We Make it Simple!

Your job is dentistry, ours is **technology and security**. At Sunset, you are not expected to know or understand the nuances of technology. Let us break it down; Rest Assured we will make it easy for you to understand why these pieces are important to your practice.

Let Us Help You!

Pitfalls of Running OLD TECHNOLOGY

Operating your business on old, outdated technology can cost your organization much more than the cost of a technology upgrade. You should be aware of these pitfalls of running old technology and employ a strategy to make sure yours is current.

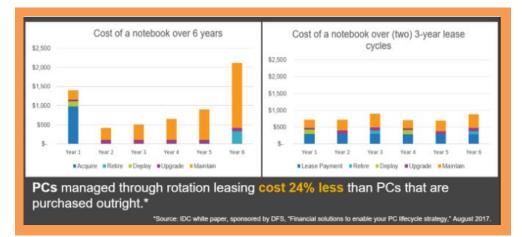## Pitfall #1: Cybersecurity Threats

According to CNBC, 43% of cyber-attacks target small businesses, and only 14% are prepared to defend themselves.

Even a single outdated device, like a printer, PC, or laptop can be the vulnerability hackers need to access and take down or hold hostage your systems.

43% of cyberattacks target small businesses

14% are prepared to defend themselves

Pitfall #2: Decreased Productivity

As equipment ages, it becomes more of a liability than an asset. Here's why:

• The user spends increased time waiting for certain programs to load or perform.

• The time normally spent on completing tasks is replaced with service calls to repair the technology.

• There is less flexibility when it comes to accessing integrations and applications, creating a less efficient path from Point A to Point B.

Cost of a notebook over 6 years

Cost of a notebook over (two) 3-year lease cycles

PCs managed through rotation leasing **cost 24% less** than PCs that are purchased outright.*

*Source: IDC white paper, sponsored by DFS, "Financial solutions to enable your PC lifecycle strategy," August 2017.

Pitfall #3: Higher Costs

The costs associated with maintaining legacy technology and software are prohibitive. It is inevitable that as your technology ages, it will fail. You could spend more on service tickets than the cost to simply update your system.

We want to see you succeed. We want to be your Business Partner. We want you to *Rest Assured.*
www.sunsetsecure.com

Sunset Technologies
Rest Assured.