Microsoft Surface

Mobile Pay on Surface

Microsoft Surface for Retail



The Future of Point of Sale



Omnichannel Experience

Retailers need devices that can bridge physical and digital commerce to deliver an omnichannel experience.

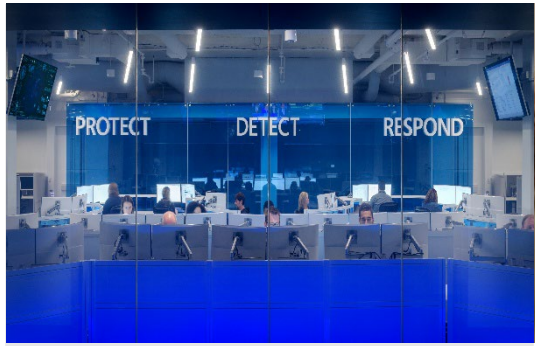
91% of organizations have adopted, or have plans to adopt, a "digital-first" business strategy.[1]



Modern Workforce

Retail companies value their frontline workforce, and are continuing to hire despite macro-economic challenges[2]

The key to increasing productivity is enabling your frontline workers with modern hardware and software solutions.



Cybersecurity

Securing customer data is critical to maintaining customer trust.

In 2021, 44% of retailers were hit by cyberattacks, with an average ransomware payment of $147,811[3] The National Retail Federation recommends a "Zero Trust" security model[4].



Device Consolidation

Hardware is the most expensive component in a PoS system; "a single hardware platform saves a lot of time and costs with above-store deployments and troubleshooting"[5]

Through investing in multi-functional devices, Retailers can reduce IT management, procurement and efficiency costs.

(1) 2021 Digital Business Research • IDG
(2) Retailers are hoarding labor even as tech layoffs mount (yahoo.com)
(3) sophos-state-of-ransomware-retail-2021-wp.pdf
(4) Network security relies on careful scrutiny (nrf.com)

Microsoft Surface



Mobile Pay on Surface

[Surface Go 3] | [UAG Mobile Pay System Case] | [Adyen e285 Terminal]**

Mobile Pay on Surface

This solution was developed for Retail customers who are interested in an innovative approach to mPOS. Powered by Dynamics 365 Commerce*, Mobile Pay on Surface does more than run a transaction – it can transform your business.



- **Mobility:** Lightweight at 1.2lbs, portable 10.5” screen, and optional LTE connectivity for maximum flexibility
- **Productivity:** Designed for essential Microsoft 365 productivity apps like Teams, OneNote and Outlook
- **Omnichannel:** Seamlessly connect digital and brick-and-mortar experiences through a modern device
- **Security:** Security from chip-to-cloud – a zero-trust security model that starts with Surface devices

Inventory | Collaboration | e-Signature | Transaction

Why Microsoft Surface for Retail

Built-in security with a Microsoft open-source UEFI and firmware-level remote management

Removes IT friction and ↓ TCO with Windows Autopilot

3:2 Aspect ratio is ideal for big buttons, large print, etc.

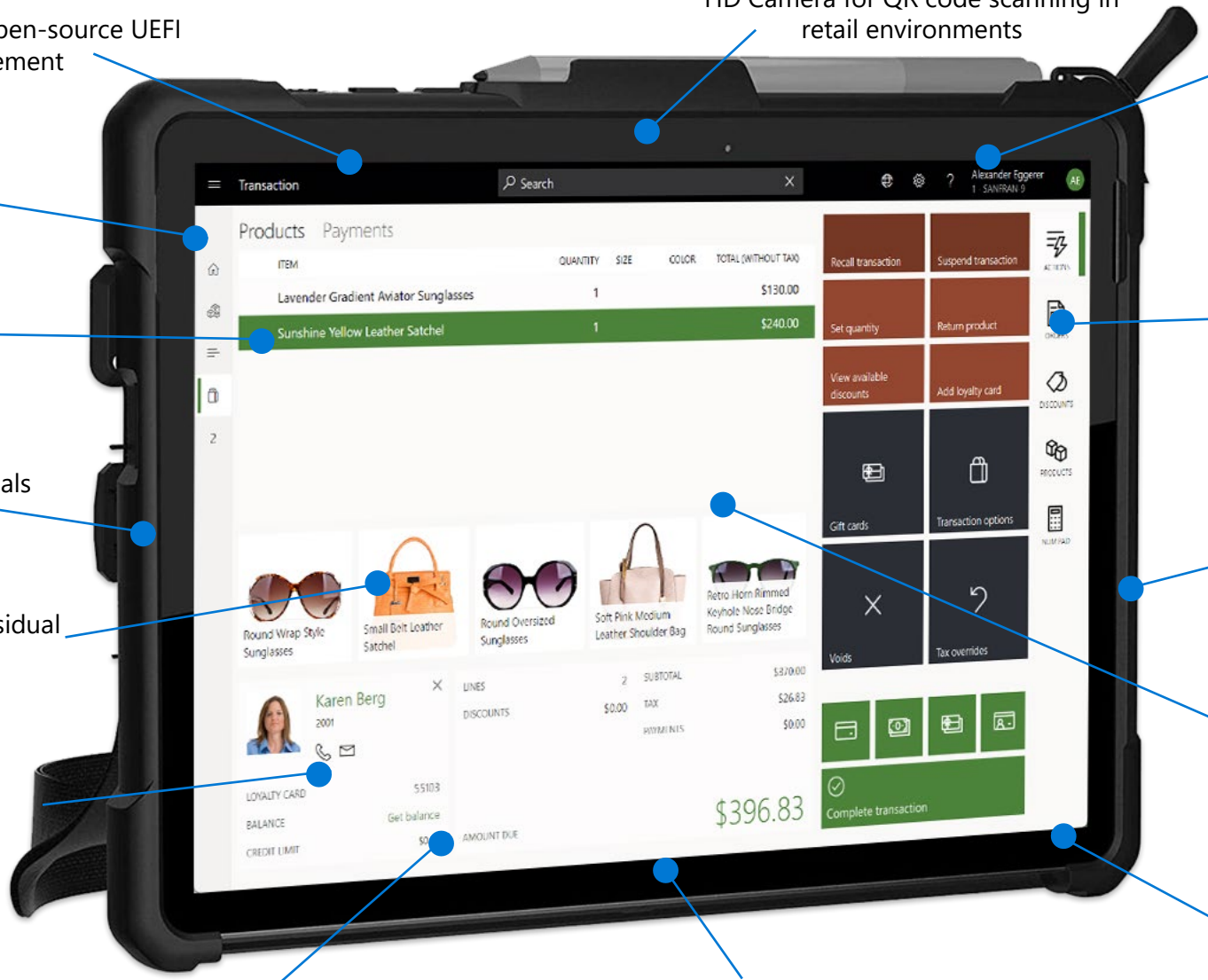
Certified enclosures enhance the Surface experience & control thermals

Maximum Value – Surface has ↑ residual value with a 2.8-X ROI (IDC)

Battery health managed by ML/AI Surface Brightness Tool alleviates screen burn issues

Flexibility of a 2-in-1 device with storage and computing power for store management

HD Camera for QR code scanning in retail environments



All-day battery for power on the store floor with up to 11 hours battery life

Fits perfectly into existing IT processes with M365 deployment, management and security

Premium Device Specs (Surface Go 3):

- Display Resolution 1920 x 1280 (220 PPI)
- Luminance Contrast Ratio 1500:1
- Brightness(cd/m2) - Nits 412 nits (cd/m2)
- Viewing Angle - 170◦ horizontal and vertical
- MISC. - NFC, Dual far-field mics, Dolby audio, LTE Advanced, Micro-SD, USB-C, Pen

Optional LTE Advanced delivers always connected experiences & business continuity for store associates.

