



Microsoft Surface Reseller Update

February 2023

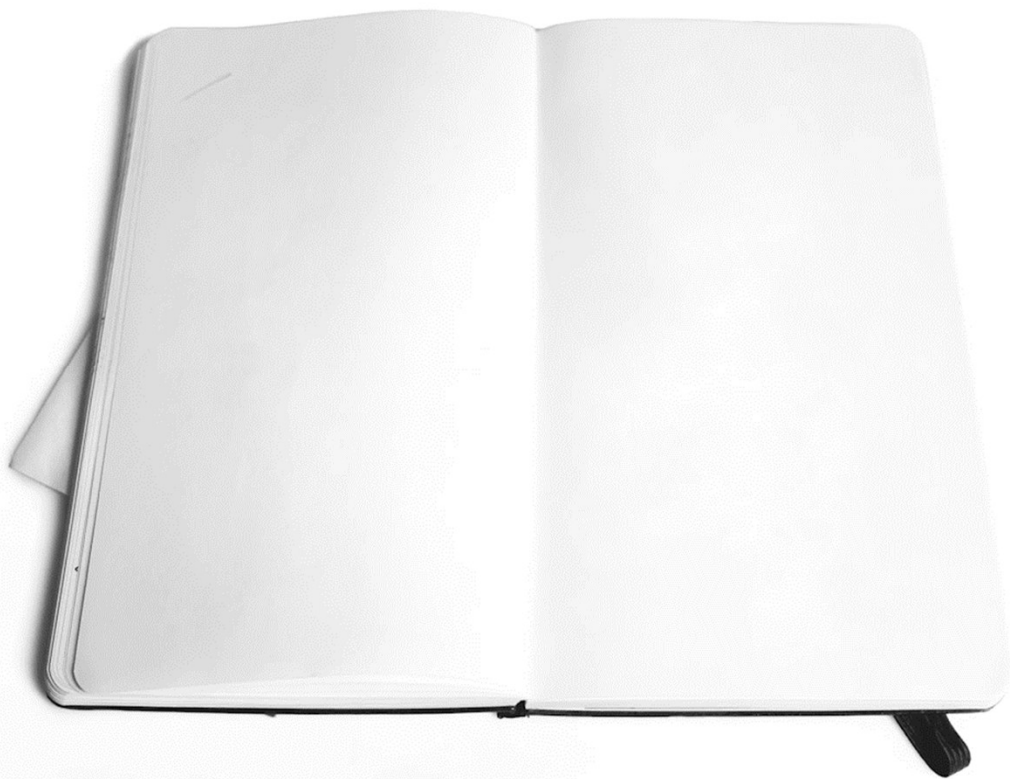


Goal for this training

- Discover the Surface Portfolio
- Update on the programs to support your sales and marketing efforts
- Answer your questions

Agenda

Topic	Timing	Duration	Owner
Welcome & Introduction	09:00	5 mins	
Surface PC Portfolio Overview	09:05	50 mins	Gabor
Post Sales Support	09:55	5 mins	Catriona
Surface Partner Programs	10:00	20 mins	Catriona
Q&A	10:20	5 mins	





Surface for Business



Why Surface



Surface portfolio messaging

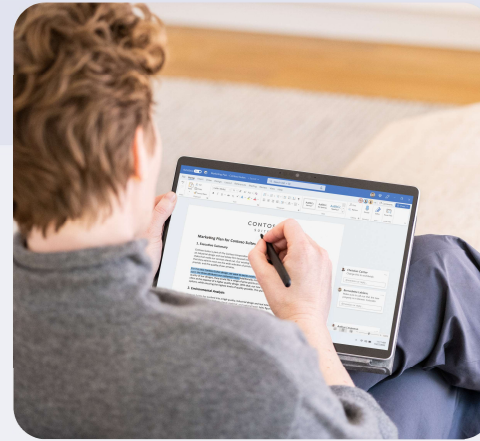
Thoughtfully
designed



Versatile and
adaptable



Powerful
productivity



Industry-leading
security



Laptops designed by Microsoft

Building 87...



