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The Windows 10 Deadline is Approaching Fast - Are You Ready?

*Midland Technologies Urges
Business Owners to Prepare for
October 14, 2025
and Avoid a Costly IT Crisis*

DAVENPORT, IA – June 26, 2025 - Midland Technologies, a leading managed technology services provider (MTSP), is encouraging business owners to prepare now for the upcoming end-of-life for Windows 10. Small to mid-sized businesses (SMBs) that utilize Windows 10 to support their infrastructure will be affected by this on October 14, 2025, and businesses without a plan will be compromised. Starting on that date, Microsoft will officially discontinue all support for the operating system, meaning no more security updates, no feature enhancements, and no technical support. This means organizations will be exposed to security leaks, teams relying on obsolete tools and no ability for anyone to assist.

“If your organization is running Windows 10 after the deadline, you’re gambling with your security, performance, and productivity,” said Jason Smith, Vice President at Midland Technologies. While technology will still function, it will degrade on an accelerated schedule. First, security vulnerabilities will go unpatched, leaving systems wide

open to modern cyberattacks. Next, no technical support will be available from Microsoft. No feature or performance updates will be provided, and many organizations may find themselves unable to run critical software or interface with updated platforms, due to incompatibility issues.

“This is where a proactive technology provider like Midland Technologies is invaluable,” said Smith. “We manage our customers’ technology 24x7 and help them plan for obsolescence, so they are always secure, supported, and productive. This helps avoid large capital expenditures and maintains productivity across teams and systems. If your current provider hasn’t already started talking to you about a Windows 10 transition, that’s a red flag.”

The biggest surprise for many Windows users is that much of the hardware (aka computers, laptops, servers, etc.) made more than 3-5 years ago will not meet the minimum system requirements for upgrading to Windows 11. This will force many organizations into large, unexpected capital expenditures, especially if they want to keep their teams busy.

“This isn’t just a software update. Most older desktops,

laptops, and servers will simply not be compatible with Windows 11,” added Smith. “So, if you’ve been trying to stretch your hardware lifecycle just a little longer—you’re officially out of runway.”

The team at Midland Technologies is helping businesses to plan for this transition by following a 4-Step Plan:

1. **Determine Windows 11 Compatibility for All Hardware:** Midland Technologies strongly advises organizations to evaluate their current hardware to determine Windows 11 compatibility.
2. **Develop a roadmap for replacing outdated devices:** By taking the time to do this ahead of the deadline, organizations will seamlessly operate.
3. **Avoid DIY upgrades:** Organizations that forget to plan are often tempted to “do-it-yourself” upgrades, which can result in total data loss, system instability or voiding their cybersecurity insurance.
4. **Partner with Midland Technologies:** We recommend you work with a certified managed technology services provider like Midland Technologies. The company is ISO 27001

Compliant. Only a handful of providers in the U.S. and Canada are compliant.

While Microsoft will make Windows 11 software freely available, upgrading isn't as simple as clicking a button. Midland Technologies encourages all existing customers and local businesses to start evaluating their technology infrastructure immediately, rather than wait until the last minute when inventory and support resources may be scarce.

"If you're running on outdated machines and aging servers, this is the moment to invest in your long-term efficiency," Smith concluded.

"The older your hardware is, the slower, less secure, and more expensive it becomes to maintain. Let's use this deadline as an opportunity to upgrade wisely."

ABOUT MIDLAND TECHNOLOGIES

Midland Technologies began more than 70 years ago in 1946 as the Worldwide Marketing Arm of Victor-Animagraph Projectors. In 1977 a communications division was formed due to a partnership with NEC America. Today, As a distributor of NEC America, for 33 years, Midland Technologies has a customer base of more than 3,000 satisfied customers that include general businesses,

government agencies, Universities, colleges, hospitals, and hotels.

Midland provides a wide range of communication services including VOIP, PBX and key systems, Wide Area and Local Area networking, computers, Computer integration, voice mail, CCIS, and video conferencing and paging systems. Our philosophy is simple, provide quality products at a fair price, backed by an average emergency response time of twenty minutes, and the best service in the industry. For more information on Midland Technologies, call (563) 326-1237 or visit www.midlandcom.com