



Windows 10 Extended Security Updates (ESU)

Coverage, Cost & Considerations



What ESU covers

- The best long-term approach remains upgrading to **Windows 11 Pro** for full support and security.
- **ESU provides only critical and important security updates** — no new features, design changes, or performance improvements are included.
- Enables **continued security patching for Windows 10 devices** beyond the official end of support.
- Each license is **valid for one year** and can be renewed annually for up to **three years (until October 2028)**.
- Updates are **delivered through Windows Update or WSUS** once the **ESU MAK key** has been successfully activated.

What ESU doesn't cover

- ✗ **No new features or enhancements** — ESU focuses purely on critical security fixes.
- ✗ **No performance improvements** such as faster startup, better battery life, or optimized hardware integration.
- ✗ **No enhancements to reliability or total cost of ownership (TCO)** — older devices remain costly to maintain.
- ✗ **No protection from hardware-level vulnerabilities** (e.g., lack of TPM 2.0, Secure Boot, or Microsoft Pluton).
- ✗ **No ongoing support for Microsoft 365 or Office Apps after October 2026**, meaning Outlook, Word, Excel, and Teams may stop receiving updates or become unsupported.
- ✗ **No access to modern AI, productivity, or collaboration features** available in Windows 11 Pro and Copilot+ PCs.

How to Buy (through CSP)

Step	Description
1. Purchase	Buy Windows 10 ESU Year 1 via CSP Perpetual ESU Licensing (NCE Per 1TM). Search “Windows 10 ESU Year” in Ingram Xvantage.
2. Obtain Key	Retrieve ESU MAK Key from the Microsoft 365 Admin Center (MAC).
3. Install	Manually install or script activation via VAMT.
4. Update	Once activated, WSUS or Windows Update delivers ESU patches automatically.
5. Renew Annually	Year 2 and Year 3 require separate purchases + unique MAK keys.

Pricing Guidance (Estimated via CSP Perpetual Model)

Tier	Coverage Period	Example SKU Search	Approx. Retail (ex GST)	XVantage SKU and Link	Notes
Year 1 (2025-2026)	Oct 2025 – Oct 2026	Windows 10 ESU Year 1 (Per 1 TM)	~ US\$61 (Commercial) US\$1 (NFP)	DG7GMGF0SSGZ:0004	One-off upfront payment Buy on Xvantage
Year 2 (2026-2027)	Oct 2026 – Oct 2027	Windows 10 ESU Year 2 (Per 1 TM)	Similar pricing (TBC)	DG7GMGF0SSGZ:0001	Purchase after Year 1 expires
Year 3 (2027-2028)	Oct 2027 – Oct 2028	Windows 10 ESU Year 3 (Per 1 TM)	Similar pricing (TBC)	DG7GMGF0SSGZ:0002	Final year of program

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- ESU licenses are **cumulative** – if a customer skips Year 1 and starts in Year 2, they must **buy Years 1 + 2** to receive updates.
- Each license has its own MAK key and must be activated separately.
- No monthly billing – each year is a one-off upfront purchase.

Risk Messaging for Partners

Emphasize that ESU is a **temporary bridge**, not a solution. Use these key talk tracks:

- “ESU keeps the lights on — but every month the risk and cost grow.”
- **Security risk:** no modern firmware or AI-based threat protection.
- **Compliance risk:** outdated devices may fail industry certifications or audits.
- **Business risk:** Office/M365 apps unsupported after Oct 2026 — possible data loss or service failure.
- **Financial risk:** 3 years of ESU $\approx$ the cost of a new modern Windows 11 Pro device.

Recommended Partner Action

- Offer ESU only for short-term bridge customers (e.g., legacy apps or critical hardware).
- Prioritize **Windows 11 Pro or Copilot+ PC refresh plans** immediately.
- Use ESU as a conversation starter for **modern work and AI PC adoption**.

Thank you