

Change is coming fast. Is your company equipped?



Five years ago, companies underwent a major IT overhaul to support the shift to remote work.


In 2025, businesses face another critical IT migration—one that demands timely upgrades to stay competitive and secure.

This includes preparing for the October 2025 migration to Windows 11, meeting the rising demand for AI-enabled PCs, and updating cybersecurity insurance.

Delaying technology investments now means a shrinking supply chain window, making it harder to implement upgrades before the fall deadline.

Global PC full-year shipments grew by
3.9%
in 2024.

[Source: Canalys, January 10, 2025](#)

Global PC shipments rose
1.8% 
in Q4 2024, driven by upgrade cycles ahead of Windows 10's October 2025 end-of-support.

[Source: IDC, January 8, 2025](#)



Middle-market companies are especially vulnerable to the coming tech squeeze because they:

- Hold cybersecurity insurance policies that require updates to maintain coverage.
- Place smaller orders, limiting their priority access to OEM vendors and distributors.

Delaying technology investments could lead to supply chain disruptions similar to those seen during COVID—especially as consumer demand surges with the holiday season. Additionally, businesses risk gaps in cybersecurity coverage if policies lapse due to outdated systems.

To learn how your company can best prepare for the next IT migration and avoid supply chain disruptions, contact:

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