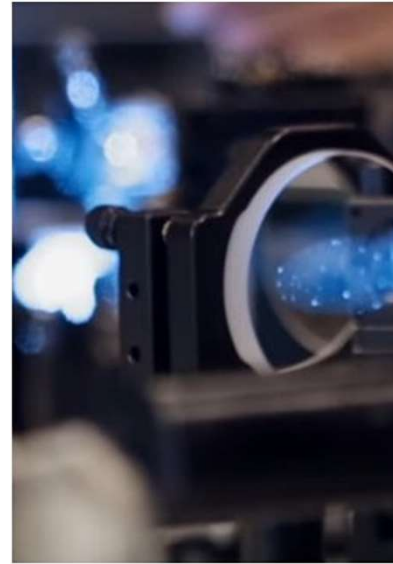
Human factors Lab

Measures the relationship between design and human interaction using simulated light environments, biomechanics trackers, psycho-acoustical equipment



Anechoic chambers

Also known as the world's quietest room, the anechoic chambers is where we test our Surface speakers, microphones, and audio devices.



Applied sciences lab

This is a lab that is dedicated to predicting the future, such as virtual teleportation. It's where the Surface type cover and haptics pen was designed and tested.



Advanced prototyping center

In this center, Surface devices are conceived from an idea, built a million times over and perfected before heading off for factory production.

**Versatile and
adaptable**



Versatile and adaptable



Flexibility in form factor choice so you can choose the right Surface for you.



Adapts to how you work with seamless mode transitions.



Enhance the ways of how you work even further with the versatility of inking and touch.



Complete your Surface experience with an incredible section of Accessories to choose from.



Inking

Our most intuitive pen

Haptic feedback on Surface Slim Pen 2 can make it easy for you to know when you've successfully used natural gestures like circling to select and crossing out to delete in Microsoft Word and Excel.¹

Better than pen and paper

Sketch, write, erase, and capture your thoughts wherever you are with Surface Pen accessories.

Capture ideas instantly

Brainstorm and sketch with others over Microsoft Teams¹ or when using Microsoft Whiteboard. Plus, edit presentations on the spot, fill out and sign documents, or take personal handwritten notes in Microsoft Journal.¹

Always charged and ready

Surface Slim Pen 2 is ready to use right out of the box for you to unleash your creativity. Better yet, you'll always know where it is with built-in, wireless charging and secure storage in Surface Pro Signature Keyboard¹ or Surface Laptop Studio.



Touch

Vibrant touch screen

When inspiration strikes, capture your ideas on the high-resolution PixelSense™ touchscreen displays.

