It’s time to upgrade to a modern Windows 10 Pro device. Windows 7 may still be performing well, but it was introduced nearly a decade ago. Technology has matured a lot, so if you’re still using Windows 7, your business isn’t taking advantage of everything Windows has to offer.

Windows 10 Pro

Windows 10 Pro offers a wide variety of features and capabilities not available in Windows 7. It is very important to start planning now because after January 14, 2020, Windows 7 PCs will no longer receive updates or support. Windows 7 will continue to start and run, but users will no longer receive updates or support from Microsoft—including new security updates, non-security hotfixes, free or paid assisted support options, and online technical content updates.

The most security protection, built-in

Older devices can leave you vulnerable to cyberattacks and data breaches. A modern Windows 10 Pro device gives you end-to-end protection, at no extra cost. Help secure your business against modern security threats with built-in, always up to date* safeguards for your information and devices.

Get more done

With Windows 10, you can get more done faster. New devices enable faster startup, better multitasking, and have a longer lasting battery than older devices. Plus, modern devices have superior portability, so you can work and stay productive from anywhere.

Integrates easily with existing infrastructure

Transition smoothly to Windows 10 with the ability to easily integrate your existing computers, monitors, and printers. Reuse your existing LoB apps and get full support for virtualizations. You can also see how your current apps will work on Windows 10 with our easy-to-use migration tools.

Windows 10 reduces security issues and time to resolve them by 33% 1

Windows 10 devices have better performance, faster multitasking and longer battery life compared to a 4-year-old PC.

IT management cost savings lead to an estimated 15% efficiency improvement, which could add up to $27,700 savings per year 1

*For the supported lifetime of the device

1 Forrester, The Total Economic Impact™ Of Microsoft Windows
Make the shift from Windows 7 to Windows 10: FAQ

This FAQ guidance is meant to be a resource to support customer questions related to end of support for Windows 7 and Windows 7 downgrade options.

What happens if I continue to use Windows 7 Professional?
You can continue to use Windows 7, but after support has ended, your PC will become more vulnerable to security risks and viruses. Windows will continue to start and run, but you will no longer receive software updates.

What does end of support mean to me?
After January 14, 2020, if your PC is running Windows 7, it will no longer receive security updates. Therefore, it's important that you upgrade to a modern operating system such as Windows 10, which can provide the latest security updates to help keep you and your data safer. In addition, Microsoft customer service will no longer be available to provide Windows 7 technical support.

My company is not quite ready to switch to Windows 10 Pro, may we still downgrade to Windows 7 Professional?
There are several downgrade options available. The [Windows 10 Pro Microsoft Software License Terms](#) provide end users the right to downgrade from Windows 10 Pro to Windows 7 Professional until January 14, 2020 or Windows 8.1 Pro until January 10, 2023.

End users can install the downgrade software themselves or engage with a service provider who can install the downgrade software on end users’ behalf in accordance with the Microsoft Software License Terms using downgrade software media provided by the end user to the service provider.

May my OEM provide me with the Windows 7 downgrade media?
Yes. If an end user does not have media, OEMs may provide downgrade software media for Windows 7 Professional. The media must be provided directly to the end user and not to channel partners or retailers.

Can I still order a new PC preinstalled with Windows 7 Professional?
New devices preinstalled with a Windows 7 Professional or Windows 8.1 Pro license are no longer available. However, there are some downgrade options available.

**Downgrade on new PC.** OEMs may offer and distribute to customers a new OEM device that is licensed for Windows 10 Pro but is pre-installed with Windows 7 Professional downgrade software through October 31, 2018.

**Custom Image.** Customers with a Volume Licensing agreement that includes the appropriate downgrade rights may request that an OEM preinstall a custom image that includes downgrade software. Additional Information on downgrade rights through Microsoft Volume Licensing can be found in the [Licensing Brief for Downgrade Rights](#) on the Microsoft Volume Licensing website.

Please note that the cost of devices licensed for Windows 10 Pro and downgraded to Windows 7 Professional or Windows 8.1 Pro may be higher than the same device licensed for and preinstalled with Windows 10 Pro.

What should I do?
For most Windows 7 users, moving to a new device with Windows 10 will be the recommended path forward. Today's PCs are faster and lightweight, yet powerful and more secure, with an average price that's considerably less than that of the average PC eight years ago.