



A Modern Workplace for Small & Medium Businesses

With Surface for Business and Microsoft 365 Business



Overview



This document explores:

- (i) the state, needs and purchase journey of small and medium sized businesses (SMBs) today,
- (ii) the cultural and market shifts creating a business opportunity for Microsoft Partners,
- (iii) the value of the Surface for Business portfolio and Microsoft 365 Business and how together they bring the promises of the modern workplace to life for small businesses; and
- (iv) sales and marketing tools to help communicate this value to prospective customers.

How to use this document

This presentation is a tool to be used with prospective and existing Microsoft Partners, focused on delivering messages that are compelling and memorable for your and your sales teams.

It is not designed as a pitch deck for customers.

Action

We are requesting feedback on:

1. whether Section 3 "how to position Surface and Microsoft 365" would resonate with customers (subject to feedback this could become a customer ready resource); and
2. which sales and marketing tools are most useful and what resources you need that are missing.

This presentation offers five sections of slides:

[Section 1: Introduction – SMB today](#)

A set of 3 slides to help ground who the SMB audience is, the state of their business today and their needs and purchase journey.

[Section 2: The partner opportunity](#)

A set of 8 slides that establish why the changing workplace and a shift in the PC market create a compelling business opportunity for partners to build a business on Surface for Business devices and Microsoft 365 Business.

[Section 3: Seize the opportunity - how to position Surface and Microsoft 365](#)

A set of 3 slides that showcase the latest Surface for Business portfolio, explains how it is now uniquely differentiated for business customers and what Microsoft 365 Business is.

The following 6 slides outline the core value proposition for why the Surface for Business portfolio and Microsoft 365 Business together bring the promises of the modern workplace to life.

[Section 4: Sales and marketing tools](#)

Two slides providing an overview and link to resources designed to empower your sellers to talk confidently and comprehensively about Surface, as well as tailor the conversation to particular audiences.

[Section 5: Appendix](#)

Several slides which provide more detail on information referenced in Section 1 – 4.



Today's SMB...

Is categorized as 'small' with between 1-50 employees, and as 'medium' with 50-300 employees. However, "small" doesn't always mean 'simple'.

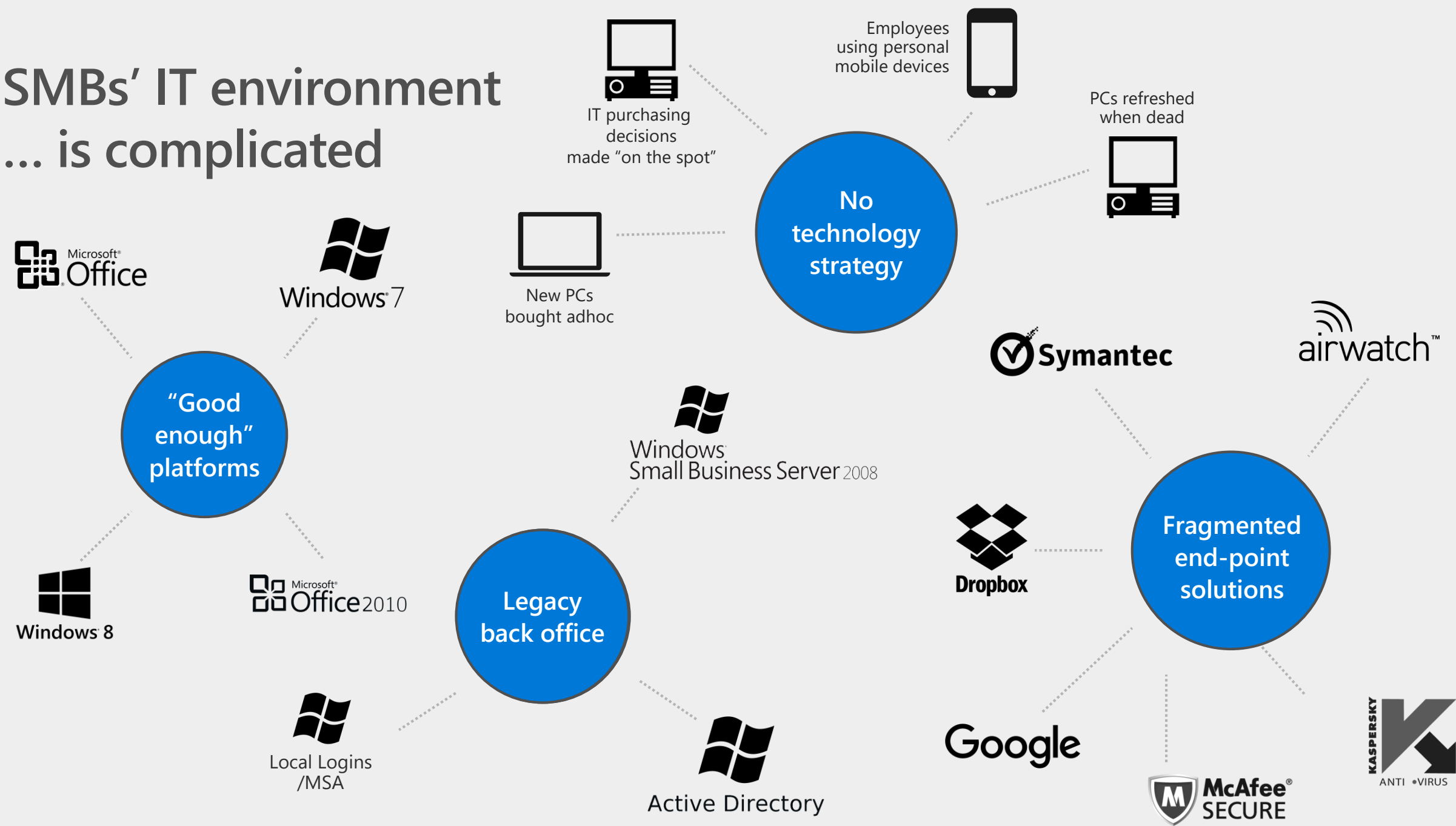
- Across the board, SMB IT spending is expected to reach **\$684 billion in 2021**.¹
- The fastest growing SMBs in Europe and the USA (more than 30% of them), spend **more than 10% of their revenue on IT**.²
- Worldwide, smaller businesses have no IT function, or typically have an outsourced IT function³.
- Medium-sized businesses often act like larger organizations with a formalized, internal IT function, budget, and roadmap³.

1. IDC (2015)

2. Deloitte (2014)

3. Microsoft and PSB Research (2016)

SMBs' IT environment ... is complicated



Needs

1. **Security.** Access rights, information governance and, particularly, data security are increasing concerns for SMBs.
2. **Management.** SMBs want a simple, straightforward deployment experience. Most medium sized businesses have internal IT set up new devices.
3. **Mobility.** A solution that empowers employees to be mobile and collaborative whilst showing cost effectiveness for the business.

