



# Surface for Business

Designed by Microsoft.

Built for business.

Inspired by the way you work.



# The biggest shift of our generation

**The modern workplace—creating a new culture for work  
that empowers employees to unlock their full potential**



# Employee engagement is the new productivity

Created by **simplicity and flexibility**. It's no longer about where we work, but how.

60%

of surveyed employees say they **don't have the right capabilities** to get their work done<sup>1</sup>

75%

of global knowledge workers are using AI<sup>2</sup>



1. [Work Trend Index Annual Report, May 2023](#)  
2. [Work Trend Index Annual Report, March 2024](#)

60%

of surveyed business leaders say that a lack of innovation or breakthrough ideas on their teams is a concern<sup>1</sup>

64%

of surveyed employees struggle with having the time and energy to do their job, impacting their innovation and strategic thinking<sup>1</sup>

70%

of surveyed employees would delegate as much work as possible to AI to lessen their workloads<sup>1</sup>

## An urgency to **increase innovation**

Old devices can't support new opportunities



# With the right tools, everyone achieves

Flexible and responsive devices unlock  
positive experiences and business resilience

## Four ways modern devices create new business value

- 01 Boost efficiency and productivity
- 02 Improve collaboration and connectivity
- 03 Work smarter and banish busy work
- 04 Increase retention and employee satisfaction



## Employees

Help alleviate workloads and keep people productive where, when, and how they work with dynamic experiences, including AI



## IT

Simplify IT work with a unified management strategy, and safeguards against attacks with a secure environment from chip-to-cloud



## Business

Fuel business resilience to minimize disruptions, increase employee satisfaction, and adapt to change

# Meet Surface



# Meet Surface

Powerful for employees. Streamlined for IT. Secure for all.

- **Performance** with the agility to adapt to how users work
- **Proactive protection** that can help reduce malware risk and other attacks\*
- **Future-ready** to incorporate AI apps and resources



"For employees, Microsoft Surface devices help them **do their jobs better** by not only enabling greater flexibility and capabilities but also providing an unquantifiable benefit: **They truly enjoy their Surface devices.**"<sup>1</sup>

\*Software license required for some features. Sold separately.

1. IDC White Paper, commissioned by Microsoft, [Evaluating the Business Case of Microsoft Surface](#), doc #US49453722, September 2022

## Employees

**Unlock new possibilities** working the way employees want so that they can focus on innovating and achieving their goals

## IT

**Minimize downtime** and **reduce support costs** by efficiently and securely managing devices in the cloud

## Business

Find **new time and cost savings** to advance **digital innovation** and empower your people to do their best work



Advancing the era of AI



**Copilot + PC**

# Designed by Microsoft. Designed to work better together.

Surface + Windows 11 + Microsoft 365

- Business agility and operational efficiency
- Simplified deployment and management
- Enhanced security
- Accelerated AI experiences
- Copilot+ PCs

Surface devices paired with Microsoft 365 are worth **almost 3x the investment costs** over three years.<sup>1</sup>



# Employees: Unlocking your team's full potential



## For the modern workforce

- Supercharge your work and minimize downtime
- Take notes and sketch ideas with the same feeling you get with a pen
- Switch seamlessly from touch to type
- Enhance collaboration with AI-capabilities on Surface AI PCs\* and Surface Hub 3
- On-device AI with Copilot+ PCs
- Bring ideas to life with cutting-edge graphics

25 hours  
of employee productivity  
gained annually<sup>1</sup>

35%  
of surveyed organizations connect higher  
employee retention with the use of Surface devices<sup>1,2</sup>

11.6 hours  
of employee-time gained  
per year from increased mobility<sup>1</sup>

\*Surface AI PCs include Surface Pro 10, Surface Laptop 6, Surface Pro 9 with 5G, Surface Studio Laptop 2.

1. IDC White Paper, commissioned by Microsoft, *Evaluating the Business Case of Microsoft Surface*, doc #US49453722, September 2022

2. Data point derived from 17 in-depth interviews. All other data points derived from 800 survey results (700 Surface organizations with at least 150 Surface Laptops and 2-in-1 Tablets available since 2019, 100 non-Surface organizations). Surface residual value adjusted by IDC to reflect average after 36 months.

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More on versatility 

More on productivity 

# IT: Security and management without sacrificing innovation

## Security

- Get powerful Windows 11 security by default
- Stay protected with encrypted security at every layer
- Offer a front line of defense with Zero Trust built in

## Management

- Simplify set up with zero-touch deployment\*
- Remotely deploy updates and monitor health\*
- Reduce device management time and repairs\*



49%

of surveyed organizations reduced their helpdesk requests<sup>1</sup>

21%

of surveyed organizations spent less staff time spent on deployment<sup>1</sup>

44%

of surveyed organizations reported that Surface devices improved their security profiles<sup>1</sup>

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More on security 

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# Business: Efficient and future-proofed

## For business

- Access familiar tools easily
- Gain comprehensive chip-to-cloud security
- Enhance employee engagements
- Give employees multiple form factors in one device
- Simplify repairability and costs
- Reduce your carbon footprint



36%

of surveyed organizations attributed increased business resilience to their use of Surface<sup>1</sup>

\$5,635

total IT-related cost savings per device over three years<sup>1</sup>

35%

of surveyed organizations report that Surface devices helped their organizations generate new revenue streams<sup>1</sup>

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More on business value 

# What Surface users are saying

## Employees

"I love the Microsoft Surface Go 2. I love the fact that **it's small and it's light** and I can unplug it and take it into the office with me or I can unplug it and sit on my sofa on a video call."



**Michelle Barnett**  
Service Relationship Manager

"I'm a really big user of a lot of the ease-of-access software. I have a visual impairment and I'm quite sensitive to sudden bright lights. **It just helps me to do my work more efficiently.**"



**Philip Heritage-Vivers**  
Business Development Worker

"Surface has **excellent battery life. I can use it for six hours continuously**, which supports my daily work requirements very well."



**Li Qianyu**  
Nationwide Tech Support

## IT

"Microsoft provides all of the services and defenses we need for ourselves and our customers **on the same platform.**"



**David Grambicka**  
Senior VP of IT

"The innovative IT system **boosts a sense of connectedness** and belonging in employees. It's all from **enhanced accessibility** and collaboration **without security concerns...**"



**Yeong Gu Jang**  
Head of IT Planning Department

"[Windows Autopilot and Microsoft Intune] has transformed what we've been able to do as a comparatively small team. We're configuring policies in the cloud to **easily manage** all 800 [Surface] devices...we are a very lean team and this **has absolutely transformed the way we operate.**"



**Ed Spick**  
Director of Information & Technology Services

## Business

"The Microsoft Surface Laptops stood out as a **secure, professional, highly functional device** that would enable our colleagues to work from home, stay in touch, and **work together effectively.**"



**Dave Martin**  
Chief Technology Officer

"We began using Surface devices because they were **robust and flexible**. It (Surface) had to check a lot of boxes, both in physical features and the ability to support our experiments. And as our payload has evolved over nearly a decade, **Surface Pro has evolved and added valuable new features.**"



**Jordan Callaham**  
Laboratory Manager

"[Surface] meets the use cases here. **They're ergonomic, lean, and mobile.**"



**Tolu Thomas**  
Director of End User Computing Services

# Get AI-ready with Microsoft

Surface brings software and hardware together—from device to cloud—to build an end-to-end AI experience that supports employees, IT, and business.



Surface lets you engage with AI in a way that's most effortless to you.

Where do  
you want your  
Surface to  
take you today?

