



Unlock workforce
potential with innovative
Microsoft Surface solutions



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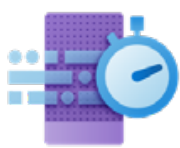
Enhance productivity
in a hybrid world

Introduction

Work more efficiently

As the world continues the evolution into a hybrid, flexible workforce, the idea of doing more with less is more prevalent than ever. The effort starts with increasing digital transformation into the cloud, while simultaneously cutting costs with operations and IT. When faced with resource cuts and other technological strains from hybrid transformation, IT teams must look for innovative ways to stay efficient and enabled to do their job with fewer devices, accessories and reliance on third-party solutions.

Enter Microsoft Surface for Business, a best-in-class portfolio of devices that do all that and more: Improve IT efficiency, reduce overhead and optimise an employee's productivity and security no matter where they are in the world. Microsoft Surface is the future of work.



Improve IT efficiency



Reduce overhead



Optimise productivity and security





Enable the future of work

Imagine you're at the airport, waiting to board. You're travelling for a software implementation, and you need to make some finishing touches on the presentation you'll give to your team and clients. In another time, your laptop would have only been able to do so much at the airport, forcing you to wait until you got to the office for a reliable network, encrypted security and then setting up your external hard drive, which you know not to use in public places. But thankfully, before you left town, your company invested in Microsoft Surface for Business, so you can officially do more with less.

With Microsoft Surface, there's direct savings with higher residual value and reduced support costs, meaning the premium device packs a serious punch without ongoing maintenance, security or general technical issues – and that starts right out of the box. With Surface, helpdesk incidents and ongoing maintenance decreased by about half, which led to significant improvements in employee experience and saved time for IT staff members, according to a recent study. Not only that, but with everything in one place, you'll find what you need with the click of a button – or tap of the screen if you're in tablet mode.

Surface devices have optimised modern-day deployment with in-house solutions built in, like Windows Autopilot, Microsoft Signature Image and Microsoft 365 Apps to make productivity a breeze for employees and IT staff alike and help them be their best selves, wherever in the world they may be.

“

The Surface is a more premium device in our employees' perception. When they see people holding Surface devices, using them, it does help with employee satisfaction and keeping employees around or attracting talent.”

IT Professional

Government organisation
with 5,000+ employees

IT teams can truly empower their fellow employees to do their best work if they're also set up for success with less strains and more reliable resources. With next-generation built-in technology like high-quality audio and video tools, touchscreens, powerful processors and connectivity options, Surface is truly taking the on-the-go employee to the next level in the workforce. Today's best devices are made for collaboration in motion – they're portable, powerful and protected.

Security

Security in a hybrid world is needed more than ever before

“*The volume of password attacks has risen to an estimated 921 attacks every second – a 74% increase in just one year.*”

Microsoft Digital Defence Report, 2022

With the rise of hybrid and remote work, most of IT staff and employees' work happens over the cloud, whether on or off-site. Password attacks, hacking and phishing are just a few major security breaches organisations face. From the loss of personal and business data to reputational damage across organisations, the aftermath of a security breach has a severe impact, especially without trustworthy devices and fully supported IT staff. Helpdesk tickets and data theft seemingly had no end for employees who work outside on-site security.





How can Surface resolve this?

With end-to-end industry-leading Microsoft security built into every layer of Surface, users can rest assured they're protected, from chip to cloud. Data and device security is strong yet simplified, giving users ultimate control, proactive protection and peace of mind wherever and however work gets done. Surface and Microsoft 365 have helped IT staff and employees save time and stress from malicious security events, showing a 30% reduction in lost productivity from security incidents, according to [a Business Value White Paper, commissioned by Microsoft in September 2022](#).

“

Security and simplicity for management is the biggest benefit of Surface devices.”

IT decision maker

at large organisation, Evaluating the Business Case of Microsoft Surface, 2022*

Device encryption with BitLocker lets you protect the data on your Surface so it can only be accessed by authorised individuals. All Surface devices, like their Windows 11 counterparts, feature a Trusted Platform Module (TPM) that makes it fast and easy to encrypt your data. The Surface Pro 9 with 5G is the first Surface PC that includes TPM Pluton technology. Pluton is automatically updated to ensure system integrity and security from the moment the device starts. With TPM integrated directly into the CPU, the threat of physical attacks is massively reduced.

