

Microsoft Surface Reseller Update

February 2023

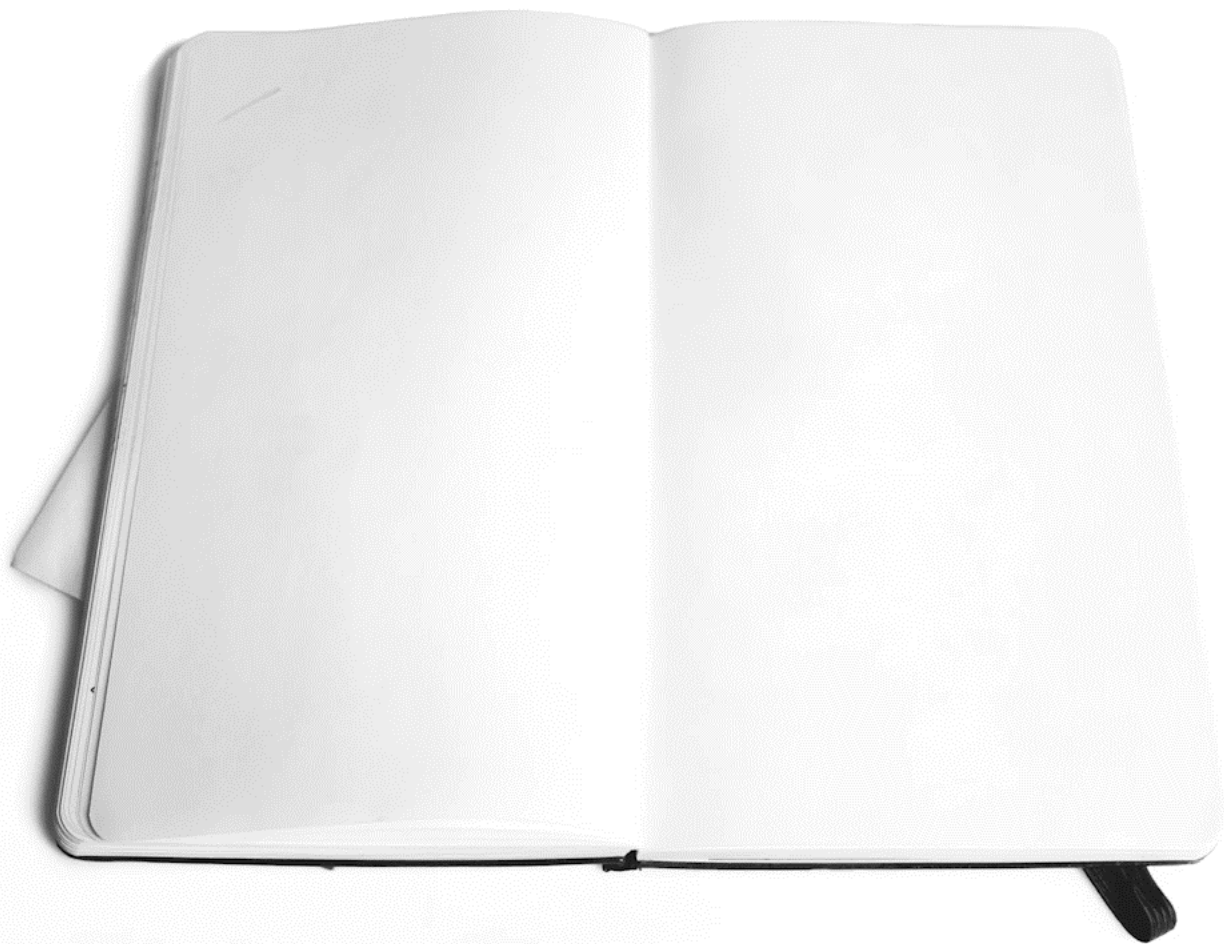


Goal for this training

- 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

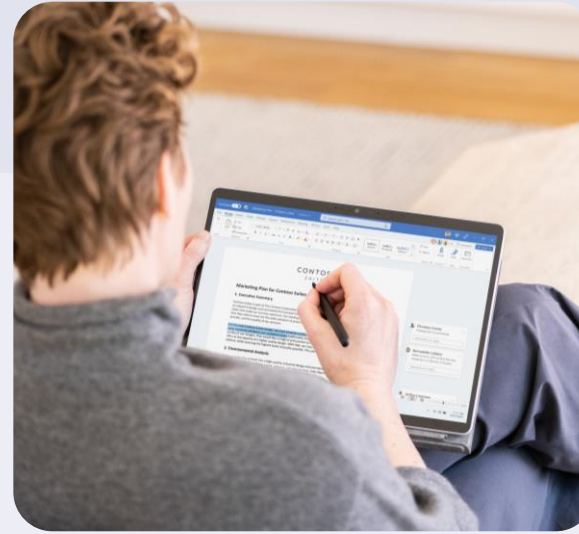
Thoughtfully
designed