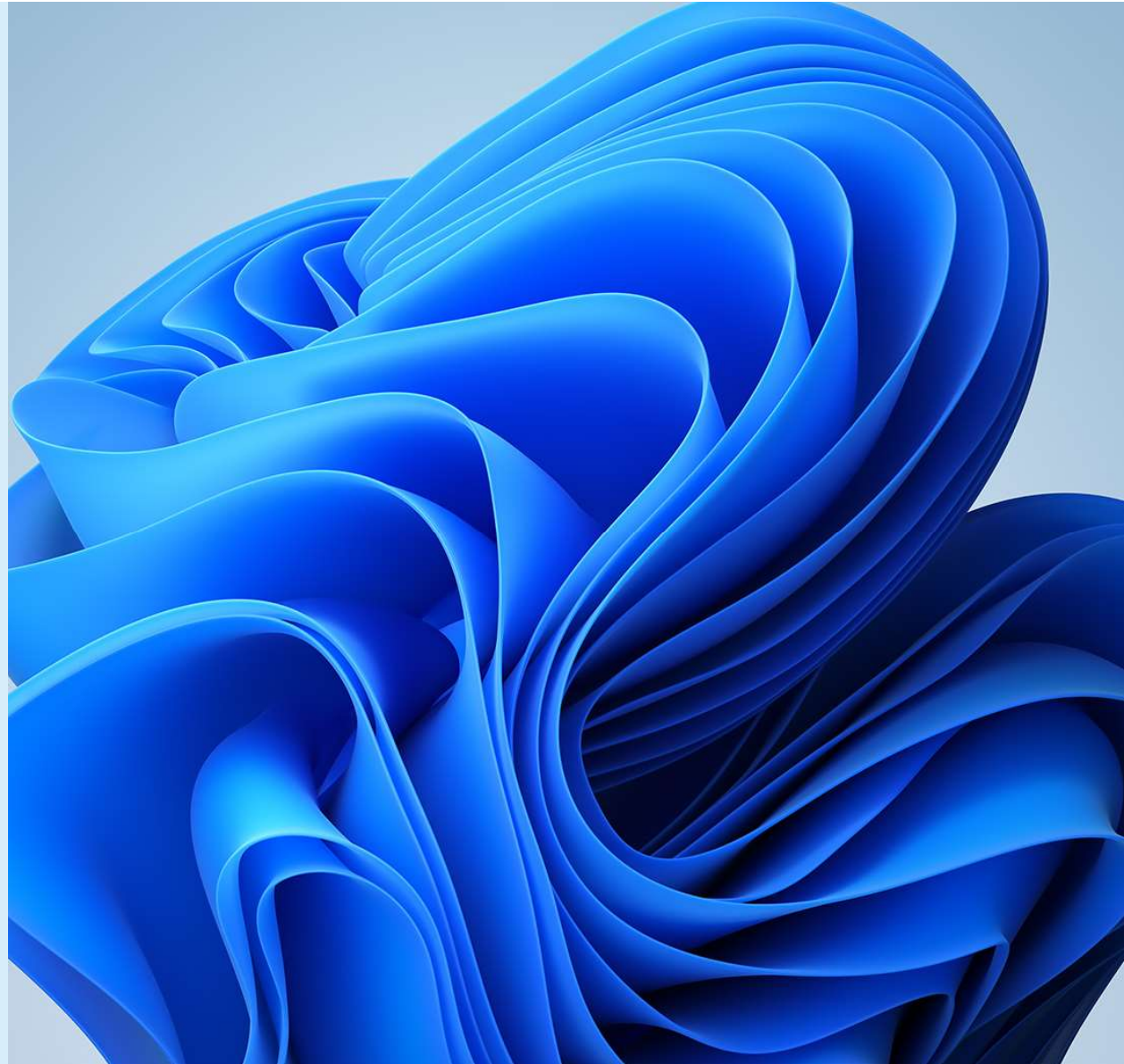
Navigate naturally

Make your work flow easy with. Tap to click, swipe to scroll, pinch to zoom. Multiple fingertip gestures access widgets, notification center and more. No mouse or keyboard required.

Industry-leading touch screen

- At 0.4 mm in thickness, Surface was the first to come out with the thinnest touch screen cover glass in the industry, inspiring OEMs and competitors to follow our lead¹.

**Powerful
productivity**



Slide 13

LMO New imagery: Showcasing windows, teams, M365
Lauren Machtinger, 2022-07-28T16:56:26.791

Experiences you get through Surface with Microsoft



Optimized for Windows 11 experiences



Increased productivity with M365 apps



More natural and true to life Teams calls with Surface 1080p HD video camera and spectacular audio with built-in Studios Mics.



Play PC and console games across Surface devices with PC Game Pass



All day battery life and powerful processors



**Simple and
secure**





Simple and secure



Easy to set up

Surface devices are built to be simple to set up so you can be productive straight out of the box.



Instant access to the apps you need

The catalyst for Surface was to build hardware that is the best stage for Windows and Microsoft 365, so you can expect the apps you need to be up and running the moment you power on.



Security backed by Microsoft

Protected by Microsoft, every Surface delivers robust security, with layers of extensive protection measures built in. We take away the worry, leaving you with peace of mind to focus on what matters to you.

Industry-leading security



Microsoft security at every level

Every layer of Surface from chip to cloud is maintained by Microsoft, giving you ultimate control, proactive protection, and peace of mind wherever and however work gets done



Built with supply chain security in mind

Surface takes an end-to-end approach to supply chain security by incorporating industry standard security controls and risk management methods when designing, developing, manufacturing, deploying, and maintaining Surface products



Powerful Windows security by default

The new set of hardware security requirements that comes with Windows 11 is designed to build a foundation that is even stronger and more resilient to attacks.



Ultimate control with remote device management

We want to give commercial organizations the freedom to work anywhere while retaining the control they need to stay secure with streamlined device management and protection from Microsoft.

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
**Secured-core PC¹
through firmware***



Firmware

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



Hardware

TPM 2.0
BitLocker
Windows Hello



*Exclusive to Surface

Ultimate control with remote device management



Zero-touch deployment with Windows Autopilot

Deploy faster and securely with Windows Autopilot across the globe in Microsoft Endpoint Manager*.



Seamless device management with Microsoft Endpoint Manager

Easily manage devices in one location, roll out both firmware and software patches via Windows Update and make sure device is always up to date- automatically even while asleep.



