

Calling all early adapters

Unlock adaptability as the antidote to uncertainty in your business



Here's the deal: A choose your own device (CYOD) strategy allows employees to pick their work devices from a company-approved selection, combining personal preference with corporate security and compatibility.

It's a revolution in how we work. CYOD equips your team to tackle challenges with tools they trust and understand, readying them for anything. Here's how you can set a new standard for business resilience with a remarkable CYOD catalog:

Compatibility Applications and peripherals work seamlessly together, keeping teams agile and ready for anything.

AI-integrated devices Selecting devices that think one step ahead fuses innovation with security, fostering an environment where transformation becomes the norm.

Elevated security measures Prioritizing security shuts the doors to cyber threats, creating a shield around your operations.

A single OS Streamlining complex IT infrastructures into one cohesive system slashes hidden costs and complexities.

Centralized device management Overseeing dispersed devices from a single vantage point streamlines management and drives efficiency.

Boosted employee satisfaction Recognizing your workforce's unique needs and catering to them makes teams happier and more productive.

Reduced support costs Choosing proactive partners enables a reduction in support requests and focuses team energy on what matters.

The power of your role extends **beyond** technology. You craft valuable experiences that enhance business outcomes. But how can CYOD help you craft smarter?

It starts with finding the right device for your diverse workforce: an accessory designed with unparalleled precision that aligns with your team's unique needs and workflows. Find it by understanding your personas and use cases:

- Have I picked fast and powerful computers for our heavy-duty users?
- Have I chosen devices that are easy for people in transit, so they can move and work uninterrupted?
- Have I made sure their computers can run critical programs natively without needing setup assistance?
- Have I ensured the devices in our CYOD toolkit support multi-taskers?



By choosing Surface for your CYOD initiative, you're not just adopting new technology but embracing a holistic solution that propels your organization forward, ensuring that your team has the best tools to excel in an ever-evolving landscape.

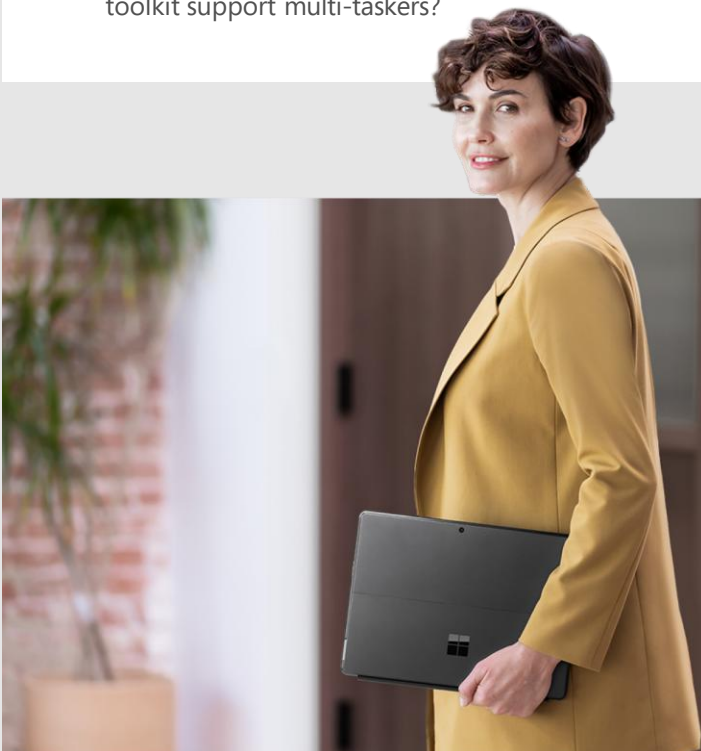
Surface CYOD customers experienced:

58%
drop in security incidents¹

80%
decrease in helpdesk calls²

15%
increase in productivity²

250%
return on investment²



Create a culture where everyone on your team feels empowered, inspired, and equipped to tackle whatever comes their way.

1. Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices. 2. Commissioned study delivered by Forrester Consulting "The Total Economic Impact™ of Windows 11 Pro Devices", December 2022. Note, quantified benefits reflect results over three years combined into a single composite organization that generates \$1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices.