Microsoft Surface

Supporting device needs for Frontline Workers in Retail

Microsoft Surface for Business offers a versatile device portfolio with industry-leading security to empower retail employees to be more engaged and connect physical and digital retail experiences to better serve customers.

The Joy Factory Elevate II Countertop Kiosk for Surface Pro 11th Edition | Pro 10 | Pro 9 (White)

A vision for the future in Retail with Microsoft Surface

In recent years, increases in employee turnover have been felt across the retail industry. Retailers need help from digital apps and versatile devices to improve employee engagement and customer experiences. And in this new era of AI, retailers are exploring modern and secure devices that also enable AI experiences and work seamlessly with modern communications tools and line of business apps to help frontline employees be better connected and knowledgeable from the retail and warehouse floor.

MAGRABi Retail Group has a commitment to customer-centric innovation, continuously refining its in-store experience so that operations match the quality and elegance of its brand. The adoption of Surface has transformed customer interactions. Sales associates now assist customers anywhere in the store, using Surface for consultations, transactions, and lens demonstrations for a more seamless shopping experience.

Retailers can combine a cloud strategy with a modern device strategy to take advantage of the synergies between Microsoft 365 and Surface and realize potential benefits including improved employee engagement, better communications with corporate and across stores, greater levels of security, and efficient device management. Surface devices provide versatile form factors and industry-leading security features to help support a wide variety of needs that frontline workers have as retailers digitally transform to modernize all aspects of the shopping experience.

> **“After evaluating multiple options, we selected the Microsoft Surface for its combination of mobility, computing power, and scalable features, which we can effectively utilize, along with its premium design.”**
>
> ***- Fady Emad, Group VP of Technology at MAGRABi Retail Group***

For retail managers, we also recommend Surface Pro for Business with Surface Pro Flex Keyboard and Surface Slim Pen.*

* Sold separately.

Surface helps unlock people's potential

Innovative technology engages and inspires employees, and retailers want to empower employees with versatile devices and apps that closely align with the way customers want to shop.

Surface devices are designed to be both versatile and adaptable to meet the modern workforce's diverse needs. Powerful processors—including neural processing units (NPUs) to handle on-device AI workloads—keep employees' devices running smoothly while they multitask. Extended battery life and durable design helps Surface meet flexible workstyle needs, so employees can focus on customers, not technology.

Portfolio diversity

Surface has device categories to support retail workers' diverse requirements. For example, lightweight 2-in-1 devices feature tablet-to-laptop flexibility and detachable keyboards, combining the power of a laptop with the portability and touch interactions of a tablet. Laptops with fixed keyboards offer the power required for demanding applications and clear graphics. Expanding beyond the PC to large-screen devices, the Surface Hub 3 is a Microsoft Teams-certified meetings platform that can transform any space into a virtual team space and interactive whiteboard.

Hardware and peripherals

Whether employees prefer typing on the ergonomic keyboard, using the responsive touch display, or fluidly inking with the digital pen, Surface provides plenty of options for interaction. And accessibility options like different pen grips and adaptive touch enable more employees and ensure a consistently satisfying work experience. Store managers can effectively meet with corporate through HD cameras, PixelSense high resolution displays, Omnisonic speakers, and far-field mics that bring people together in realistic real-time detail, for more personalized interactions. Beyond the keyboard and mouse, features such as touch, voice, 5G connectivity[1], and Surface Pen* ink inspire natural interactions. Surface brings Microsoft-designed hardware and software together—from device to cloud—to offer better experiences, such as the new Copilot key[2] on the keyboard.

2-in-1 devices

Powerful, flexible, lightweight

NEW! Surface Pro, Copilot+ PC
Advancing the era of AI

13-inch Pro
Copilot+PC

12-inch Pro
Copilot+PC

Laptops

Sleek, responsive, from frontline to boardroom

NEW! Surface Laptop, Copilot+ PC
Advancing the era of AI

13-inch, 13.8-inch, or 15-inch Laptop
Copilot+PC

14.4-inch Laptop Studio 2

Large screen meeting devices

50-inch or 85-inch Hub 3
Digital whiteboard, Microsoft Teams-certified meetings platform, and collaborative computing device.

*Sold separately.
[1] 5G available on select models and not available in all areas; compatibility and performance depends on carrier network, plan and other factors. See carrier for details and pricing.
[2] Copilot key feature availability varies by market, see aka.ms/keysupport.

Enabling future-readiness for retailers

New technologies tend to develop rapidly and make a sudden impact on arrival. By choosing Microsoft first-party designed Surface devices, retailers can implement a device strategy that helps them prepare for the future.

Take AI, for instance. Regional and store managers may want to embrace and integrate emerging technologies like AI into their workflows, so they can offer innovative retail solutions for customers and stay ahead of competitors. AI enhancements can bring productivity gains to all levels of a retail organization, saving teams effort on mundane work like searching for inventory, optimizing a list of to dos, or notetaking in a meeting, so that they can focus on serving customers. And who knows what new innovations are just around the corner, waiting to shake up our working world once more?

Enable greater resilience

Microsoft and its silicon partners work together to bring hardware and software together—from device to cloud—to offer new AI experiences that support employees, IT, and business.

Surface Copilot+ PCs can help firms build a more resilient business through:

- **Versatility and adaptability**, helping remove friction, increase employee productivity, and adapt to how employees want to work so they can unlock new abilities and new ways to solve problems
- **Power and performance** that increase efficiency, creating time and space for employees to be more proactive in planning for the next big moment
- **Security and manageability** advances that enable IT leaders to stay ahead of the curve (and the competition), while strengthening defenses against ongoing cyberthreats
- **Future-readiness** that paves the way for seamlessly integrating new technologies as they arrive to take advantage of new opportunities

Surface Pro

Copilot+PC

Snapdragon X Elite

intel CORE ULTRA

Surface Laptop

Providing a more personal customer experience

Retail sales floor associates

Customer service is priority one

Retailers must illustrate the value of an in-store experience. Sales floor associates require mobile, lightweight, and connected technology that gives them access to the information they need to better serve customers by identifying preferences and answering questions as quickly as possible.

Providing a more personal customer experience isn't easy when sales floor personnel struggle to:

- Quickly find product information
- Communicate promotions clearly
- Bridge physical and digital channels into omnichannel experience
- Make a good impression on new and existing customers
- Enable new and secure AI experiences to accelerate customer response

Surface helps retail sales associates:

- Carry a lightweight device with extended battery life that enables all day productivity.
- Enable customers to interact with content (product demos, tech specs, promotions, surveys) on a high-definition PixelSense™ touchscreen.
- Feel empowered with modes—tablet, laptop, studio—that adapt to the ways you need to work.
- Run full-featured business apps and new AI experiences like Microsoft 365 Copilot[1] using powerful processors to look up information faster and quickly respond to customers.
- Go paperless and collect digital signatures on the spot using the Surface Pen.*
- Sign in instantly using an NFC badge, facial recognition, a secure PIN, or MFA through Windows Hello.
- Do more with Designed for Surface® accessories* such as durable cases and point-of-sale systems.
- Connect with corporate resources or associates at other locations, with quality speakers, mics, and camera and Microsoft Teams.*

*Sold separately.
[1]Microsoft 365 Copilot sold separately and requires a qualifying volume license or subscription. Microsoft 365 Copilot for Enterprise—Pricing and Features | Microsoft 365. Microsoft 365 Copilot Chat with commercial data protection is available at no additional cost for users with an Entra ID enabled, eligible M365 license. Your AI-powered chat for the Web with commercial data protection | Microsoft 365 Copilot Chat.

For sales floor associates, we recommend:

Sales floor productivity

Choose Surface Go 4

Laptop-to-tablet flexibility that goes anywhere

Ideal for retail sales associates who need a mobile, lightweight device powerful enough to run the apps they rely on while on the sales floor. Our lightest Surface starts at just 1.15 lb.[1] with a compact tablet-on-the-go design, HD 10.5″ PixelSense™ touchscreen display, and all-day battery[2] life. Able to handle everything from mobile apps to comprehensive full feature desktop software. Sign in instantly built-in NFC reader.[5]