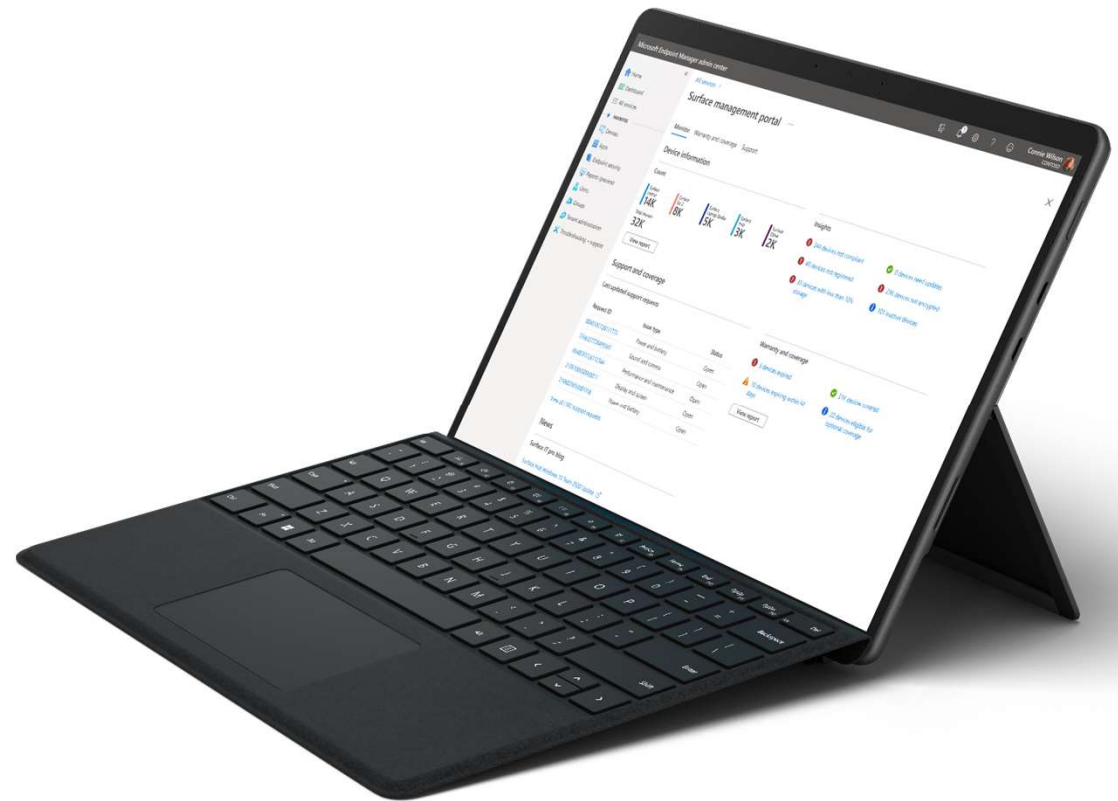
Help ensure highly classified data remains protected from spying, keeping your environment more secure

Surface can be managed at the firmware level, meaning capabilities like the camera can be turned off for any device in highly secure areas.



Centralized solution to monitor health and obtain helpful insights

Monitor health and view helpful insights of all Surface device in one centralized view with Surface Management Portal.





Surface Pro 9

The most powerful Pro



Surface Pro 9

The most powerful Pro

Full laptop power paired with the versatility of a tablet

A Secured-core PC designed to protect your most sensitive data

Users can sign, annotate, and sketch with a Slim Pen 2 and tactile signals that feel like pen and paper*

An everyday, everywhere laptop when matched with Surface Pro Signature Keyboard*



Users see true-to-life color on the virtually edge-to-edge 13" PixelSense display

Unlock 5G, longer battery life, and fast NPU with the Microsoft SQ[®] 3 powered by Qualcomm Snapdragon on Surface Pro 9 with 5G²⁸

Charge accessories, dock to high-powered displays, and transfer large files easily with two USB-C ports.