See how this comes to life for different stakeholders in the business

The Business Decision-Maker (BDM)

The IT Decision-Maker (ITDM)

The End User



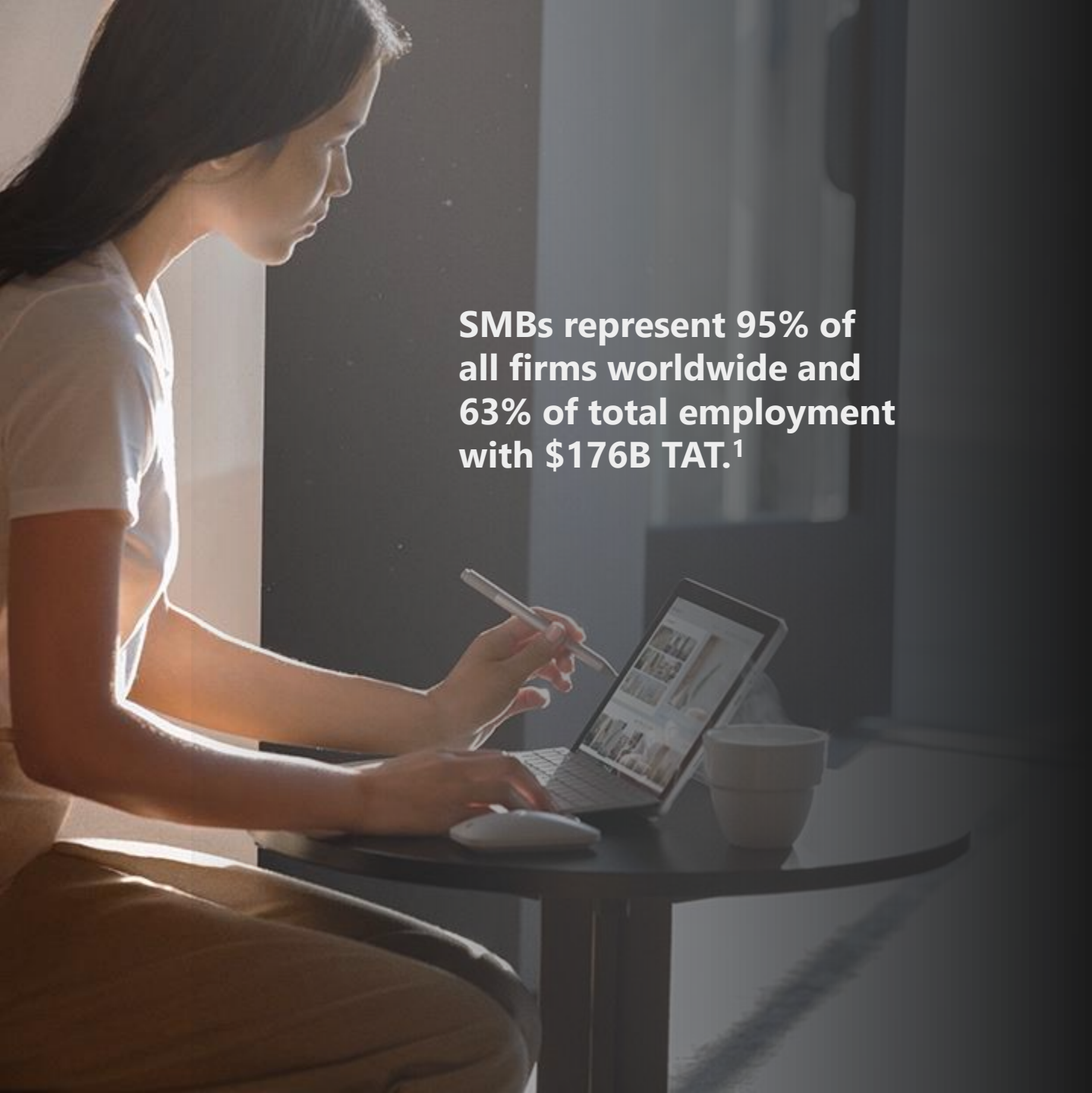
Purchase Journey

1. **Trigger.** A new device purchase is most commonly triggered by performance slowdown and broken devices.¹
2. **Research.** Trying out devices is thought to be an important step in the purchase journey but many SMBs may not actually do this.
3. **Purchase:** SMBs are more likely to add software solutions when part of a discounted bundle sold with business PC

1. SMB Purchase Journey, Final Report. Market Research (2016)

A big opportunity with SMBs

A changing workplace and PC market offers a new business opportunity for Microsoft Partners

A woman with long dark hair is sitting at a dark, curved desk in a dimly lit room. She is using a Microsoft Surface device, which is propped up on its kickstand. She is holding a white stylus in her right hand and has her left hand on the device's keyboard. A white computer mouse is on the desk next to the device. A white mug is also on the desk. The room is lit by a window in the background, creating a soft glow. The text "SMBs represent 95% of all firms worldwide and 63% of total employment with \$176B TAT.¹" is overlaid on the right side of the image.

SMBs represent 95% of all firms worldwide and 63% of total employment with \$176B TAT.¹

The workplace is changing



Culture

The new currency

91% believe that technology choices reflect on the company¹

Space

The accessible, everywhere office

The millennial workforce is choosing employers based on flexible working, international opportunities and fulfilling work.²

Technology

Enabling secure working and collaboration

43% of cyber-attacks target small businesses.³

50% more time in collaborative activities⁴

Modern work demands modern devices and services

...to attract and retain talent

Surface focuses on people-centric design, so customers can inspire their employees with devices that naturally enhance the way people work.

...to embrace new workstyles

Surface devices, backed with Microsoft 365, provides users with cloud-based business apps, collaboration tools and easy connectivity.

...to protect businesses

Surface devices come standard with Windows 10 Pro, Microsoft's most secure operating system. And Microsoft 365 offers even more robust protection.



Shift to a modern desktop with Surface and Microsoft 365

Windows 7 and Office 2010 End of Support (in January 2020) present a \$100b+ Partner services and solutions opportunity for shifting customers to a modern desktop over 3 years¹

Over 50% of SMB customers run older versions of Windows on their PCs.²

69% of SMBs are not aware of the end of support dates.²

The total cost of owning a 4+ year old PC is US\$2,397, enough to replace with one or more newer PCs.²