Learn more >

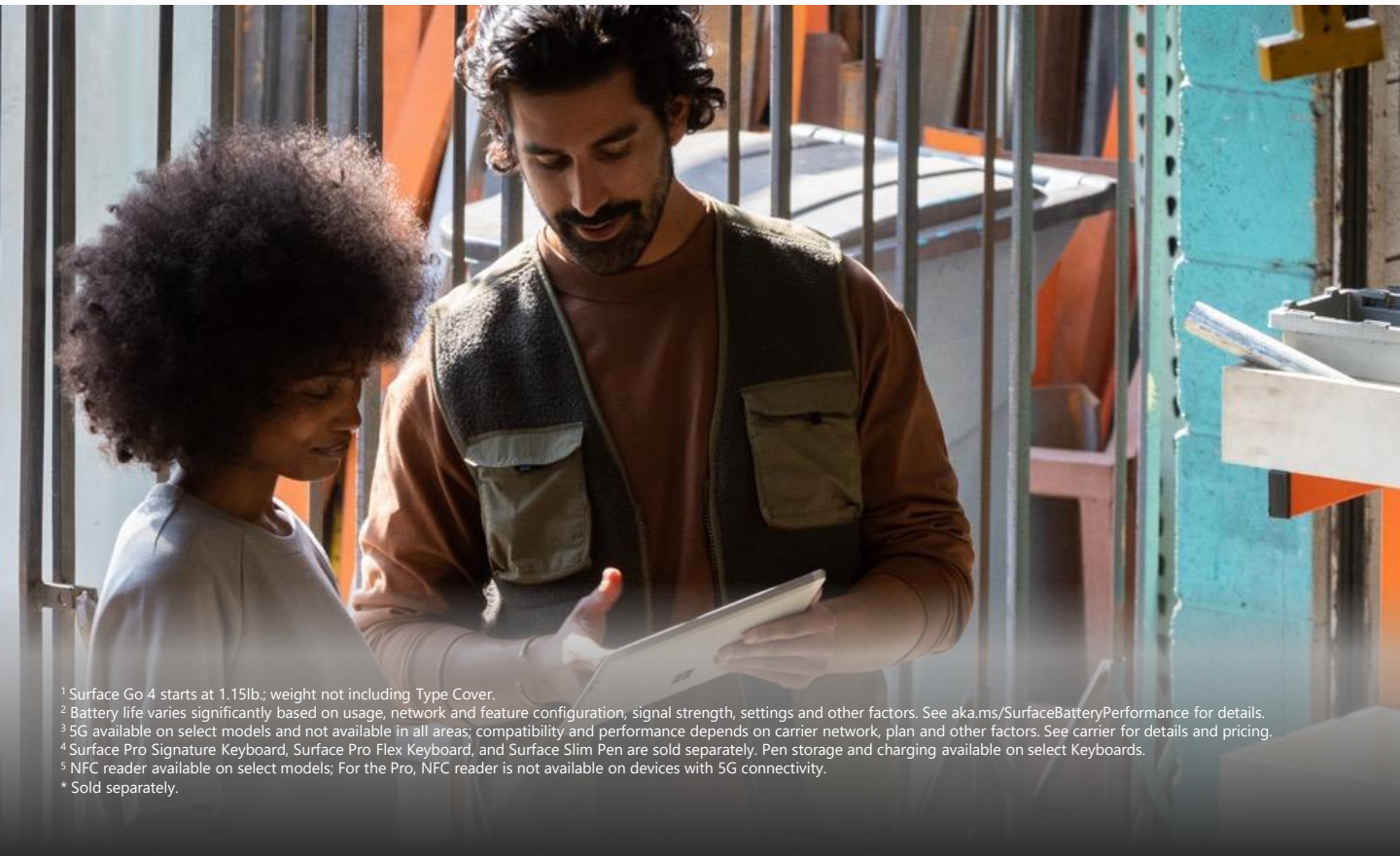
Need a more powerful device?

Choose Surface Pro Copilot+PC

A flexible, powerful 2-in-1 for the era of AI

Interact with customers with lightning-fast performance, all-day battery life[2], and optional 5G connectivity.[3] For performance, employees can choose between Intel® Core™ Ultra (Series 2) or Snapdragon X Series processors to run business apps, AI experiences, and Windows Studio Effects. Choose between a 12″ or 13″ PixelSense™ touchscreen designed for Surface Pen[4], great for paperless notetaking and e-signatures. Sign in instantly using a built-in NFC reader.[5] Secured-core PC with Microsoft Pluton elevates Windows 11 security benefits for employees handling sensitive data.