Responsive Touch Display with 10-point multi-touch & Corning® Gorilla® Glass 3

Sustainable design minimizes waste, improves energy efficiency and extends battery life

Surface is built for frontline work

Productivity
Flexible, premium devices for innovative customer services processes, schedule management, and easy collaboration

Deployment & Management
Zero-touch deployment and unified management reduce costs and complexity for a distributed workforce[1]

Security
Security from **chip-to-cloud**—a zero-trust security model that starts with Surface devices[2]

Sustainability
Devices designed at aiming to reduce carbon impact and waste, and built with integrity built in[3]

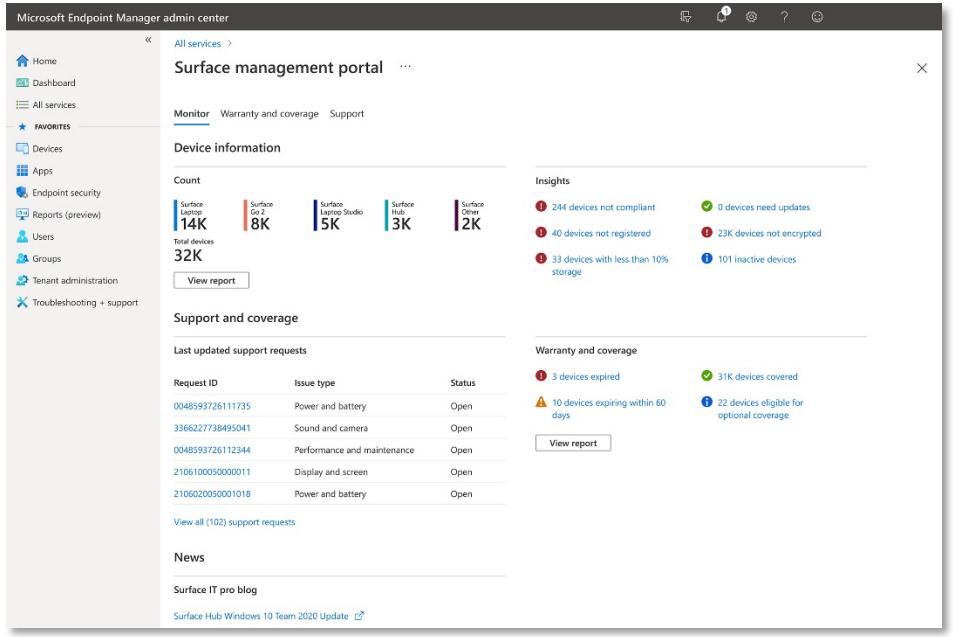





Microsoft Surface Management Portal

An elevated Surface experience

Surface Management Portal* is a centralized solution for IT administrators to self-serve, manage, and monitor Surface devices at scale in Microsoft Endpoint Manager.



Reduce IT costs with insights into the health and statuses of all Surface devices.

Self-service efficiently with an easier way to manage warranties and support requests for all Surface devices.

Experience a streamlined management solution with reduced manual work in Microsoft Endpoint Manager.

Support multiple form factors by streamlining management of all Surface devices through Intune and hybrid managed devices.

Receive regular updates to Microsoft Surface Management Portal.

Microsoft security at every level

Cloud

Microsoft Defender

Windows Update

Conditional Access

Surface Management Portal*

MDM UEFI Management*

OS

Advanced Windows Security Features (HVCI/VBS)