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.

Simple and secure



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

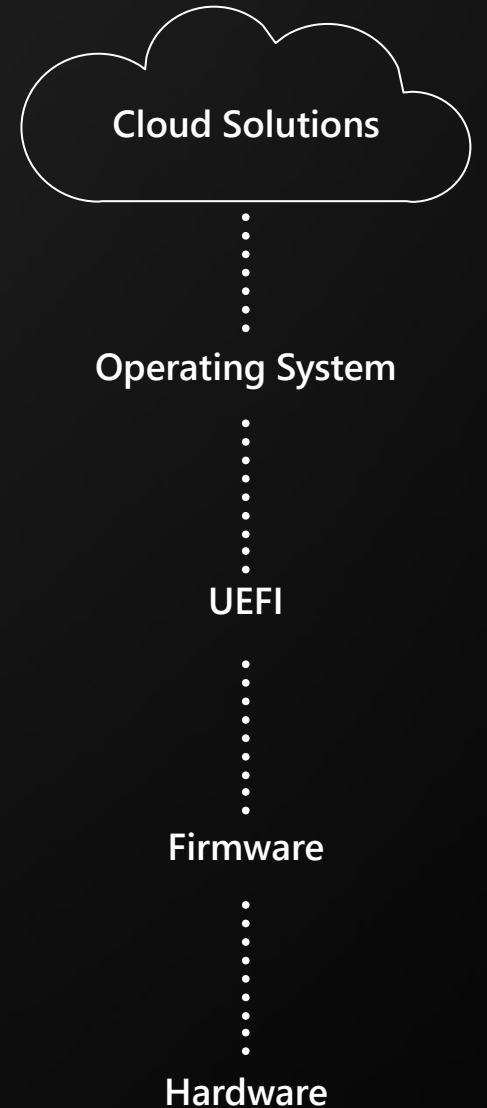
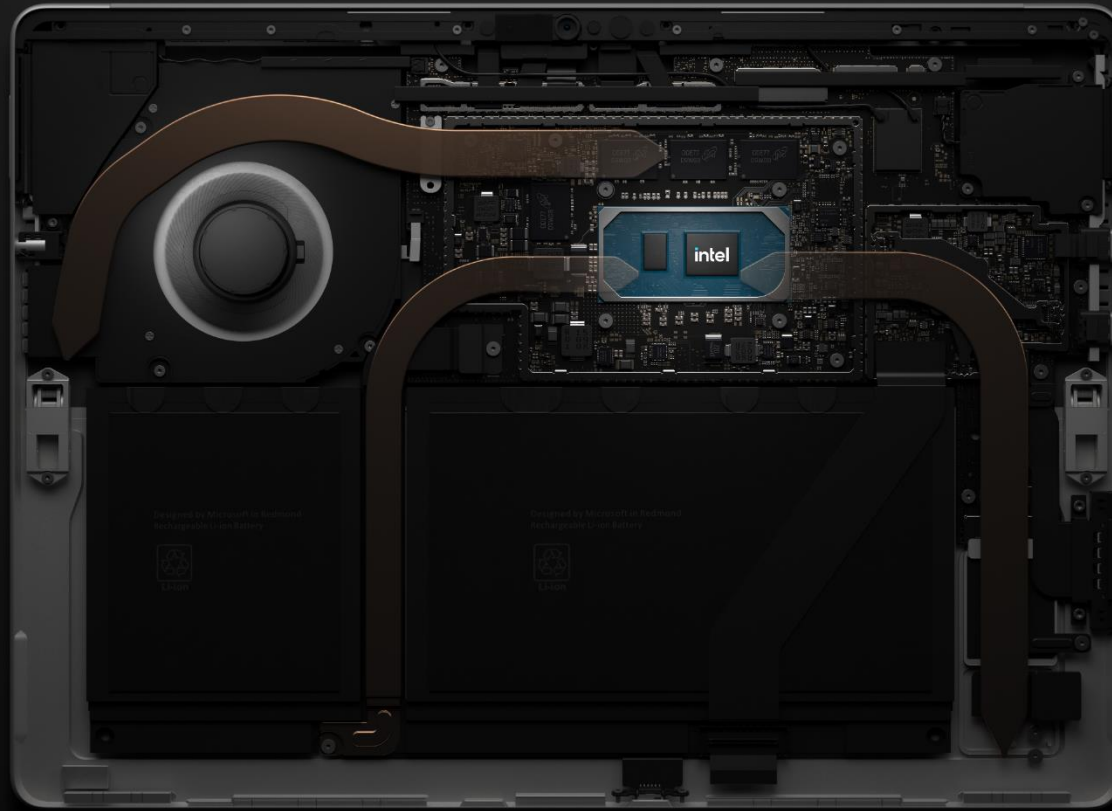
Microsoft built UEFI