Learn more >



[1] Surface Go 4 starts at 1.15lb.; weight not including Type Cover.
[2] Battery life varies significantly based on usage, network and feature configuration, signal strength, settings and other factors. See aka.ms/SurfaceBatteryPerformance for details.
[3] 5G available on select models and not available in all areas; compatibility and performance depends on carrier network, plan and other factors. See carrier for details and pricing.
[4] Surface Pro Signature Keyboard, Surface Pro Flex Keyboard, and Surface Slim Pen are sold separately. Pen storage and charging available on select Keyboards.
[5] NFC reader available on select models; For the Pro, NFC reader is not available on devices with 5G connectivity.
* Sold separately.

Managing store operations and tracking sales

Retail store managers and department supervisors

Retail store managers and department supervisors require more computing power to run line of business applications and securely handle store data with the flexibility to work from the back office and on the retail floor. Hardware designed to work with Microsoft Teams helps to ensure effective communication and collaboration with in-store personnel, colleagues in other stores, and corporate management.

Retail store managers and departments supervisors face challenges such as:

- Finding more time to stay present on the retail sales floor to improve customer services
- Staying connected throughout the workday
- Managing tasks across multiple programs
- Effectively communicating policies, procedures, and promotions to all personnel
- Enabling new and secure AI experiences to accelerate customer response
- Coordinating with corporate resources to manage store operations and track sales
- Ensuring sensitive customer data stays secure

Surface helps store/department managers:

- Provide needed performance to run critical business software and productivity apps concurrently without sacrificing mobility.
- Stay connected to what matters all day with ultra-portable design, extended battery life, and fast charging.
- Activate Microsoft 365 Copilot Chat[1] intuitively through keyboard with a Copilot key[2], pen, touch, and voice to search, create, and summarize content faster.
- View and share sales reports in stunning detail with PixelSense™ touchscreen displays featuring ambient light sensing.
- Sign in instantly using an NFC badge, facial recognition, a secure PIN, or MFA through Windows Hello.
- Look and sound great on every Microsoft Teams* call with HD cameras, optimized microphones, and built-in Omnisonic speakers.
- Engage intently while taking digital notes with a Surface pen during strategic planning and 1:1 meetings.
- Connect to displays and docking stations in the back office or at home.
- Deliver enterprise-grade protection for sensitive data.

*Sold separately.
[1] Microsoft 365 Copilot Chat with commercial data protection is available at no additional cost for users with an Entra ID and an enabled, eligible Microsoft 365 or Office 365 license.
[2] Copilot key feature availability varies by market, see aka.ms/keysupport.

For store managers and department supervisor, we recommend:

Need a more versatile 2-in-1 device?

Choose Surface Pro Copilot+PC

The most flexible, powerful Surface 2-in-1

Interact with customers with lightning-fast performance, AI accelerated power, all-day battery[1] life, and optional 5G connectivity.[2] For performance, employees can choose between Intel® Core™ Ultra (Series 2) or Snapdragon X Series processors to run business apps, AI experiences, and Windows Studio Effects. Choose between a 12" or 13" PixelSense™ touchscreen designed for Surface Pen4, great for notetaking and e-signatures. Sign in instantly using a built-in NFC reader.[4] Secured-core PC with Microsoft Pluton elevates Windows 11 security benefits for employees handling sensitive data.

Learn more >

Need a more powerful laptop?

Choose Surface Laptop Copilot+PC

Smart, fast, and thin for the era of AI

Elevate advisors' productivity with lightning-fast speed, and next-generation AI capabilities, like Microsoft 365 Copilot[7], powered by a choice of either Intel® Core™ Ultra (Series 2) or Snapdragon X Series processors. Longer battery life[1] keeps people in the flow of work—all within an ultra-slim design and choice of 13", 13.5", and 15" touchscreens. They can also connect to external monitors[8] in their office and at home. Secured-core PC with Microsoft Pluton elevates Windows 11 security benefits for employees handling sensitive data.

Learn more >

Need even more power?

Choose Surface Laptop Studio 2

Our most powerful Surface laptop

Fuel inspiration and ideas on a powerful Surface Laptop with 13th Gen Intel® Core™ processors built on the Intel® Evo™. Speed through the most intensive, business-critical desktop software like Adobe® Premiere® Pro, Photoshop®, Autodesk® AutoCAD®, Dassault SOLIDWORKS™ and more.* Take digital notes during planning meetings like you would with pen on paper with Surface Slim Pen on the vibrant, sharp 14.4" touchscreen with refresh rate up to 120Hz.[5]

Learn more >

Want state-of-the-art collaboration?