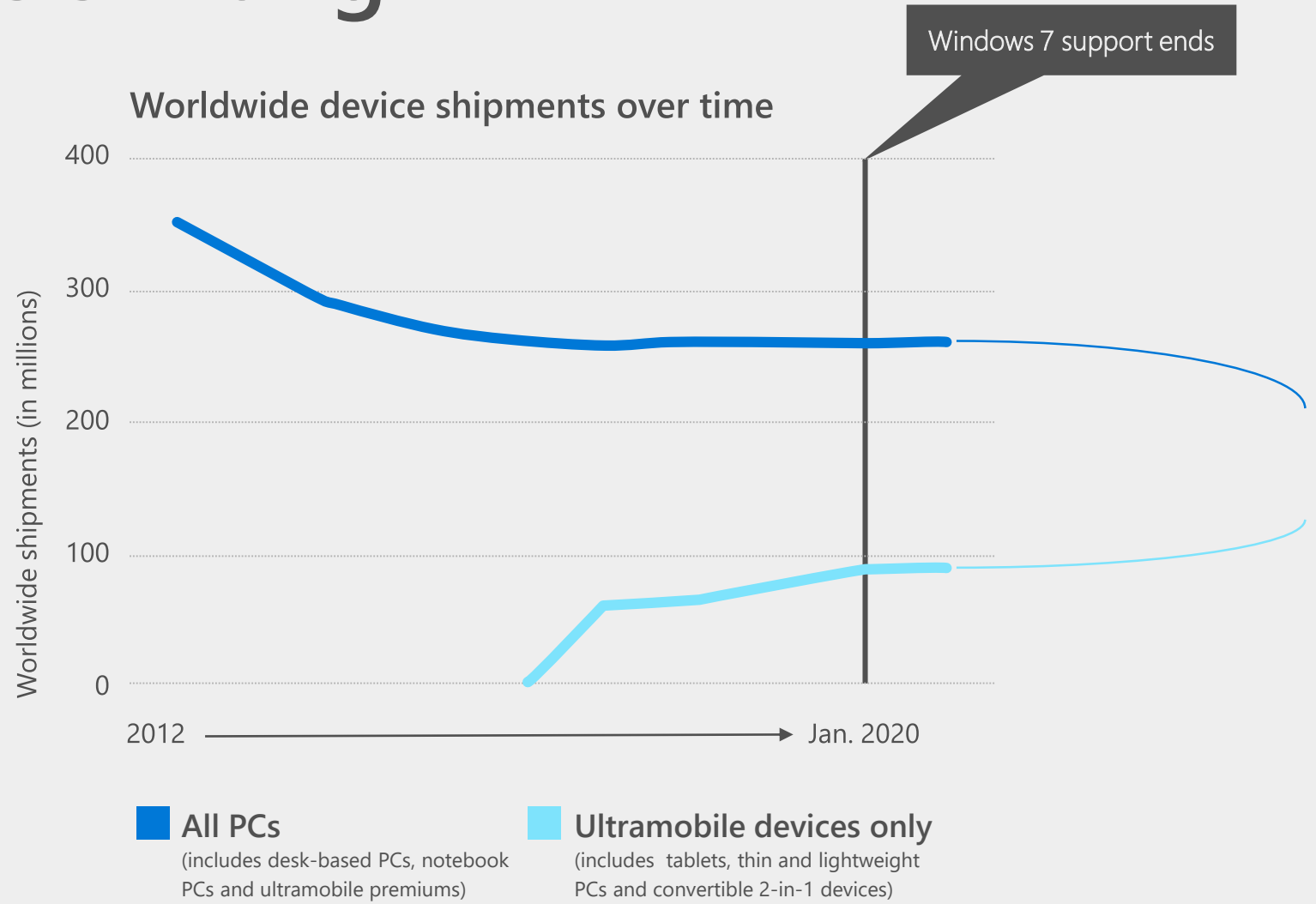
SMBs are more likely to purchase a new device than they are to upgrade legacy PCs with Windows 10.²

1. Forrester Consulting, The Partner Opportunity for Microsoft 365 Business. A commissioned study (2018)
2. Microsoft and PSB Research (2016)

The PC market is shifting

The migration to Windows 10 will drive sales in the first half of 2019. Businesses are predicted to invest in higher value 2-in-1s with an eye on future-proofing their investments.¹

"The reality is, however, that this will not last forever. After impressive commercial growth this year, maintaining the same level will get harder, particularly towards the end of 2019."²



1. Gartner Worldwide PC Shipments Declined 1.4 Percent in First Quarter of 2018. (2018)
2. Gartner Increasing PC Prices will Lead to Flat Global Device Shipments in 2018. (2018)

Recognizing long-term business profitability

Surface for Business, combined with Microsoft 365 Business, delivers customers a secure and low-cost IT strategy and provides partners the platform for long-term, robust income opportunities when device sales plateau towards the end of 2019.

A woman with dark hair, wearing a white turtleneck, is walking down a modern staircase. She is carrying a silver laptop under her arm. The staircase has a dark metal railing. The lighting is dramatic, with strong shadows and highlights, creating a professional and modern atmosphere.

“

The most successful channel partners will focus on generating high-value revenue streams around PCs, not just in consulting, but in managed desktop and subscription services for applications and security, leading to more profitable sales and stronger customer relationships.”¹

Partner Opportunity: Surface

Provide the services and support to business customers

Value added services

- Asset tagging
- 24-hour replacement
- Etching
- Kitting
- Buy and hold
- Imaging

Transactional support

- Pre-sales technical support
- Warranty and accessory attach
- 3rd party or Microsoft white-labeled services offerings

Financing

- Ease of purchase
- Credit offerings
- Subscription

Deployment services

- Windows Autopilot

After-sale support

- Post-sales technical support
- end-user training



Growing the deal

Example: 50 unit sale

Sale	Cost per unit	Revenue at current attach	Revenue at 100% attach
Surface Pro i5, 256GB	\$1,299	\$64,950	\$64,950
Type covers (87%)	\$130	\$5,655	\$6,499
Pen (36%)	\$100	\$1,800	\$4,999
Dock (43%)	\$200	\$4,400	\$9,999
Warranty: Complete for Business (42%)	\$150	\$3,150	\$7,499
Total of Additions	\$580	\$15,005	\$28,998
Total Revenue	\$1,879	\$79,955	\$93,950

Takeaway

Selling Surface additions increases the revenue from by 118% when attaching 100% accessories and warranties to the deal.

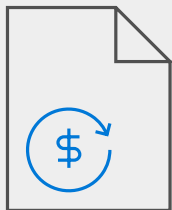
[→ | LEARN MORE](#)



Partner Opportunity: Microsoft 365

Grow with new services

- Enable chat, shared files and meeting with Microsoft Teams.
- Prevent malicious email attachments with Office 365 Advanced Threat Protection.
- Identify, monitor and protect sensitive information with Data Loss Prevention

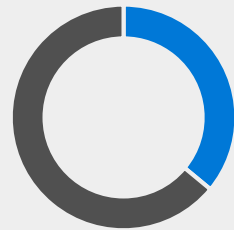


+US\$11

Per user per month increased gross profit from Microsoft 365 practice.*

Increase Customer lifetime value with annuity services

- Manage end-to-end compliance processes with Compliance Manager.
- Enable BYOD scenarios, and protect email data with Azure Information Protection.
- Assess security readiness and remediate issues with Microsoft Secure Score.



