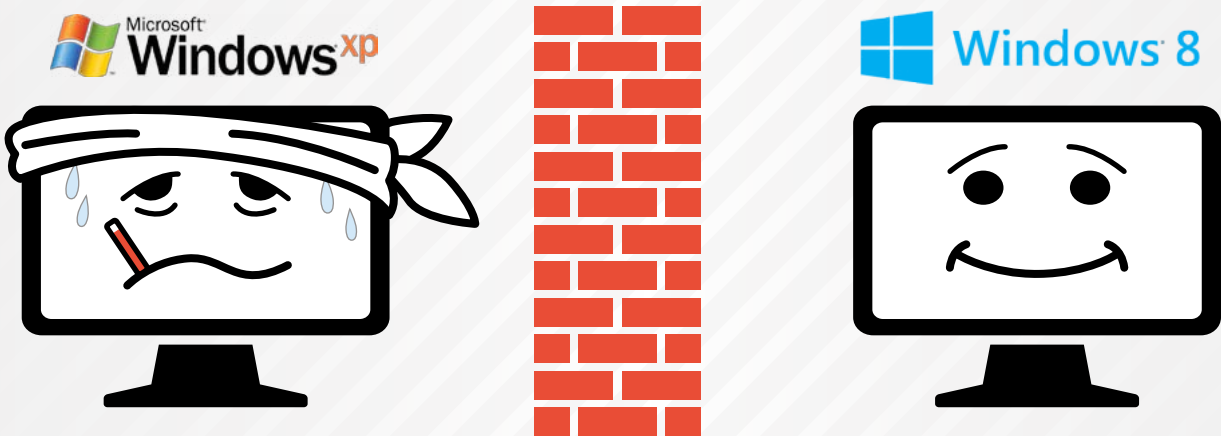


Supermarket and Restaurant Owners:

# Why NOT replacing aging XP machines WILL cost you

**FACT:** On April 8, 2014, Microsoft will **stop supporting Windows XP**. This means **no security updates, fixes or support**.

WINDOWS XP IS ALREADY **6 TIMES MORE LIKELY TO BE INFECTED BY MALWARE** THAN MODERN WINDOWS INCLUDING WINDOWS 7 AND WINDOWS 8.<sup>1</sup>



## WHAT HAPPENS WHEN MICROSOFT ENDS SUPPORT?

THE **AVERAGE COST OF A SEVERE SECURITY BREACH:**

large organization

smaller organizations

between

**\$700,000 and \$1.3 million**<sup>2</sup>



between

**\$54,000 and \$100,000**<sup>3</sup>

## AFTER APRIL 2014, HOW MUCH WILL IT COST YOUR BUSINESS TO CONTINUE USING WINDOWS XP?

**UPGRADING TO A NEW PC WITH MODERN WINDOWS INCLUDING WINDOWS 7 AND WINDOWS 8:**



THE MIGRATION FROM WINDOWS XP TO MODERN WINDOWS INCLUDING WINDOWS 7 AND WINDOWS 8 YIELDS A **137% RETURN ON INVESTMENT OVER A THREE YEAR PERIOD**.<sup>5</sup>

Windows XP support ends April 8, 2014. **HP is ready. Are you?**

- ▶ New OS. Fresh HP products.
- ▶ Hassle-free upgrades
- ▶ Offers exclusive to your business
- ▶ HP Migration Services

Goodbye XP. Hello 

**Click Here** to watch an exclusive multimedia event on the **Top 10 Reasons to Leave XP Behind**.