Choose Surface Hub 3

Teamwork without boundaries

Bridge the distance between corporate and other stores with a modern, all-in-one collaborative canvas and Microsoft Teams-certified meetings platform. Make any space a teamwork space with a 50" or 85" large screen device that can be wall-mounted or mobile (with stand + battery[6]). Train on-site and remote employees simultaneously with 4K Camera and front-facing speakers. Brainstorm on strategic plans using the Surface Hub Pen and Whiteboard in Microsoft Teams.*

Learn more >

[1] Battery life varies significantly based on usage, network and feature configuration, signal strength, settings and other factors. See aka.ms/SurfaceBatteryPerformance for details. [2] 5G available on select models and not available in all areas; compatibility and performance depends on carrier network, plan and other factors. See carrier for details and pricing. [3] Surface Pro Signature Keyboard, Surface Pro Flex Keyboard, and Surface Slim Pen are sold separately. Pen storage and charging available on select Keyboards. [4] NFC available only on select devices; not available on Pro devices with 5G connectivity. [5] Surface Laptop Studio 2 display has rounded corners within a standard rectangle. When measured as a standard rectangular shape the screen is 14.36" diagonally (actual viewable area is less). Surface Slim Pen 2 sold separately. [6] Salamander Designs Electric Lift Mobile Stands and APC™ Charge Mobile Battery (for Surface Hub 3 50") are sold separately. [7] Microsoft 365 Copilot sold separately and requires a qualifying volume license or subscription. Microsoft 365 Copilot for Enterprise—Pricing and Features | Microsoft 365. Copilot with commercial data protection is available at no additional cost for users with an Entra ID enabled, eligible M365 license. Your AI-powered chat for the Web with commercial data protection | Microsoft Copilot. [8] For connecting to external monitors or docks, Surface Laptop, Copilot+ PC, 13.8" and 15" devices include two USB-C®/USB4 ports; Surface Laptop, Copilot+ PC 13" devices include two USB3.2-C ports.

Trust at every layer with Microsoft Surface

Retailers need secure devices, and Microsoft Surface devices provide advanced security out of the box with tightly integrated hardware, software, firmware and identity protection layers. Microsoft uses a layered security approach, with chip-to-cloud security that includes chips and components designed and built by Microsoft, factory security protocols and inspections, Advanced Windows Security features enabled by default, and comprehensive remote management controls.

Surface powered by Microsoft 365[1] helps improve enterprise security by simplifying IT operations through its Enterprise Mobility and Security (EMS) platform, which includes products such as Windows Autopilot, Microsoft Entra, and Microsoft Intune. In addition, Secured-core PC, now available on most Surface devices, is designed to elevate the benefits of Windows 11 security, providing additional hardware and software protection for workers that handle the most sensitive data in your organization.

Hardware

Most Surface for Business devices use TPM 2.0 chips to implement a secure, sandboxed environment for storing passwords, PIN numbers, and certificates. Our latest Copilot+ PCs, Surface Pro and Surface Laptop, include Pluton security processors to provide the highest level of protection directly in the CPU, making it more difficult for attackers to access even if they physically possess the device. Surface devices are also designed to use Windows Hello for secure biometric authentication.

Firmware

Microsoft writes its own Unified Extensible Firmware Interface (UEFI)[2] which enables IT to manage firmware through Intune and Windows Updates and enable and disable hardware components through Surface Enterprise Management Mode (SEMM) and Device Firmware Configuration Interface (DFCI), so you can reduce risk at the firmware level.

While traditional UEFI implementations require physical configuration, DFCI securely enables zero-touch remote configuration of these settings and is built on Intune and authorized by Windows Autopilot. DFCI provides a straightforward way to easily configure hardware settings, such as disabling cameras and microphones, or disabling boot to USB on Surface devices. These settings cannot be bypassed by a physical attacker or from the Operating System-level because the checks happen even before the system boots an OS.

Operating System

Surface enables Windows 11 security features from the factory. Virtualization-based security (VBS) and Hypervisor Code Integrity (HVCI) help provide better protection against common and sophisticated malware by performing sensitive security operations in an isolated environment. BitLocker encryption protects your business information even on lost or stolen devices.