35%

increase in gross profit from managed services.*

Differentiate your offerings with unique solutions

- Develop specialized offerings targeting industry-specific challenges.
- Create repeatable tools to simplify administration and front-end access.
- Develop value-added intellectual property to address process automation



+26%

increase in gross profit from business solutions.*



Seize the opportunity

How to position Surface for Business
and Microsoft 365 Business



Microsoft Surface for Business

A broad portfolio of personal and teaming devices designed for the modern workplace



Surface Go
Portable power

For those who want to bring **the best of Microsoft to life** on our smallest, lightest Surface yet



Surface Pro
Ultra-light and versatile

For those who want the **ultimate in versatility and mobility** without sacrificing performance



Surface Laptop
Style and speed

For those who want the **laptop form factor, with the perfect balance of style, security, and manageability**



Surface Book
Powerhouse performance

For those who want the **ultimate in performance**, plus versatility and innovative design on the go



Surface Studio
The ultimate creative studio

For those who want to combine the **power of a desktop and the versatility of a drafting table** to create the ultimate workspace



Surface Hub
Move beyond meetings, to true teamwork

For teams that want the best way to **connect, create, and brainstorm with others** regardless of their location

The users who love our products span across roles and industries → [LEARN MORE](#)

Business customers unlock added value

Unique commercial SKUs – Surface Pro 6 for Business and Surface Laptop 2 for Business



Windows 10 Pro

Comes standard on Surface for Business products and offers advanced security protections, enterprise manageability, and enhanced productivity tools

→ [LEARN MORE](#)

Advanced Exchange¹

In addition to the standard hardware warranty, commercial customers get Advanced Exchange—a warranty service with expedited device replacement, at no additional cost*

→ [LEARN MORE](#)

8th Gen Intel Core processors

A unique commercial chipset for the i5 SKUs means higher-performance is made possible by the latest commercial-grade (i5-8350U), quad-core 8th Gen Intel® Core™ processor*

Ready for Microsoft 365**

Business customers can choose to pair Surface with Microsoft 365—which represents a complete, intelligent solution for our commercial customers to empower their teams to be creative and work together, securely

→ [LEARN MORE](#)

*Currently available on Surface Pro 6 for Business and Surface Laptop 2 for Business models [LEARN MORE >](#)

**Sold separately

Microsoft 365 Business



Office 365

Office Applications

Word, Excel, PowerPoint, Outlook, and more

Online Services

Exchange, OneDrive (1TB), Teams, and more

Advanced Services

Exchange Online Archiving



Advanced Security

External Threat Protection

Office 365 Advanced Threat Protection
Multi-Factor Authentication
Enforce Windows Defender to be on
Enforce Bitlocker to be turned on

Internal data leak prevention

Data Loss Prevention
Azure Information Protection



Device management

Device management

Microsoft Intune
Windows 10 Credential guard
SSO > 10 apps

Deployment assistance

Windows Autopilot
Auto-installation of Office apps
AAD Auto-enroll

Additional Benefits

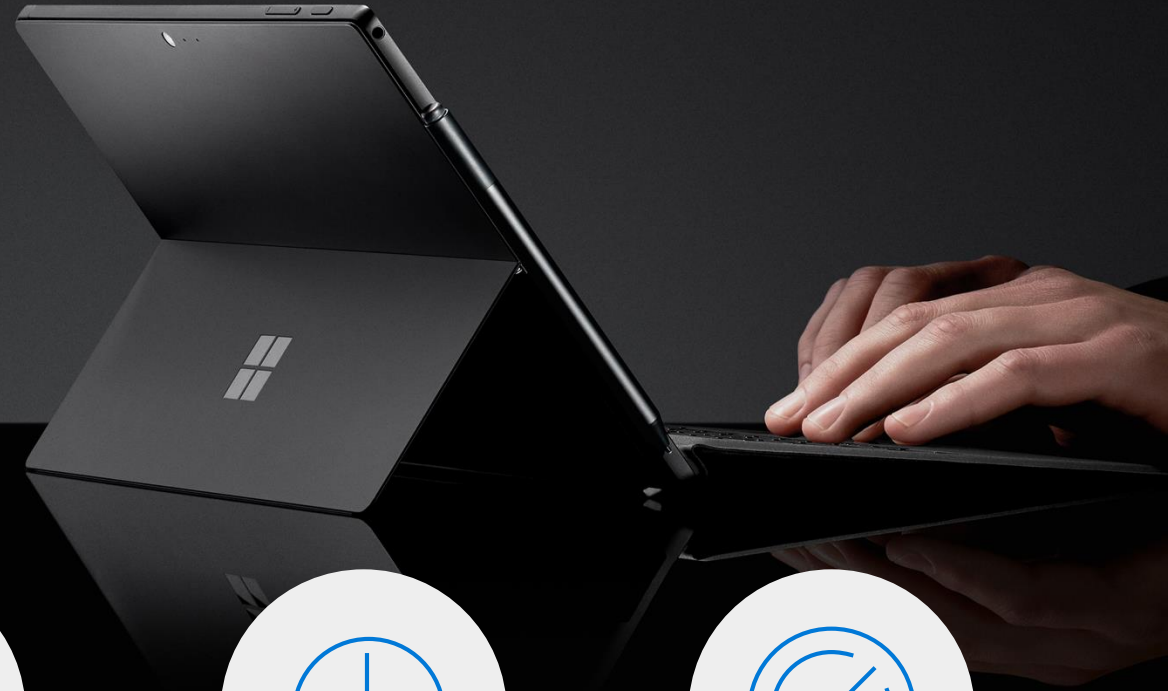
Consistent security configuration across Windows 10, macOS, Android, and iOS devices

Upgrade from Windows 7 Pro or Windows 8.1 Pro to Windows 10 Pro at no additional cost

99.9% financially-backed uptime guarantee; 24x7 online and phone support

Surface is the best device for Microsoft 365 → [LEARN MORE](#)

SMBs can't live without a device that doesn't...



Add **pride**
to their work
and their
businesses



Protect their
intellectual
property, their
data and their
customers' data



Bring **peace of
mind** by providing
the support they
need, when they
need it



Lift their personal
and professional
productivity to
new heights



Promise reliable,
exceptional
performance
everywhere they
need to perform



“

I learned that there is this thing between Corvette owners, that when one passes another on the street, the drivers give each other a nod. The same kind of thing happens with Surface.”

– **Doug Passon**

lawyer, entrepreneur, film maker,
writer, musician and teacher

Pride: inspire with premium design and craftsmanship



SMBs are aspirational about their businesses, and look for devices that express that ambition, and will help them put their ‘best foot forward’ with customers.

- **74.5% of SMBs** feel that technology reflects their brand and is key to impressing and winning customers.
- **75.5% of SMBs** believe in equipping their employees with newer, more innovative technology as a way to show their appreciation and show collective pride in their company.¹

Surface for Business devices are meticulously crafted, down to the finest millimeter, and encase the latest technology Microsoft has to offer.

- OmniSonic Audio
- Luxury Alcantara™ fabric
- Effortless, one-finger opening mechanism

Beautifully and thoughtfully designed by a team of world-class designers, they reflect the professional image SMBs aspire to.

And, Surface Laptop 2 for Business and Surface Pro 6 for Business offer a collection of color that represents the owner and makes the device feel personal.