Surface also boasts security features that go beyond a traditional password. Along with two-factor authentication features, Windows Hello for Business features facial recognition, fingerprint and PIN sign-in technology. Logging on is secure, personal and convenient with Windows Hello for Business. Biometric credentials are difficult to replicate, and unlike a commonly used password, are impossible to guess.

Should a suspicious event happen on your device, Surface mitigates potential security vulnerabilities with Device Firmware Configuration Interface (DFCI) and Microsoft Unified Extensible Firmware Interface (UEFI), allowing IT administrators to

disable hardware elements like mics, USB ports, SD card slots, cameras and Bluetooth at a firmware level and remove power completely so the OS doesn't know it exists. The ability for Surface devices to provide ultimate control over firmware and regularly updating the core UEFI makes the device highly secure.

Surface devices also utilise Windows Update for Business, which delivers regular patching and firmware updates in addition to software updates for Microsoft Defender. Microsoft Defender is a protection software that helps users stay safer online and keep their Surface devices more secure. Defender for Endpoint is an industry-leading, cloud-powered endpoint security solution that helps to rapidly stop attacks, scale your security resources and evolve your defences – all built into your Surface device right out of the box.

Gone are the days of third-party security software and hours spent updating to the latest and greatest only to bog your device down. The true out-of-the-box experience Surface provides helps IT decision makers focus on what matters: enhancing employee experiences and retention with improved, cost-efficient technology that empowers them to do their best work.

Deployment and management

Easy to deploy, easier to manage

As IT has shifted into a remote and hybrid workforce, the need for operational efficiency has driven many organisational changes, from procurement to deployment and management of devices. Forward-thinking IT decision makers have looked for innovative ways to accelerate deployments, shorten tasks, improve security and enhance overall productivity. Surface with Microsoft 365 provides simple and seamless deployment and management of all Surface devices.

As a one-stop-shop compared to other devices, Surface includes in-house solutions, which aids in faster deployment and start-up – you no longer have to download third-party software to get your device working how you want it to. Microsoft 365 has what you need for a fully supported device life cycle. It's all built in and ready for you on day one.

Intune enables easy and simple deployment. With Surface, obtain exclusive reporting on Surface device's health and helpful insights to help you manage them better.

From the moment you unbox your Surface and power it up, you'll have a streamlined experience with the apps you need to be productive – and enjoy the simplicity of Surface technology.



“Surface devices are faster because when you enter somebody's home or visit a customer, you have the tablet in your hand and then you just open it and it's instantaneous.”

IT decision maker

at large organisation, Evaluating the Business Case of Microsoft Surface, 2022*

Total cost

Surface's ability to consolidate devices

Surface's two-in-one functionality replaces the need for separate laptop and tablet devices – one of the most significant cost factors is the Surface's ability to consolidate devices. Because of this, organisations saw over two devices consolidated per one Surface. This also leads to savings on third-party software and additional accessories.

IT efficiency helps save costs

Another major cost-savings factor with Surface includes IT efficiency. Because of the partnership between Surface and Microsoft 365, IT staff can support other business initiatives instead of only focus on management, support and security. Microsoft's full security stack paired with Surface's out-of-the-box built-in capabilities minimises overhead and maintenance seen with third-party tools of the past.

“

*Surface devices
require 23% lower
third-party support
and security costs.”*

**Evaluating the
Business Case of
Microsoft Surface**

2022*



Conclusion

Enhance productivity in a hybrid world

Organisations need to provide their employees with top-notch tools to effectively do their jobs – to enhance productivity in a hybrid world and to improve employee satisfaction. With Surface in every IT organisation's technology stack, business outcomes can be supported and enabled. Employee satisfaction and retention can increase, and profit margins could be improved.

44% of organisations reported that Surface improved their security profiles, and 35% of organisations reported that Surface devices have helped their organisations increase profit margins by generating new revenue streams and optimising device-related operational costs with device consolidation, [according to a 2022 survey](#).

"Up to 2.8× ROI with Surface + Microsoft 365 from USD 8,743 in additional benefits per Surface device"

From IT decision makers to remote employees, device users long for strong performance, seamless functionality, IT efficiency and robust two-in-one functionality, features and sleek designs that include stylus pens. Surface users have all that and more.

“

44% of organisation respondents found that Microsoft Surface devices replaced multiple other devices (desktop, laptop, tablet, mobile phone, etc.)"

Evaluating the Business Case of Microsoft Surface
2022*

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

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