



Calling all early adapters

Unlock flexibility and ditch doubt with a choose your own device (CYOD) strategy



Give your team power tools they trust and understand, readying them for anything. It's not just about choosing devices; it's about boosting your team's productivity and confidence.

With a device choice strategy, you're not just keeping pace with the new world of work but setting the pace by getting ahead of it. Lead the charge, create agility, and inspire every level of your organization to excel. This is the CYOD edge—where leadership meets adaptability and empowerment.

Here's how an adaptive and empowered leader builds business resilience:

Creating a curiosity culture



Cultivating an environment where your people explore beyond the unknown to get creative.

Navigating ambiguity



Leading through challenges without clear solutions, embracing uncertainty as a path to innovation.

Collective problem-solving



Uniting people to forge new solutions collaboratively, leveraging diverse perspectives for a common goal.



Rapid tech adoption

Granting access to cutting-edge tools for everyone with company-wide adoption of AI and new technologies.



Inclusive leadership

Ensuring adaptive leadership principles are grasped by senior leaders and beyond, fostering a unified approach to change.

The power of your role lies in your ability to inspire meaningful change and create business resilience.

But how can device choice help you work smarter?

- **Empowerment through technology:** Modern devices empower every function and discipline, supporting individual work habits and providing flexibility to seamlessly support every task and team.
- **Future-ready tools:** Choosing modern devices for your team emphasizes outcomes with features enhanced by AI to facilitate tomorrow's innovations.
- **Performance to match pace:** Powerful device options unlock potential and maintain high engagement by minimizing disruption in the breakneck pace of modern work.



Embracing Microsoft Surface for your device strategy is more than a tech upgrade—it's a strategic victory.

Surface customers experienced:

58% drop in security incidents¹

80% decrease in helpdesk calls²

15% increase in productivity²

250% return on investment²

Leap towards a future where every team member has the tools to excel by connecting with your IT team to explore possibilities with Surface in your device catalog. For leaders aiming to inspire and innovate, this is your move to lead boldly with the CYOD edge.



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.