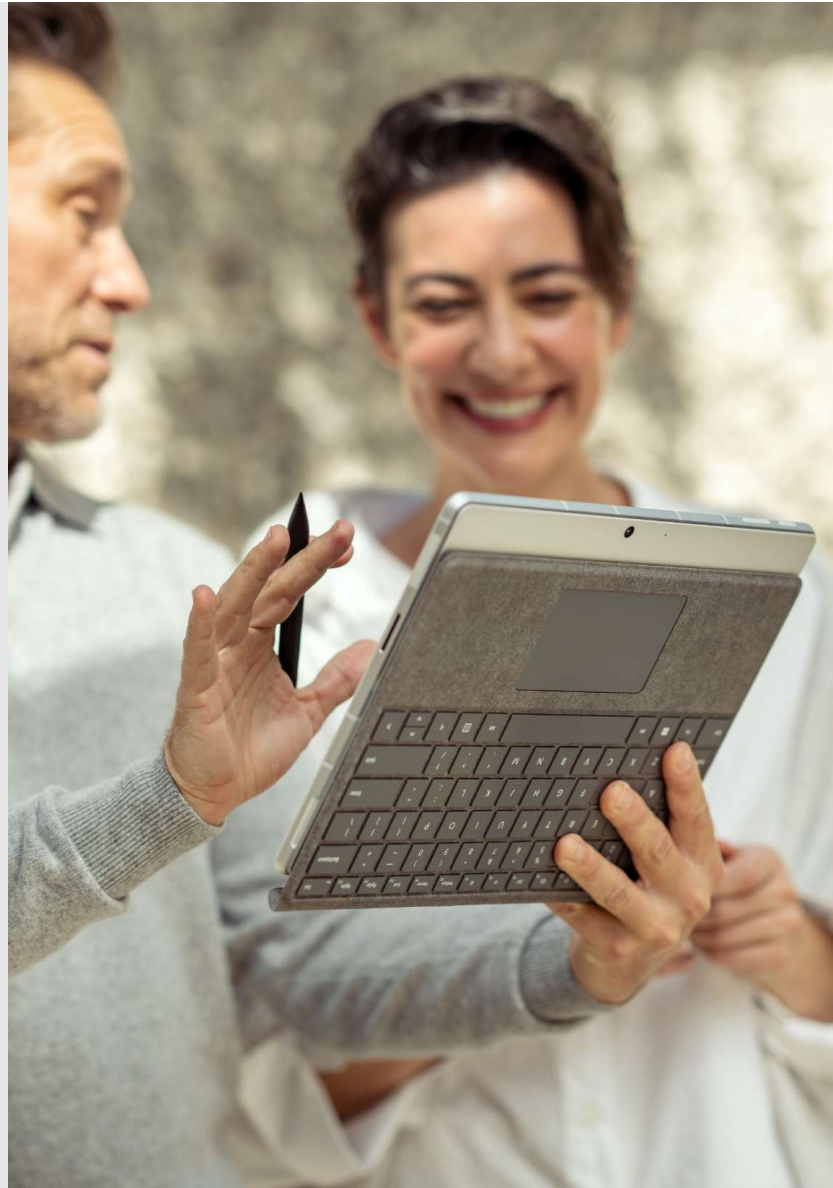
Long battery life,²² a touchscreen designed for digital pen, and lightweight, ultra-thin portability

Get pro-level performance and unlock workstation-class power with Intel[®] 12th Gen processors built on the Intel[®] Evo[™] platform²⁷



Super-secure and ultra-fast with 5G

When ultra-mobile employees need a high-performance device at the edge, **Surface Pro 9 with 5G** keeps them connected and collaborating.



Microsoft SQ[®] 3 powered by Qualcomm Snapdragon is up to 80% faster than Pro X with Microsoft SQ[®] 2.



Surface Pro 9 with 5G has a powerful Neural Processing Unit (NPU) delivering 15 TOPs of powerful acceleration that allows you to take video calls to the next level with Windows Studio Effects.



