Windows 10 support is ending, but they don't know when⁵



97%

say at least one form of support would be useful for transitioning to Windows 11 Pro⁵

Generate demand with **webinar training**

Your sales team could create valuable leads for your business and provide your customers with support for their migrations by sharing upcoming Windows 11 Pro webinars. These sessions will be led by Microsoft and an expert Microsoft Global Training Partner, who'll provide practical guidelines on the risks, benefits and actionable steps your customers can take to start their upgrades. With a detailed walkthrough designed to assess their readiness, they'll come away with the confidence they need to start their deployment.

Here's how it works:

- Your team promotes the events to key customers, using the enablement tools available on our **Windows 11 resource hub** to drive sales conversations and spark interest on social channels
- We'll pass on the details of the customers who list your business as their preferred partner on registration
- There'll also be the chance to gain new leads from customers who did not select a preferred partner⁶

This lead data will allow your team to personally follow up with new and existing contacts before the webinars, to encourage their attendance and reinforce the value they'll gain. After the event, your team can share your aligned device and support services directly.

With EOS imminent, and many yet to begin the switch, there's a huge revenue opportunity for your business. These webinars will help you reinforce the urgency of the deadline, remind customers that the process may take longer than they think, and encourage action now before challenges like stockouts add additional delays.

[GET THE TOOLKIT](#)



Webinar details

These 1:Many webinars will be delivered over Microsoft Teams, and recorded so they can be shared with customers who can't attend the initial event. The content for each will be the same, with four opportunities available for attendees to take part.

Thursday 7th November
11:00–12:00 GMT

Wednesday 20th November
13:00–14:00 GMT

Thursday 28th November
11:00–12:00 GMT

Wednesday 11th December
13:00–14:00 GMT

Speakers



Helen Changela
Director, Go-to-Market, Device
Partner Sales, Microsoft UK



Keith Toh
Windows Commercial Category
Device Partner Sales, Microsoft UK



Reinier Spruijt
Technical Consultant, Tablet Academy,
Microsoft Global Training Partner

Webinar training agenda


- The benefits of upgrading
- The risks of missing the Windows 10 EOS deadline
- Accelerating business success with Copilot and Windows 11 Pro
- Deploying Windows 11 Pro with confidence
- Running Windows 11 Pro readiness assessments (including detailed walkthrough)
- Approaching application compatibility
- Next steps and support options
- Q&A session



The end of support means the start of new opportunities

With millions yet to make a start addressing Windows 10 EOS, the potential for your business is huge. And these webinars are the perfect way to share the urgency of the deadline, while giving your customers the confidence to begin their migration journey right away, with your support.

We're excited to see where the opportunity will take your business. You can access everything your team needs to promote the webinars, encourage your customers to take action and start generating leads [here](#).

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1. Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 11 devices.
 2. Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, February 2023. Compared to Windows 10 devices.
 3. Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, February 2023. Windows 11 devices compared to Windows 10 devices.
 4. Average Windows 11 migration project for mid-size business customer.
 5. Windows 10 EOS Awareness tracker, Microsoft, 2024. Findings based on interviews with IT decision makers in UK SMBs with 50-500 employees across various sectors who are using Windows 10.
 6. Westcoast will decide which partners are paired with leads that list no preferred partner.