Built secure

- Designed according to Zero Trust principles
- End-to-end secure supply chain
- Enterprise-ready compliance

trusted at every layer

- Proactive protection and control with Microsoft firmware and UEFI platform
- Secure startup through hardware root of trust
- Secured-core PC features protect against sophisticated attacks

to protect users and data

- Advanced Windows 11 Pro security features enabled by default
- Verify identity with biometric and passwordless authentication
- Unified updates enhance performance and protection

with ultimate control

- Flexible, integrated endpoint management from Microsoft
- Surface-specific tools and services
- Streamlined lifecycle from deployment to decommission

[1] Microsoft 365 requires paid subscription or qualifying volume license.
[2] Find out more about managing Surface UEFI settings and Surface devices on which DFCI is enabled.

Advanced Deployment and Management

IT teams need a modern approach to device management, one that seamlessly integrates all components, from the chip to the cloud. Surface has been designed with built-in support for simplified modern management of the entire device lifecycle.

Zero-Touch Deployment

Windows Autopilot automates all stages of the device lifecycle, both for IT and users. A Surface device can go straight from Microsoft to the end-user completely configured. Surface devices are purpose-built for zero-touch deployment and optimized to provide the most straightforward, friction-free, and powerful interoperability with the diverse collection of Microsoft 365* capabilities.

> **"As retailers, the best place we can be is on the shop floor. With Surface Go devices and Teams, employees have the information they need at their fingertips to help customers and work more efficiently."**
>
> ***– Julia Palmer Bennett, Store Manager, Marks & Spencer, Hedge End***

Surface Pro, Copilot+ PC, showing Surface Management Portal in Edge

Management during use and retirement

Every Surface component, from firmware to Windows 11 policy settings, can be managed by Microsoft Intune and updated via Windows Update for Business. Using Intune, IT can also wipe a device clean, either because it was lost or stolen or assigned to a different user. the device is reset to the out-of-box experience, at which point proper credentials are once more required for setup if the device is redeployed.

In addition, Surface includes purpose-built tools for diagnostics and tuning that can automatically fix issues, assist with troubleshooting, and optimize functionality from brightness control to battery usage. The Surface Diagnostic Toolkit for Business (SDT), for example, enables IT administrators to quickly investigate, troubleshoot, and resolve hardware, software, and firmware issues with Surface devices. Surface Management Portal is a new centralized solution for IT admins to self-serve, manage, and monitor Surface devices at scale in Intune.

Surface also integrates into the Microsoft 365* security stack to detect vulnerabilities across the globe and automatically protect devices—even while the device is asleep. Surface devices implement a Modern Standby low-power state that allows the device to appear asleep, drawing very little power, but also listening for updates via Windows Update for Business and application data streams like email. This allows a Surface on battery power to achieve a long standby battery life while also staying up-to-date on application data, and automatic pushes of security updates even down to the UEFI.

* Sold separately. Microsoft Intune requires qualifying volume license and/or subscriptions.

Surface and sustainability

At Microsoft, we believe the needs of our customers can co-exist with the needs of our planet. Microsoft has a commitment to be carbon negative, water positive, and zero waste by 2030[1]. We know that Surface plays a key role in helping the company achieve these goals, which is why we have clear strategies and goals for embedding sustainability within our devices and our supply chain, making sustainability a core part of our product promise and design language. For example, Microsoft has set a goal for 100% recyclable Surface devices and product packaging by 2030.

Our newest commercial products, like our Surface Copilot+ PCs, exemplify our commitment to designing all our products with sustainability in mind.

- **More recycled materials:** Surface Copilot+ PCs feature 100% recycled aluminum alloy and 100% recycled rare earth metals.[4]
- **Lower carbon emissions:** We reduced carbon emissions by 78% per enclosure on the latest Surface Copilot+ PCs.[5]
- **Supply chain integrity:** To meet our goal of 100% carbon-free electricity by 2030, 40% of our key device suppliers have already transitioned to CFE in FY24.
- **More replaceable components:** Surface Pro and Surface Laptop have multiple replacement components, maximizing their repairability and use. They also have built-in access to digital repair guidance via QR codes.[6]

To increase transparency for customers and stakeholders, we publish Life Cycle Assessment results that are contained in our Eco Profiles, along with information about the product's material composition, energy consumption, packaging, ecolabels, product recycling, and other environmental attributes. We also developed a new tool for our Commercial customers called the Surface Emissions Estimator.[3] The tool makes it easier for Commercial customers to understand the estimated emissions associated with a Surface device or accessories based on use and locations.