Connect your employees wherever work takes them with super-fast, secure 5G.²⁸



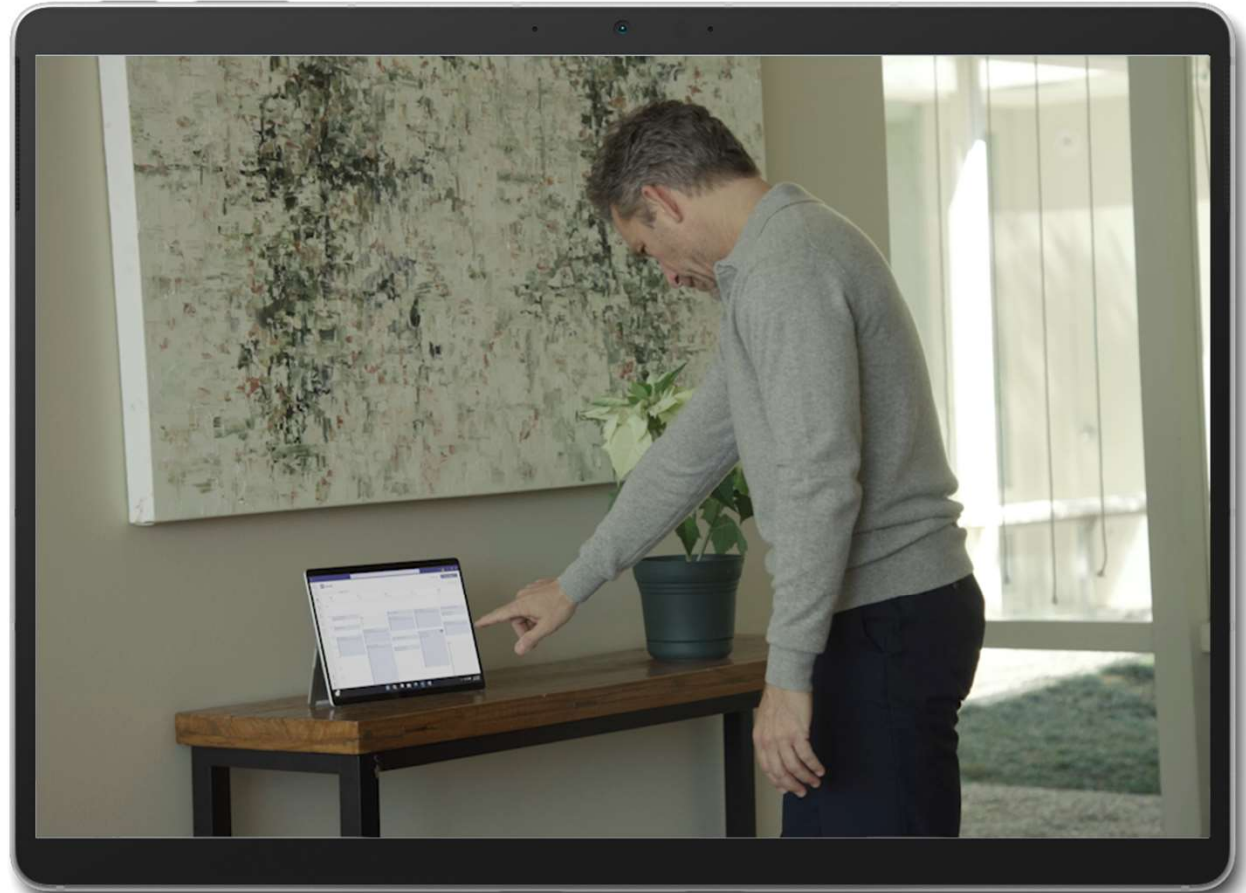
Up to 19 hours of battery life²⁹ and more efficient processing power keep workers going as long as they need to get the job done.



Surface Pro 9 with 5G uses Pluton architecture to secure sensitive data directly in the CPU.

Take video calls to the next level with Windows Studio Effects

Leveraging the powerful Neural Processing Unit, Surface Pro 9 with 5G and Microsoft SQ³ unlocks a powerful set of enhanced video calling features. Windows Studio effects can make staying in touch on camera simple and natural.



A close-up photograph of the Microsoft Surface Laptop 5, showing the hinge and the dark green textured cover. The laptop is partially open, and the hinge mechanism is visible. The text "Microsoft Surface Laptop 5" is overlaid on the image in white.

 Microsoft Surface Laptop 5

Discover Surface Laptop 5

Do it all with style, speed, and performance



Surface Laptop 5



Do it all with style, speed, and performance

High-value work needs high-powered devices. Surface Laptop 5 is the right fit for your high performers, top talent, and onsite impact drivers.

Team members show up great with a camera enhanced by Windows 11

High-performance processors
with 12th Gen Intel® Core™ i5 or i7 processors built on the Intel® Evo™ platform

Secured-core PC
Microsoft's most secure PCs, for workers who handle your most sensitive data

The ports people need
One cable, two 4K screens with Thunderbolt™ 4 connectivity

Get more out of your Surface Laptop 5 with more components that are replaceable⁴

Quick, comfortable typing with a full-size, backlit keyboard and easy navigation on a large glass trackpad

Let them know they're valued
Looks sleek and thin, feels light, and comes in two sizes and four colors

Your choice of vibrant touchscreen
Either a 13.5" or 15" PixelSense™ touchscreen

All-day battery life that lasts as long as your employees need, up to 17 hours⁵

The power to hear and be heard
Omnisonic® speakers and dual far-field Studio Mics to make your audio sing



Stando



Surface Studio 2+

Stand-out design, fluid productivity

Fuel inspiration with professional-grade performance on a sleek, versatile all-in-one device that commands attention. With a 28" PixelSense™ touchscreen, Zero Gravity Hinge, and superior touch and pen experiences enabled by Windows 11, Surface Studio 2+ is a powerful, personal creative station.