Unified Extensible Firmware Interface¹ is built by Microsoft and included in Surface devices

Increased security due to the ability to respond to security threats quicker and push UEFI firmware through Windows update

Granular management through endpoint manager

Enable and disable hardware components remotely through DFCI



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



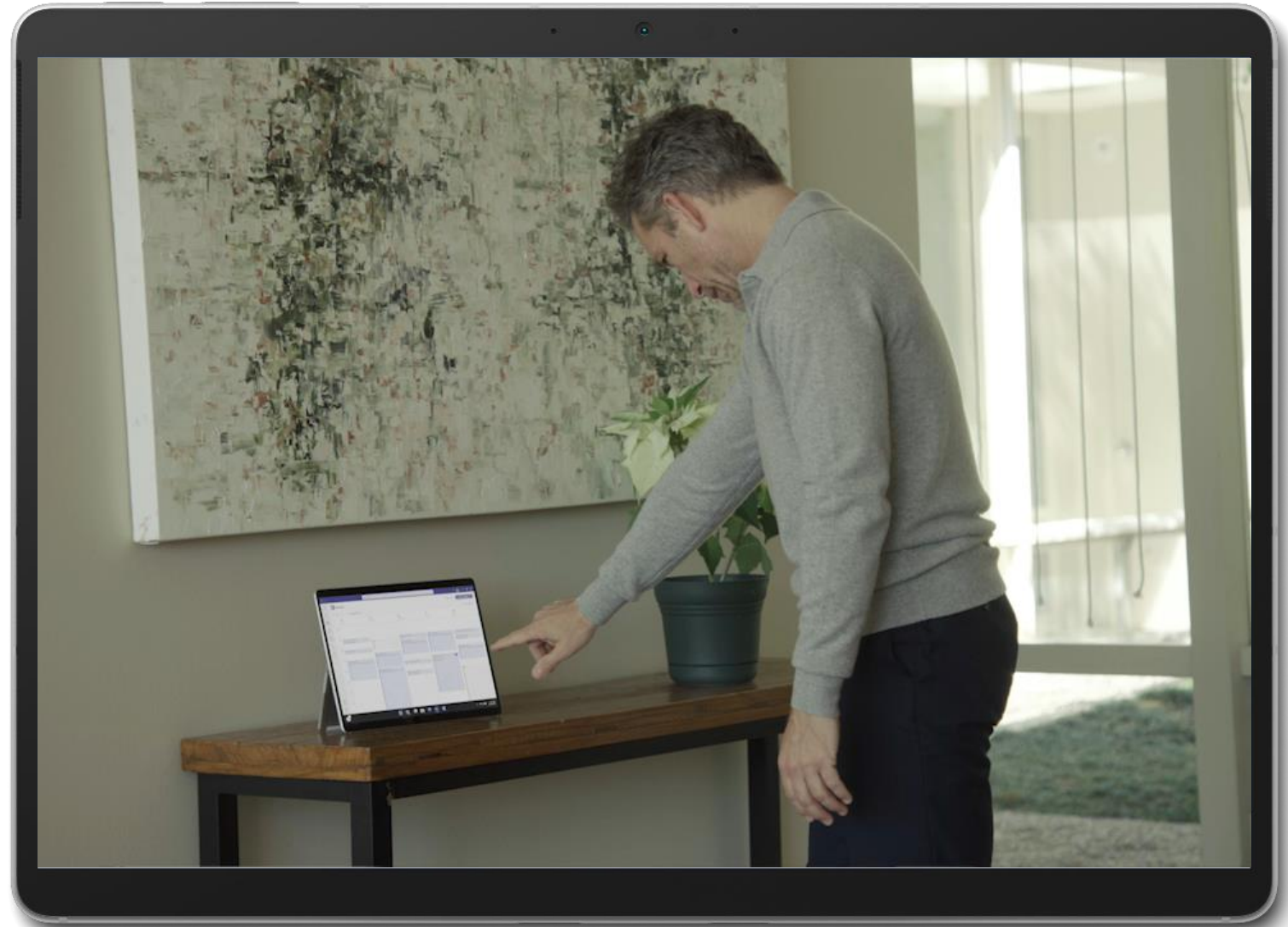
Up to 19 hours of battery life²⁹ and more efficient processing power keep workers going as long as they need to get the job done.



