

Surface for Retail



The shifting digital landscape in Retail

Connecting physical and digital experiences to better serve customers

 Employees

Empower frontline workers with modern devices and apps and new AI experiences

 IT

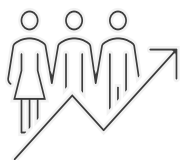
Safeguard customer data, and enable remote deployment and management

 Business

Transform in-store processes to better serve customers

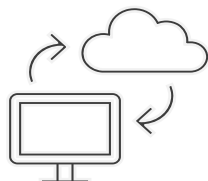


Surface is built to help transform your workforce



Productivity

Versatile, premium devices for innovative customer services processes, schedule management, easy collaboration, and AI experiences



Deployment & Management

Zero-touch deployment and unified management reduce costs and complexity for a distributed workforce¹



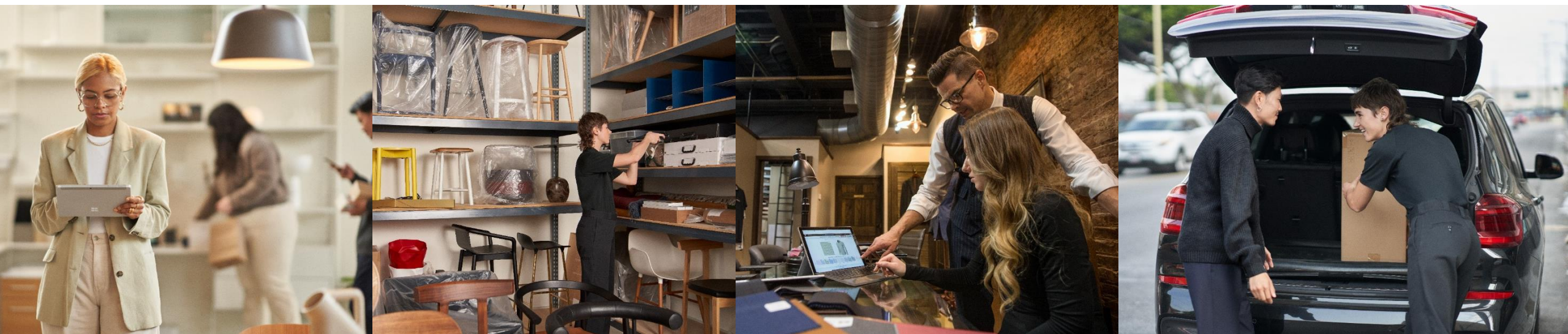
Security

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



Design

Product design grounded in human-centric research and rigorous testing, and dedicated to inclusivity and sustainability



Retail Sales Floor Associates

Providing a more personal customer experience

Challenges

Customer service is a priority, but it's not easy when retail floor associates don't have information within reach and struggle to:

- Provide a personalized experience for customers
- Communicate information and promotions clearly
- Make a good impression on new and existing customers

Solution

To ensure sales floor personnel deliver the best possible experience, they use **Surface Go 4** devices with:

- Premium image
- Lightweight & compact tablet-to-laptop flexibility (our smallest, most portable Surface 2-in-1)
- Long-lasting battery³
- Powerful processor to run LOB applications
- Quality speakers, mics, and camera
- Microsoft security built in at every layer

Our fastest
Surface Go yet
with Intel®
Processor N200



Rugged cases with
antimicrobial protection

Rear-facing 8.0-megapixel
HD camera to scan
documents and take photos



Surface Pen* for
digital signatures



10.5" PixelSense™
touchscreen display

Surface Go 4 for Business
(Tablet mode)

Distribution Center Workers

Bring documentation and communications to the warehouse floor

Challenges

Distribution Center (DC) personnel face challenges including:

- Accessing the latest receiving and shipping changes for daily ops
- Checking inventory levels
- Communicating product damage clearly with photos and videos
- Keeping up to date on shift schedules and HR news

Solution

To ensure DC personnel feel empowered and connected to do their best work, they use a **Surface Go 4** device with:

- Lightweight & compact tablet-to-laptop flexibility (our smallest, most portable Surface)
- Long-lasting battery³
- Powerful processor to run LOB applications
- Quality speakers, mics, and camera
- Microsoft security built in at every layer

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to scan documents



Surface Pen* for
digital signatures



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Retail Store Managers

Managing the back-end and ensuring operational success

Challenges

Whether in the warehouse, back office, or on the sales floor, retail store managers face several challenges including:

- Carrying bulky devices and inventory lists between the back office and retail floor
- Staying productive and keeping data secure while constantly on the go
- Maintaining performance for compute-intensive LOB apps

Solution

To ensure they best fulfill their job responsibilities, store managers use **Surface Pro Copilot+ PC and Laptop Copilot+ PC** devices that:

- Are lightweight, adaptable, and can be used as full-fidelity PCs or tablets
- Provide needed performance to run multiple apps and AI experiences
- Help them securely connect with colleagues
- Seamlessly integrate with external displays or scanning/printing devices
- Deliver enterprise-grade protection for sensitive data

13" PixelSense™ Flow touchscreen
OLED or LCD display options

Snapdragon® X Series processors
with Qualcomm® Hexagon™ (NPU)
with 45 TOPS

Adjustable kickstand and
detachable type cover
(laptop to tablet versatility)

Built-in NFC reader
on select models

Pair Surface Slim Pen 2* with
Surface Pro Flex Keyboard*
for new levels of flexibility

Copilot key on keyboard⁹



Surface Pro Copilot+ PC for Business

13.8" or 15" PixelSense Flow™
touchscreen displays

Snapdragon® X Series processors
with Qualcomm® Hexagon™ (NPU)
with 45 TOPS

Remarkably bright with
enriched HDR tech

Precision Haptic touchpad,
keyboard backlight, and
Copilot key¹⁰

USB-C®/USB4
ports and support
for up to 3
external monitors



Surface Laptop Copilot+ PC for Business

Retail Executives

Providing leadership across teams

Challenges

Executives face challenges including:

- Overseeing the health of the business
- Providing leadership across multi-functional teams
- Being a positive reflection of her organization's brand
- Protecting the organization's sensitive data

Solution

To ensure they deliver the best leadership possible, retail executives use **Surface** devices that:

- Offer high-performance and collaborative capabilities and new AI experiences
- Provide versatile modes to accommodate various work scenarios
- Help optimize time
- Project a premium image
- Deliver enterprise-grade protection for sensitive data

13.8" or 15" PixelSense Flow™
touchscreen displays

Snapdragon® X Series processors
with Qualcomm® Hexagon™ (NPU)
with 45 TOPS

Remarkably bright with
enriched HDR tech

Precision Haptic touchpad, keyboard
backlight, and Copilot key¹⁰



USB-C®/USB4
ports and support
for up to 3
external monitors

Surface Laptop Copilot+ PC for Business

Large 28" PixelSense™
touchscreen

11th Gen Intel®
Core™ H-35 Processor

Lower and raise
display with the
Zero Gravity Hinge



Includes Surface Pen,
Surface Keyboard,
and Surface Mouse

Surface Studio 2+ for Business

Retail corporate teams

Working together to improve customer experiences

Challenges

Retail corporate teams face challenges including:

- Connecting with colleagues in dispersed locations
- Modernizing customer experiences and services
- Collaborating on marketing campaign plans, HR documents, etc.
- Presenting sales figures on a screen that is viewable for large groups

Solution

To work more effectively, teams use a **Surface Hub 3** device that:

- Is certified to work with Microsoft Teams
- Enables video conferencing over an internet connection
- Leaves a lasting impression
- Has real-time pen and inking capabilities to whiteboard or markup Microsoft 365 documents
- Delivers 4K quality images on a large, high-resolution screen for easy viewing



Collaborative canvas and meetings device certified for Microsoft Teams



Surface Hub Smart Camera



Surface Hub Pen



Surface Hub 3 85"

*Stands sold separately



Surface Hub 3 50"

Surface Hub 3 for Business

Surface portfolio

2-in-1s

Versatile Tablet + Laptop devices that provide mobile productivity for workers on the sales floor.

Best for: Retail store workers, Retail managers



Pro 10

Get **tablet flexibility and laptop performance** in the iconic Surface 2-in-1 form factor



Pro Copilot+ PC

Lightning-fast speeds and **AI accelerated power** in an ultra-flexible design



Go 4

The **smallest, lightest Surface** with touch and ink capacitive PixelSense™ display

Laptops

All the power of a static desktop in a sleek, modern form factors built for hybrid and remote workers.

Best for: District managers, Retail executives



Laptop 6

Sleek, lightweight, touchscreen laptop with the **style, speed, and performance** to do it all



Laptop Copilot+ PC

Next-generation AI capabilities in an exceptionally performant ultralight laptop



Laptop Go 3

Exceptional value for the style, performance, and battery life expected from Surface



Laptop Studio 2

Powerful laptop delivers speed, graphics and versatility to run business-critical applications

Large screens

A family of devices that revolutionized a new category of computing focused on flexibility, collaboration, and mobility.

Best for: Executives, board rooms, hybrid meetings, collaborative teams



Studio 2+

Professional-grade performance on a versatile **all-in-one device** with **strikingly large touchscreen**



Hub 3

Enable teamwork anywhere with this Microsoft Teams-certified **meetings platform and modern collaborative canvas**

Images not to scale