

Microsoft Server End of Support 2012 Email Sample Series

1

Subject: Your Microsoft Server 2012 Plans

Hi [name],

As you've probably heard, Windows Server 2012 is "end-of-support" as of October 10, 2023.

What this means, practically:

1. No more security patches, meaning your servers could be exposed to major cybersecurity risks.
2. No more Microsoft tech or application support when issues arise.
3. Mission-critical applications could face major issues.
4. Running on an outdated operating system could make you out of compliance with regulations or your cyber insurance plan.

Many of my customers are weighing their upgrade options and I wanted to check in and see if I can be of assistance to [company name].

I'd be happy to schedule a brief call to discuss in more depth. I can help you develop a migration roadmap to reduce business disruption and determine the best next steps.

Let me know if there's a particular time this week or next that works best for you.

2

Subject: (send as reply to previous email)

Hi [name],

Whether you're leaning towards an on-premises server replacement or cloud migration, I'd be happy to advise as you consider your options for upgrading from Windows Server 2012.

We can discuss your current applications and workloads, data, budget, and any latency or user experience concerns you have.

I'd also be happy to cover any other IT needs you might have on the same call – let me know what you think. How about [Tuesday] or [Thursday]?

3

Subject: Avoid disruption and falling out of compliance

Hi [name],

Migrating servers isn't as simple as switching from an old iPhone to the latest model. I wish!

If not done right, a migration can cause major disruption and even put you at risk of fines for non-compliance with security regulations – not to mention the critical services you may lose access to while you're offline during the upgrade process.

[My company] can help you establish a careful transition plan with phased rollouts to make migration seamless.

Do you have a few minutes to discuss in more detail this week or next? I can help you evaluate options and advise on the right path based on your needs and goals. Let me know when works best.

4

Subject: Checking back in

Hi [name],

Checking back in to see if I can be of assistance with your Microsoft 2012 transition plans.

I'm happy to schedule a brief call to discuss migrating (or any other IT needs you have) at your convenience.