Surface Studio 2+

Stand-out design, fluid productivity

Find fuel for inspiration with Windows 11 and professional-grade performance on a sleek, versatile all-in-one device that commands attention with a brilliant 28" touchscreen.

Multitasking is a breeze with an 11th Gen Intel® Core™ i7-11375H Processor

Empower creativity with NVIDIA® GeForce RTX® 3060 Laptop GPU

A Secured-core PC, the most secure Windows 11 device

Create the ultimate workspace, powered by essential ports, including USB-C with Thunderbolt™ 4

Deliver personalized productivity by pairing with a range of Surface accessories



Ensure team members make meaningful connections and with camera experiences enhanced by Windows 11 and Studio Mics

Transform your workspace with clean lines, a minimal footprint, and an exceptionally thin profile

Give employees the flexibility to navigate with touch and sketch through the digital pen in experiences optimized for Windows 11

Amplify productivity on the brilliant 28" PixelSense™ touchscreen with 1 billion colors for better gradients

Better together with Surface Studio 2+, Microsoft 365, and Windows 11

Get more out of your devices with components that are replaceable⁵

Weightlessly lower and raise the display with the Zero Gravity Hinge

Productive right out of the box: Sold separately Surface Mouse, Pen for Business, and Keyboard

Surface Hub 2S

Bring hybrid teams together with a more inclusive way to meet and co-create. Empower teamwork anywhere with Surface Hub 2S, a collaborative canvas and meetings device certified for Microsoft Teams.



FEATURES

Sleek, slim design with the thinnest edge and bezel of any device in its class¹

A brilliant 4K+ screen, 4K camera, and enhanced speakers and mics

A powerful meetings platform that's certified for Microsoft Teams²

Remote participants have the best possible view of the room with the Surface Hub 2 Smart Camera³

Next-level brainstorming with Microsoft Whiteboard, a persistent digital canvas

Sign-in to access OneDrive files or project content wirelessly with Miracast

Interact naturally with Surface Hub 2 Pen⁴ and touch functionality

Fully integrated Windows 10 device: natively run must-have Microsoft and third-party apps

Experience mobile, cordless teamwork with Steelcase Roam™ mobile stand and APC™ Charge Mobile Battery⁵

Introducing the new accessible accessories category by Microsoft

Your diverse workforce has unique needs. Empowering everyone means that every talent, every insight, and every creative impulse gets included.



Surface Adaptive Kit¹⁴

Augment traditional keyboards with adaptable wireless buttons and wired switches. Surface Adaptive Kit helps employees identify critical keys, match ports and cables, and open their devices.*



Microsoft Adaptive Accessories

Create a setup unique to you with your choice of Microsoft Adaptive Accessories, developed for people who have difficulty using a traditional mouse and keyboard, and anyone who wants to increase their device's productivity.



3D printed grips¹⁵ for Microsoft Business Pen¹⁶

Take notes, draw, and navigate with a digital pen. For a setup that's unique to your employees, discover additional pen grip designs they can 3D print through Shapeways.¹⁵

Our Surface Portfolio



Surface Portfolio

2-in-1

Versatile tablet + Laptop devices that provide mobile productivity for workers on the go.

Best for: Frontline Workers, Information Workers, Executives



Surface Go 3

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



Surface Pro 8/LTE

Get it all done with **high-speed performance, built-in security, and compatibility** with the accessories you depend on



Surface Pro 9

Get **tablet flexibility and laptop performance**, with your choice of Intel® Evo™ 5 or Microsoft SQ® 3 with 5G*

Laptops

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

Best for: Information Workers, Executives, Engineers, Developers



Surface Laptop Go 2

Sleek and light for work anywhere in exceptional value. It provides portability, quality you can see and touch.



Surface Laptop 5

Lightning-fast performance, sleek portability, and built-in security that enable impactful work on your terms.



Surface Laptop Studio

Incredibly powerful, infinitely flexible, for intensive and creative workloads in a boundary-pushing form factor that's great for inking.