Secure Boot enabled by default

BitLocker

Secured-core PC[1] through firmware (FASR)*

Firmware

Microsoft UEFI*

Surface Enterprise Mgmt. Mode (SEMM)* Intune (DFCI)*

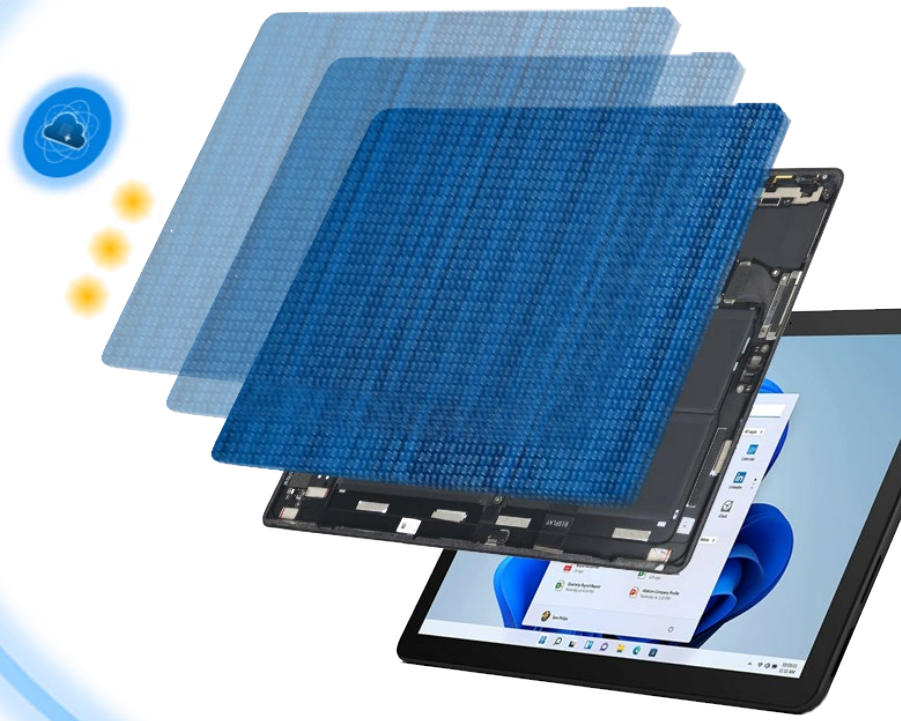
Hardware

TPM 2.0

Windows Hello

Pluton technology

Removable SSD



*Exclusive to Surface

Inclusion and accessibility built in



Leverage the voice of the community

In our design practice at Microsoft, we believe in "Nothing About Us, Without Us."

We design with the disability community, and through user experience research and insights fielded by the community, we create products and services that empower people with disabilities to achieve more.

Inclusive from concept to creation

At Surface, we have prioritized embedding accessibility into the DNA of our company, so that accessibility is included and defined in the development lifecycle of products.

Your Surface, your way

We are not striving to make every Surface for everyone. We are striving to make a Surface for you. By integrating Surface devices with accessible accessories, extended by partnerships, we open up the ecosystem for everyone.

Microsoft Surface sustainability progress

Reducing carbon impact

Low carbon product design

Our Life Cycle Assessment has estimated a 30% reduction in total carbon emissions for Surface Laptop Studio versus its predecessor Surface Book 13".

Supply chain emission reductions

Microsoft is balancing environmental concerns and customer needs in manufacturing and transportation by incentivizing Microsoft suppliers to reduce their emissions.

Energy efficiency

All Surface laptop and tablet devices are ENERGY STAR certified with a focus towards energy efficiency and battery life.

Designing with circularity in mind

Repairability

Repairability and serviceability can extend the lifespan of our devices by enabling enterprises to fix common hardware issues themselves.

Reusable, refurbishable, and recyclable

By 2025, our goal is for our packaging to contain zero single-use plastics and by 2030 will be 100% recyclable. We also make recycling convenient and secure with global recycling programs[1] and data-wiping.

Designed with recycled materials

Surface continues to innovate with the introduction of recycled materials into our product design.

Integrity built in

EPEAT rating[1]

Microsoft Surface has achieved the highest possible rating[2], EPEAT Gold, for all of our newest generation laptops and tablets in 30 countries, including the US and Canada.

Transparency to impact

To increase transparency for customers and stakeholders, we publish LCA results that are contained in our Eco Profiles, plus information about the product's material composition, energy consumption, packaging, ecolabels, product recycling, and more.

Reduction of hazardous materials

Microsoft ensures worldwide compliance for all hardware programs by restricting hazardous substances contained in our Devices.

Responsibly made

At Microsoft, we have the tremendous opportunity to work with thousands of suppliers in over 100 countries across the globe. To learn more about our responsibilities, you can read the Supplies Code of Conduct (SCoC) here.