1. Microsoft and PSB Research (2016)



65% of SMBs struggle with keeping business data secured across devices¹

They need:

- Protection against threats
- Protection against data leaks
- Controlled access to data

Protection: safeguard all-sized businesses with enterprise-grade security



With Surface for Business

- [Windows Hello](#) offers multi-factor, password-free, biometric authentication.
- Enforce [BitLocker](#) device encryption to protect data if a computer is lost or stolen.
- [SEMM](#) (Surface Enterprise Mobile Management). Disable components at the firmware level e.g. microphones, cameras, USB ports and wifi access.²
- Ensure a device boots only using trusted software with [Secure Boot and built-in UEFI firmware drivers](#)—a Surface standard.
- Leverage Surface's on-chip virtualization extensions to protect processes and memory against tampering from malicious entities using [Virtual Secure Mode \(VSM\)](#).

With Microsoft 365 Business

- [Office 365 ATP](#) provides protection from external threats with safe attachments and links.
- [Data Loss Prevention](#) policies ensure that internal data doesn't fall into the wrong hands.
- [Azure Information Protection](#) classifies information to ensure no internal data leakage.
- Remotely wipe business data without affecting personal information using [Intune Wipe and Retire](#).
- [PIN or fingerprint requirement](#) to access business documents and data.
- [Encryption and restrictions](#) like 'do not forward' to emails and documents.

1. Microsoft and PSB Research (2016) 2. SEMM comes standard



“

We use Intune as a deployment for endpoint protection...we can manage all devices remotely, including upgrades and malware protection. Because it's part of the same suite of products, it's sewn into the fabric of what we've done with this deployment.”

– **Phil Mikolaj**
Bay Equity Home Loans CIO

→ | [LEARN MORE](#)

Peace of mind: resilient design and the support you need



Durability and reliability

Quality cases, and resilient Alcantara fabric have premium longevity, proven throughout Microsoft's relentless testing in our reliability labs to meet highest quality standards to ensure your product will last a lifetime.

Premium support and extended warranty options

Surface Pro 6 for Business and Surface Laptop 2 for Business come with Advanced Exchange at no additional cost, providing an expedited device replacement service and reducing downtime by receiving a device before you ship back the defective unit.*

With Microsoft Complete and extended warranties*, users get up to four years extended coverage, accident protection, and expert support for their Surface for Business devices.

Streamlined deployments

- Microsoft is the first device manufacturer to offer Windows Autopilot.
- Setup and pre-configure Surface for Business, getting it ready for productive use, faster.
- Reset, repurpose, and recover devices.
- Connect to a network, verify credentials, and you're ready to go—everything else is automated.

Modern management

- Manufactured for device enrollment within Azure Active Directory.
- Use Intune Device Wipe if devices are lost, stolen, or repurposed.
- Surface for Business is available now as a Microsoft Managed Desktop device.



Productivity: empowers workers to get more done and to collaborate better



Microsoft 365 experiences that were built for SMBs:

- **Microsoft Teams** is free for up to 300 users (and available in 40 languages).
- Schedule and manage appointments with your customers with **Bookings**.
- Optimize your business processes with **Planner**.
- Build stronger customer relationships with **CRM built right into Outlook**.
- **Whiteboard** and **Brushes Apps**, to modernize traditional collaboration and ideation techniques.

With Surface for Business

- All day battery life.
- Versatile modes that naturally suit the tasks you are trying to accomplish.
- Wireless sharing for your work with Miracast.
- Uncompromising mobility with LTE Advanced.¹
- Advanced speakers, mics, and touch-optimized screens across the Surface for Business portfolio.
- Brilliant PixelSense Displays with 10-point, multi-touch screens.
- 3:2 aspect ratios that make better use of onscreen space.
- HD cameras that capture every movement.

1. Available on specific Surface Pro SKUs, coming soon to Surface Go

With Microsoft 365 Business

- Intelligent tools are built into the Office you love and are familiar with.
- Get work done on the go with enterprise-grade email and calendaring features.
- Stay on top of work with access to all your files with online file storage.
- Working efficiently with integration to other apps and solutions you use daily.
- Bringing together teams and resources, all in one place.



“

The processing speed is so fast...I can open up multiple applications at one time and never have any issues with it crashing on me”

— **Jason Ray,**
Superintendent, Skanska

Performance: uncompromising mobility and cutting edge technology



- Run memory-intensive applications with the latest Intel® Core™ processors.
 - The new Surface Pro 6 for Business is a more powerful Pro running 67% faster than the Surface Pro (5th Gen).
 - Surface Laptop 2 for Business is 85% faster than Surface Laptop.
 - Surface Studio 2 for Business is our most powerful Surface yet running 35% faster than the previous Surface Studio, with 50% more graphic performance.
- Use multiple applications concurrently without sacrificing performance.
- Uncompromising mobility with LTE Advanced.¹

1. Available on specific Surface Pro SKUs, coming soon to Surface Go

Marketing toolkit:

Asset	Location	Used for
Fact Sheets	<u>ON ALLIANCE PORTAL</u>	A collection of quick summaries on the positioning and key features of the devices in the Surface portfolio.
Email templates	<u>ON ALLIANCE PORTAL</u>	A collection of emails for each product, and the Surface for Business portfolio introducing and positioning the devices.
Demo Guides	<u>ON ALLIANCE PORTAL</u>	A set of written guides designed to help you demo each device in the Surface portfolio.
Quick Clips	<u>ON ALLIANCE PORTAL</u>	The four things you need to know about when pitching and demoing Surface Go, Surface Laptop 2, Surface Pro 6 and Surface Studio 2
2018 Holiday Marketing Communications Toolkit	<u>ON ALLIANCE PORTAL</u>	<ul style="list-style-type: none">• Introduces Commercial sales & marketing resources for Surface Pro 6, Surface Laptop 2, Surface Studio 2, and Surface Headphones• Provides the necessary inputs to develop messaging and creative assets• Enables us to create consistency and cohesiveness across channels & markets

Sales assets: Overview

Asset	Location	Used for
Pitch decks	<u>ON ALLIANCE PORTAL</u>	Pitch deck to equip you with more sales tools for direct engagements with SMB decision-makers.
Drivers and deal-breakers	<u>DOWNLOAD NOW</u>	Understanding the decision making parameters by audience sector.
Conversation Starters	<u>DOWNLOAD NOW</u>	Ice-breakers and angles to deepen your conversations with customers.
FAQ & Objection handling	<u>DOWNLOAD NOW</u>	Responses and answers to the most frequent purchasing objections.

Appendix



Persona #1: BDM

Business: International Legal Firm, 40 employees

Persona: CEO, female, 43

Profile: Commercially minded with a collaborative management style. Looking to manage work-life balance more effectively, but has large volumes of information to consume. Relies on headlines and summary briefs during the work day, and spends time reading up on the detail in her evenings.

Role: Brought in by the practice owner to manage the transformation of the business from a small family practice to a mid-sized firm.



IT challenges: She is aware of the productivity gains to be gained from cloud-based working. But the security of her clients' information is paramount.

She is conscious that the practice doesn't have the time to learn new systems or programs. She needs a seamless deployment.

She wants employees equipped with the tools they need and devices they are proud to use in front of clients.

Goals and motivations: Her goal is to help the lawyers in the practice secure more fee-paying business, and to spend more quality time strengthening their relationships with clients.

She aims to do this by driving the company's mobility strategy and to empower the lawyers with the tools they need to deliver more value from their time.