> **"We have reduced paper use by one third annually by switching to Surface devices and using Teams to store communications. We expect to see that impact grow as we deploy more digital tools to the frontline workforce."**
>
> ***- Scott Townend, Programme Manager, Marks & Spencer***

Surface Laptop Studio in transition to Stage Mode with Black Surface Slim Pen*

Visit Surface sustainability to learn more.

*Sold separately [1] Earth Day 2024: Our commitment to sustainability. [2] Download Eco Profiles for Surface devices. [3] The Microsoft Surface Emissions Estimator is only available in certain markets and only applies to Surface devices currently for sale. Contact your Surface seller for more details. [4] Surface Pro 10, Surface Pro (11th Edition) enclosure includes Bucket and Kickstand. 100% recycled aluminum alloy in Bucket and Kickstand. Surface Laptop 6 enclosure includes A Cover, C Cover and D Bucket. 100% recycled aluminum alloy in A Cover. Surface Laptop (7th Edition) enclosure includes A Cover, C Bucket and D Cover. 100% recycled aluminum alloy in A Cover and C Bucket. 100% recycled rare earth metals in magnets. Based on validation performed by Underwriter Laboratories, Inc. using Environmental Claim Validation Procedure, UL 2809-2, Second Edition, June 20, 2024. [5] As compared to a baseline no-interventions scenario modeling the same products without any sustainability interventions in the production phase of the devices. Surface Copilot+ PCs include Surface Pro (11th Edition) and Surface Laptop (7th Edition). [6] Surface Pro 10, Surface Laptop 6, Surface Pro (11th edition), and Surface Laptop (7th Edition) contain a built-in QR code and clear visual icons. Replacement components available online through Microsoft Store and iFixIt for out-of-warranty repair. Components can be replaced by individuals with the knowledge and experience to repair electronic devices following Microsoft's Service Guide. Microsoft tools (sold separately) may also be required. Availability of replacement components and service options may vary by product, market and over time. See Self-repair information for your Surface device - Microsoft Support. Opening and/or repairing a device can present electric shock, device damage, fire and personal injury risk, and other hazards. Use caution if undertaking self-service repairs. Unless required by law, damage caused during repair is not covered under Microsoft's Limited Hardware Warranty or protection plans.

Don’t let outdated PCs put your business at risk

Support for Windows 10 ends on October 14, 2025. When support ends, you’ll no longer receive Windows feature and security updates, which could potentially put your organization at risk.

Don’t wait to upgrade to Windows 11, refresh your old devices with Microsoft Surface today. Surface is designed to work with Windows 11, providing benefits like reduced help desk calls, improved productivity and security, and easier deployment. And Surface devices paired with Microsoft 365 are worth **almost 3x the investment costs** over three years.[1]

Protect against evolving threats

Outdated devices can be less secure and put your business at risk. Surface devices come with chip-to-cloud security for layers of security by default, and Windows 11 (Pro or Enterprise) will continue to receive the latest security and feature updates.

Simplify deployment

Plan now to prepare and ensure a smooth transition to Windows 11. Take advantage of Windows Autopilot and Surface for zero-touch deployment. Windows 11 (Pro and Enterprise) is also designed for compatibility with your existing apps and hardware, making it easy to deliver a productivity upgrade to your employees. Plus, resources like the App Assure program, available at no additional cost for eligible customers, can help with each step of your transition.

Increase your competitive edge

Surface devices are optimized to run Windows 11 (Pro and Enterprise), providing the performance and latest AI-enhanced features to help supercharge insights and efficiency and accelerate innovation. Microsoft 365 Copilot Chat is a finger click away with the new Copilot key[2] on the Surface keyboard.

Control costs and elevate employee satisfaction

Older devices can take more time to maintain, which could expose you to costly security risks and dampen employee productivity and satisfaction. Surface devices are designed to work with Microsoft 365[3], enabling them to be easier to maintain, help protect against costly security risks, and help improve employee satisfaction.