Large Screens & Foldables

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

Best for: Hybrid Meetings, Designers, Mobile Workers



Surface Duo 2

Two ultra-thin high-resolution screens transform mobile productivity without constant app switching



Surface Studio 2+

Find fuel for inspiration with Windows 11 and professional-grade performance



Surface Hub 2S

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

Images not to scale

Complete the experience

Exceptional accessories for Surface devices



Surface pens

A variety of pens to suit your needs while using Surface. Perfect for inking from remote collaboration or collecting notes on the job site.



Surface Keyboards and Type Covers

Transform Surface 2-in-1 devices from tablets to laptops. Enjoy a full mechanical keyset, fast and fluid typing, and a large glass trackpad for precise navigation.



Surface mice

Choose from a variety of mice to suit your needs. Ultra-portable for exceptional accuracy, work the way that's best for you.

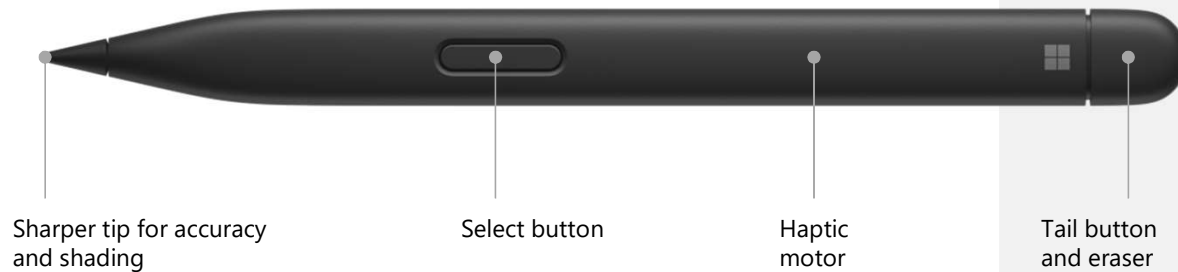


Surface Docks and Adapters

Connect, wirelessly project, or stay compatible with existing peripherals using Surface adapters and docks with all the next-gen ports you need to be productive in your workspace or on the go.

Surface Slim Pen 2

Create, store, recharge, repeat



FEATURES

Sleek and comfortable. Slim carpenter-inspired style is perfect for all hands and is easy to hold and control

Exceptional accuracy, smoother flow, and greater control, with a redesigned sharper pen tip that helps you put a finer point on everything you do

Create in real time with zero force inking¹. Ink flows fluidly out of the pen the instant it hits the screen

The best shading experience yet. A sharper pen tip and an improved design let you approach the screen at a perfect angle for ultra-precise tilting, shading and an exceptional 4,096 points of pressure sensitivity²

Easily erase and edit on the fly. Just flip it around as you would a traditional pencil

Always works. Use Surface Slim Pen 2 to ink across the portfolio of ink-enabled Surface devices.²



DFS Accessories

Elevate the Surface experience



Designed for Surface is the official, licensed third-party accessories brand for Surface. The DfS program enhances the customer experience through quality third-party accessories that users want and need.



High-quality, tested products

DfS accessories are developed with a solution-oriented mindset to enhance the experience for our end-users.

DfS products are developed and tested to ensure proper fit and function with Surface devices.



Increased choice through external partners

DfS collaborates with internal stakeholders and external partners to create accessories that provide more choice to Surface customers.

We develop solutions and products that meet Consumer and Commercial needs.



Tailored solutions for industries

Our partners provide tested and certified products and solutions across a variety of industries.

- | | |
|--------------------|-----------------------------|
| Education | Energy (Gas, Oil, Electric) |
| Healthcare | Manufacturing & Resources |
| Financial Services | Media & Communications |
| Government | Retail & Consumer Goods |
| | Travel & Transportation |

Accessories sold separately and availability varies by Surface device. Officially licensed Designed for Surface accessories can be found in the product catalog at <https://aka.ms/dfs>

Officially licensed third-party accessories



Featured



SD5750T USB4/Thunderbolt™ 4
Dual 4K Docking Station with 90W
PD
Kensington
MSRP \$369.99



VerSkin Inclusive Keyboard Protector
JCPal
MSRP \$29.99



SD4845P USB-C 10Gbps Triple Video
Driverless Docking Station
Kensington
MSRP \$229.99



DropTech for Microsoft Surface
Laptop SE
Gumdrop
MSRP \$49.95