Persona #2: ITDM

Business: Manufacturing company, 120 employees

Persona: IT director, male, age 49

Profile: Technical background in engineering, with expertise in how technology benefits organizations that design, produce, and manufacture products. Prefers to work independently and intensely before collaborating with others on an idea. For instance, he recently completed in-depth research into a prospective mobile deployment option before providing details to the company directors. A recent promotion means he is working to build internal confidence in his abilities in senior leadership, while managing two other IT specialists.

Role: To demonstrate how technology can improve aspects of the business, particularly streamlining operations. Increasingly responsible for the security and integrity of data across the business, as well as its cloud strategy to allow greater mobility of the workforce.



Goals and motivations: Wants to provide a strong plan to transform the way operations are handled, showing cost savings to the business and projecting his role as an advisor to the CEO.

IT challenges: Dealing with increasing security threats.

Handling the complexity of multiple device management and updates, while reducing operational costs.

Encouraging greater adoption of cloud, which is currently under-utilized.

Keeping employees equipped with the tools they need, and devices they are proud of.



Persona #3: End user

Business: Environmental architecture practice, 90 employees

Persona: Principal architect, female, age 36

Profile: Detail-oriented, often taking reams of notes both written and digitally during a project. As quality of designs and outputs is a major differentiator in her industry, she relies heavily on collaboration with other experts to create outstanding work to tight timeframes.

Role: To oversee several large projects per year, alongside the provision of training and oversight for interns to help develop talent.



Challenges they face: She needs a high-spec machine that can perform with the graphics and processing-intensive CAD programs she uses.

She likes the idea of working from a versatile mobile device, but her past laptop experience means that the performance of such a device is her top concern.

She also needs collaboration tools at her fingertips to get input from the experts she relies on to add value to her designs.

Goals and motivations: The practice feels it needs to work harder to gain competitive advantage over practices in overseas markets. Her approach is to spend more time forging partnerships with experts who can add credibility and value to her work. As such, collaboration is key to many of her projects. The volume of notes and images she retains for reference is hard to manage, so she wants to make these more organized and usable for future projects.



The users who love our products

Delivering value across roles and industries



Roaming
customer service

Field
servicer

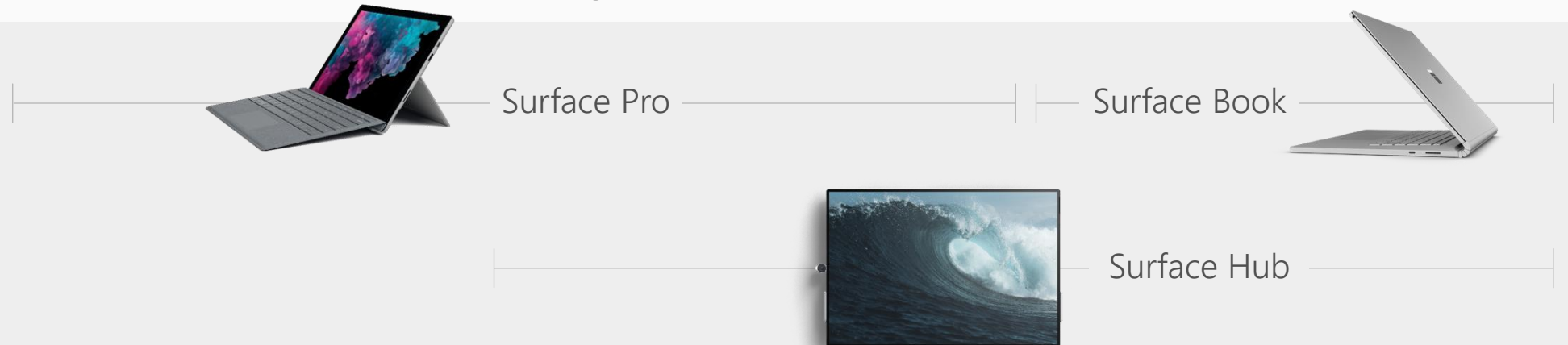
Mobile sales
representatives

Customer
relationship
managers

Information
workers

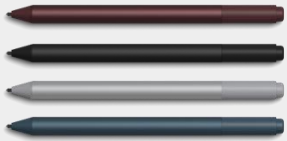
Executives

Engineers,
designers,
researchers



Surface for Business accessories

Extending the value of Surface devices



Surface Pen

For users who want to **write and draw naturally**, better and faster than ever



Surface Dial

For users who want to interact with apps in new ways—**haptic feedback, customizable controls, custom app integrations, and more!**



Surface Mice

For those who want a **premium, luxurious, and comfortable** mouse experience



Surface Type Covers

For users who want to pair Surface Pro and Go Signature Type Covers with their device for a **full-keyboard experience anywhere**



Surface Headphones

For those who want a **smarter way to listen and focus using** advanced intelligence and touch features



Surface Dock, adapters, and more!

For users who want to transform their Surface into a **full-fidelity PC experience** and connect external ports and displays

Surface for Business extended warranties and service

Protecting devices and improving the customer experience



Advanced Exchange¹

Provides an expedited device replacement and reduces downtime by sending you a device before you ship back the defective unit*



Extended Hardware Service

3 to 4-year duration options, mechanical breakdown coverage, Advanced Exchange options



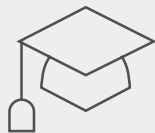
Complete for Business

Extended Hardware Service benefits + 2, 3, or 4-year duration options, accidental damage



Complete for Business Plus

All Complete for Business benefits + next business day replacement, Complete Concierge



Complete for Education

All Complete for Business Plus benefits + claims sharing, accidental damage



Complete for Enterprise

All Complete for Business Plus benefits + claims sharing, accidental damage, 1/50 device retention allotment

*Currently available on Surface Pro 6 for Business and Surface Laptop 2 for Business models at no additional cost
Additional details apply. See [warranties info on MSLearning](#) to learn more. You can also send customers to the public facing warranty site.



Windows 10 Pro's value to business customers

All Surface for Business devices ship with Windows 10 Pro

Single sign-on and more control over devices

- Azure Active Directory* Join
- Domain Join + Group Policy
- MDM client
- Windows Autopilot

Control over when and how to update devices

- Deferred updates
- Windows Update for Business

Easier ways to acquire, deploy, and configure business apps

- Microsoft Store for Business
- Assigned Access
- Client Hyper-V
- Remote Desktop

Peace of mind over lost devices and passwords

- BitLocker
- BitLocker To Go

*Sold separately



Premium support with Advanced Exchange¹

Advanced Exchange is included with Surface Pro 6 for Business and Surface Laptop 2 for Business at no additional cost

The Advanced Exchange warranty service provides an expedited device replacement and reduces downtime by sending the customer a device before they ship back the defective unit.

Keep your device until you receive a new one

Without Advanced Exchange:

Send the broken device before receiving a new one

With Advanced Exchange:

Receive a new device before sending the broken one back

Receive the new device faster

Without Advanced Exchange:

5-8 business days (varies by country) to get a new device (after sending the broken one back)

With Advanced Exchange:

3-5 business days (varies by country) to get a new device (before sending the broken one back)

Surface is the best device for Microsoft 365

Save time. See more value. Retain the best talent

Our device engineering team works closely with the Microsoft 365 organization and the results lead the industry in innovations.