Surface Pro

Copilot+PC

Snapdragon X Elite

intel CORE ULTRA

Surface Laptop

More resources

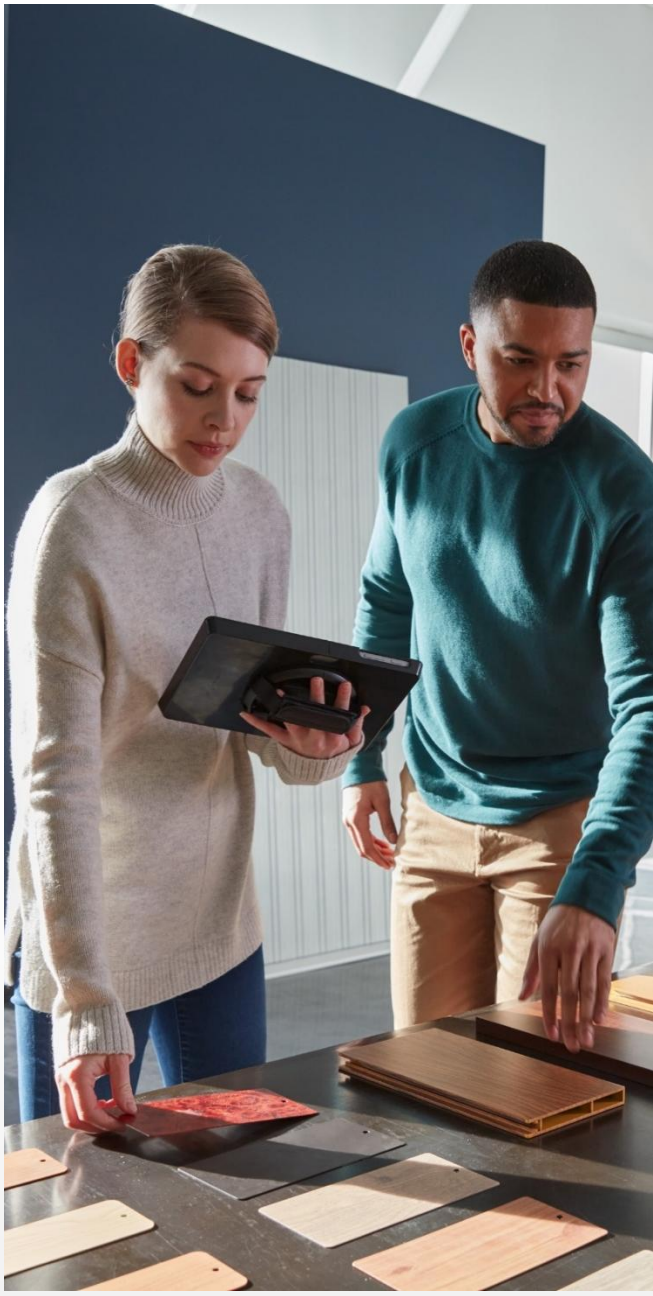
- IDC Executive Brief: “The Refresh Imperative: The Value of Deploying New, More Secure, Generative AI Centric PCs Ahead of the Windows 10 End of Service“
- Forrester Study: Total Economic Impact™ of Windows 11 Pro Devices
- Windows 11 Pro for business
- Explore FastTrack support for deploying Surface devices with Windows 11
- See how other customers experienced a smooth upgrade from Windows 10 to Windows 11 Pro
- Review Windows web page and read IT Pro blog and How to prepare for Windows 10 end of support by moving to Windows 11 today blog

[1] IDC White Paper, commissioned by Microsoft, Evaluating the Business Case of Microsoft Surface, doc #US49453722, September 2022
[2] Copilot key feature availability varies by market, see aka.ms/keysupport.
[3] Microsoft 365 requires paid subscription or qualifying volume license.

Modern device strategy for Retail

By choosing Microsoft Surface, retailers can implement a modern device strategy for its frontline workers. With a variety of devices and price points that meet the needs of a diverse workforce, your organization can standardize procurement and provide a premium experience to all employees through thoughtfully designed and versatile devices, industry-leading security and remote management controls, and a commitment to sustainable business practices.

> **“Because they can access all the information they need via Teams on their Surface Go devices, store managers are enabled to spend more time interacting with customers and colleagues on the store floor. We have almost eliminated the need for offices. It’s been liberating.”**
>
> ***- Scott Townend, Programme Manager, Marks & Spencer***



See which Surface devices are best for your retail employees.

Visit Surface for Business to learn more.