For example:

- Inking support for document development, co-authoring with the touch screen and Surface pens
- Cameras and audio support Windows Hello authentication and MS Teams meeting participation individually or in small conference rooms

Forrester Consulting developed a report that projected a positive financial result from the use of Microsoft 365 and Surface for Business devices.

112%

ROI on Microsoft 365 with Surface

2x

amount of time saved for highly mobile workers when compared to non-Surface devices

3/4

agree that Microsoft 365-powered Surface devices have helped improve employee satisfaction and retention

Maximizing your ROI from Microsoft 365 Enterprise with Microsoft Surface

A Forrester Consulting Total Economic Impact™ Study commissioned by Microsoft, May 2018

Upgrading Windows 10 Home devices

Relevant when customers are considering buying Surface consumer SKUs which come with Windows 10 Home, or customers have existing Windows 10 Home devices.

FAQ	Response
Can I upgrade from Windows 10 Home to Windows 10 Pro?	You can upgrade from Windows 10 Home to Windows 10 Pro but it will require the manual entry of a new product key or upgrade through the Microsoft Store. Both processes will require a manual reboot of the device. This is a one-by-one device process with no bulk process to do so. A full upgrade is supported, including retention of personal data, settings, and applications during the upgrade process. The cost of the upgrade is \$99 (see special offer for Microsoft 365 Business customer described below).
Can I upgrade from Windows 10 Home to Windows 10 Enterprise?	Windows 10 Home is not a qualified OS for upgrade to Windows 10 Enterprise. You would first follow the process to upgrade from Windows 10 Home to Windows 10 Pro as previously described and then make the upgrade from Windows 10 Pro to Windows 10 Enterprise. The upgrade from Home to Pro requires an manual reboot. The upgrade from Pro to Enterprise requires no reboot and can happen in bulk via an enterprise management tool like Microsoft Intune (MDM). Note, Windows 10 Enterprise requires a paid license.
Does S-Mode on a device effect the ability to upgrade the device to Windows 10 Enterprise?	S-Mode has no effect on upgrade. Both Pro and Pro in S-Mode are a qualified OS for Windows 10 Enterprise. Customers with Home and Home S will have to manually upgrade each device to Pro from the MS store or with a new product key. Note, Windows 10 Enterprise requires a paid license.
Our small business currently subscribes to Microsoft 365 Business. If we purchased devices with Windows 10 Home, can we enroll them into Microsoft 365 Business?	Yes, however you will first need to upgrade to Windows 10 Pro which is a device-by-device method with no bulk process to do so. Microsoft 365 Business is currently offering a special discount for small businesses subscribed to M365 Business with Windows 10 Home devices, offering a special \$49 upgrade license per device. Work with your Microsoft Cloud Solution Provider (CSP) for more details.
Where can I find more detailed information on the Windows 10 edition upgrade paths?	<ul style="list-style-type: none">Windows 10 upgrade paths - https://docs.microsoft.com/en-us/windows/deployment/upgrade/windows-10-upgrade-pathsWindows 10 edition upgrade - https://docs.microsoft.com/en-us/windows/deployment/upgrade/windows-10-edition-upgrades

Differentiation across the Surface portfolio FY19 H1

		Surface Go	Surface Go with LTE Advanced	Surface Pro (5th Gen)	Surface Pro with LTE Advanced (5th Gen)	Surface Pro 6	Surface Laptop 2	Surface Book 2 13.5"/15"	Surface Studio 2
Consumer		Wi-Fi	LTE	Wi-Fi	LTE	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi
	OS	Windows 10 Home in S mode	Windows 10 Home in S mode	Windows 10 Home	Windows 10 Pro	Windows 10 Home	Windows 10 Home	Windows 10 Pro	Windows 10 Pro
	Advanced Exchange	No	No	No	No	No	No	No	No
	Processor	Pentium Gold 4415Y	Pentium Gold 4415Y	7th gen Core m3 (not diff)	7th gen Core i5 (not diff)	i5-8250U i7-8650 (not diff)	i5-8250U i7-8650 (not diff)	i5-7300U (not diff) i7-8650U (not diff)	7th gen Core i7-7820HQ
	Config. options	4/64 (\$399) 8/128 (\$549)	8/128 (\$679)	4/128 (\$749)	8/256 (\$1449)	i5/8/128 (\$899) i5/8/256 (\$1199) i7/8/256 (\$1499) i7/16/512 (\$1899) i7/16/1TB (\$2299)	i5/8/128 (\$999) i5/8/256 (\$1299) i7/8/256 (\$1599) i7/16/512 (\$2199) i7/16/1TB (\$2699)	i5/8/256 iGPU (\$1499) i7/8/256 dGPU (\$1999) i7/16/512 dGPU (\$2499) i7/16/1TB dGPU (\$2999)	i7/16/1TB (\$3499) i7/32/1TB (\$4199) i7/32/2TB (\$4799)
	M365 readiness	No	No	No	Yes	No	No	Yes	Yes

		Surface Go for Business	Surface Go for Business with LTE Advanced	Surface Pro (5th Gen)	Surface Pro with LTE Advanced (5th Gen)	Surface Pro 6 for Business	Surface Laptop 2 for Business	Surface Book 2 for Business 13.5"/15"	Surface Studio 2 for Business
Commercial		Wi-Fi	LTE	Wi-Fi	LTE	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi
	OS	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro
	Advanced Exchange	No	No	No	No	Yes (no additional cost)	Yes (no additional cost)	No	No
	Processor	Pentium Gold 4415Y	Pentium Gold 4415Y	7th gen Core m3 (not diff)	7th gen Core i5 (not diff)	i5-8350U i7-8650 (not diff)	i5-8350U i7-8650 (not diff)	i5-7300U (not diff) i7-8650U (not diff)	7th gen Core i7-7820HQ
	Config. options	4/64 (\$449, \$399 EDU) 8/128 (\$599; \$549 EDU)	8/128 (\$729) 8/256 (\$829); <i>unique</i>	4/128 (\$799)	4/128 (\$1149); <i>unique</i> 8/256 (\$1449)	i5/8/128 (\$999) i5/8/256 (\$1299) i7/8/256 (\$1549) i7/16/512 (\$1949) i7/16/1TB (\$2349)	i5/8/128 (\$1199) i5/8/256 (\$1399) i7/8/256 (\$1649) i7/16/512 (\$2249) i7/16/1TB (\$2749)	i5/8/256 iGPU (\$1499) i7/8/256 dGPU (\$1999) i7/16/512 dGPU (\$2499) i7/16/1TB dGPU (\$2999)	i7/16/1TB (\$3499) i7/32/1TB (\$4199) i7/32/2TB (\$4799)
	M365 readiness	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Surface for Business portfolio FY19

	Surface Pro 6 for Business	Surface Laptop 2 for Business	Surface Go for Business	Surface Studio 2 for Business	Surface Book 2 13" for Business	Surface Book 2 15" for Business
Display	12.3" PixelSense™ Display	13.5" PixelSense™ Display	10" PixelSense™ Display	28" PixelSense Display	13.5" PixelSense™ Display	15" PixelSense™ Display
Screen resolution	2736 x 1824 (267 ppi)	2256 x 1504 (201 PPI)	1800 x 1200 (217 PPI)	4500 x 3000 (192 DPI)	3000 x 2000, (267 PPI)	3240 x 2160 (260 PPI)
Processor	Intel® Core™ 8th Gen i5-8350U Intel® Core™ 7th Gen i7-8650U	Intel® Core™ 8th Gen i5-8350U Intel® Core™ 7th Gen i7-8650U	Intel® Pentium® Gold Processor 4415Y	Intel® Core® 7th Generation i7-7820HQ	7th Gen Intel® Core™ i5-7300U dual-core 8th Gen Intel® Core™ i7-8650U quad-core	8th Gen Intel® Core™ i7-8650U quad-core
Graphics	Intel® UHD Graphics 620 (i5) Intel® UHD Graphics 620 (i7)	Intel® UHD Graphics 620 (i5) Intel® UHD Graphics 620 (i7)	Intel® HD Graphics 615	NVIDIA® GeForce® GTX 1060 6GB GDDR5 memory or NVIDIA® GeForce® GTX 1070 8GB GDDR5 memory	Intel® i5: Intel® HD Graphics 620 integrated GPU Intel® i7: NVIDIA® GeForce® GTX 1050 discrete GPU w/ 2GB GDDR5 graphics memory	NVIDIA® GeForce® GTX 1060 discrete GPU w/ 6GB GDDR5 graphics memory
Memory	8GB or 16GB RAM	8GB or 16GB RAM	4 GB or 8GB	16GB or 32GB (DDR4)	8GB or 16GB RAM	16GB RAM
Storage	Solid-state drive (SSD) options: 128GB, 256GB, 512GB, or 1TB	Solid-state drive (SSD) options: 128GB, 256GB, 512GB, or 1TB	64GB embedded MultiMediaCard (eMMC) drive 128GB solid state drive (SSD) 256GB solid state drive (SSD)	1TB or 2TB solid-state drive (SSD)	256 GB solid state drive (SSD) 512 GB solid state drive (SSD) 1 TB solid state drive (SSD)	256 GB solid state drive (SSD) 512 GB solid state drive (SSD) 1 TB solid state drive (SSD)
Battery life	13.5 hours	14.5 hours	9 hours	NA	17 hours	17 hours
Cameras	5.0MP front-facing camera with 1080p Skype HD video 8.0MP rear-facing autofocus camera with 1080p full HD video	720p HD camera (front-facing)	5.0MP front-facing camera with 1080p Skype HD video 8.0MP rear-facing autofocus camera with 1080p HD video	5.0MP front-facing camera with 1080p HD video	5.0MP front-facing camera with 1080p HD video 8.0MP rear-facing autofocus camera with 1080p HD	5.0MP front-facing camera with 1080p HD video 8.0MP rear-facing autofocus camera with 1080p HD
Weight	i5: 1.70 lbs. (770 g) i7: 1.73 lbs. (784 g)	i5 2.76 lbs. (1,252 grams) i7 2.83 lbs. (1,283 grams)	1.15 lbs (522g)	21 lbs. max (9.56 kg max)	i5: 3.38 lbs (1,534 g) i7: 4.2 lbs (1,905 g)	4.2 lbs (1,905 g)
Touchscreen	Yes (pen and Dial compatible)	Yes (pen and Dial compatible)	Yes (pen and Dial compatible)	Yes (Pen + Dial compatible)	Yes (Pen + Dial compatible)	Yes (Pen + Dial compatible)
Display mode	Laptop, Tablet, View, Studio mode	Laptop	Laptop, Tablet, View, Studio mode	Desktop, Studio	Laptop, Tablet, View, Studio mode	Laptop, Tablet, View, Studio mode
Speakers	1.6W stereo speakers with Dolby® Audio™ Premium	Omnisonic Speakers with Dolby® Audio™ Premium	2W stereo speakers with Dolby® Audio™ Premium	Stereo 2.1 speakers with Dolby® Audio™ Premium	Front-facing stereo speakers with Dolby® Audio™ Premium	Front-facing stereo speakers with Dolby® Audio™ Premium
Color options	Platinum, Black	Platinum, Burgundy, Cobalt Blue, Black	Silver	Platinum	Platinum	Platinum
Connections	1 x full-size USB 3.0 3.5 mm headphone jack Mini DisplayPort 1 x Surface Connect port Surface Type Cover port3 MicroSDXC card reader	1 x full-size USB 3.0 3.5 mm headphone jack Mini DisplayPort 1 x Surface Connect port	1 x USB-CTM 1 x Surface Connect port 3.5 mm headphone jack 1 x microSDXC card reader Surface Type Cover port	4 x USB 3.0 (one high power port) Full-size SD™ card reader (SDXC) compatible 1 x USB-C 3.5 mm headphone jack 1 Gigabit Ethernet port	2 x full-size USB 3.1 Gen 1 1 x USB-C, 2 x Surface Connect ports (base and tablet) Full-size SD™ card reader 3.5mm headphone jack	2 x full-size USB 3.1 Gen 1 1 x USB-C, 2 x Surface Connect ports (base and tablet) Full-size SD™ card reader 3.5mm headphone jack
Wireless	Wi-Fi: IEEE 802.11 a/b/g/n/ac compatible Bluetooth Wireless 4.1 technology	Wi-Fi: IEEE 802.11 a/b/g/n/ac compatible Bluetooth Wireless 4.1 technology	Wi-Fi: IEEE 802.11 a/b/g/n/ac compatible Bluetooth Wireless 4.1 technology	Wi-Fi: 802.11ac Wi-Fi wireless networking IEEE 802.11 a/b/g/n compatible Bluetooth Wireless 4.0 technology Xbox Wireless built-in	Wi-Fi: IEEE 802.11 a/b/g/n/ac compatible Bluetooth Wireless 4.1 technology	Wi-Fi: IEEE 802.11 a/b/g/n/ac compatible Bluetooth Wireless 4.1 technology Xbox Wireless built-in
Starting price	\$999	\$1,199	\$449	\$3,499	\$1,499	\$2,499
Security	Windows Hello	TPM 2.0 chip for enterprise security Enterprise-grade protection with Windows Hello face sign-in	TPM 2.0 for enterprise security Enterprise-grade protection with Windows Hello face sign-in	TPM 2.0 chip for enterprise security Enterprise-grade protection with Windows Hello face sign-in	TPM 2.0 chip for enterprise security Common Criteria (CC) EAL4+, FIPS 140-2 level 2	TPM 2.0 chip for enterprise security Common Criteria (CC) EAL4+, FIPS 140-2 level 2
LTE option	No	No	Yes	NA	No	No
Operating System	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro
Advanced Exchange?	Included at no additional charge	Included at no additional charge	No	No	No	No



Thank you.