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 SQ[®] 3 unlocks a powerful set of enhanced video calling features. Windows Studio effects can make staying in touch on camera simple and natural.





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.

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

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

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



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 with 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 Battery^{*5}

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**

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

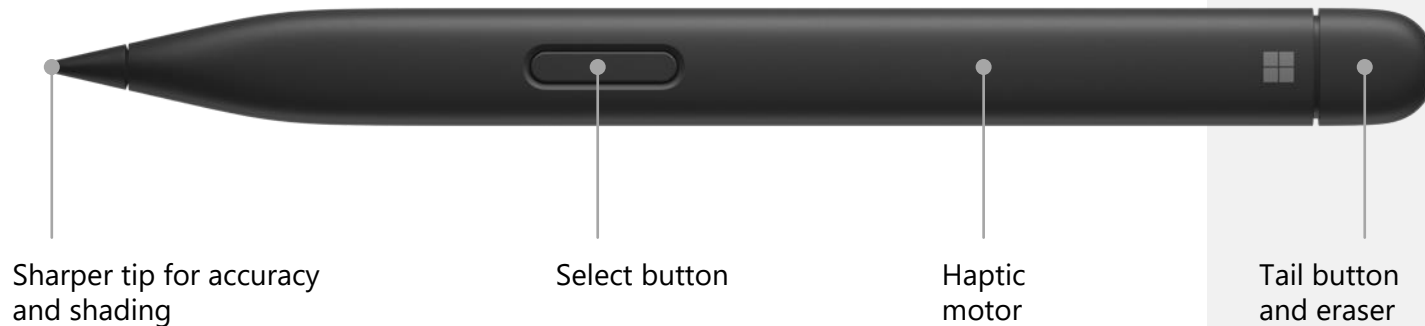
Exceptional accuracy, smoother flow, and greater control, with a redesigned sharper pen tip that helps you put a finer point on everything you do

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



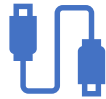


DFS Accessories

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>

Designed for



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

Microsoft Commercial Post-Sales Support



Microsoft Surface Standard Warranty

With the standard limited hardware warranty, you'll receive



Access to Microsoft's robust online support articles and community



Minimum One-year warranty* for hardware failures and malfunctions



90 days of technical support for preinstalled software from the support experts at Microsoft



Ongoing technical support: You can contact Microsoft Support with your questions even after your warranty runs out (fees may apply)



In-Warranty Advanced Exchange** (A replacement device will be shipped to your premises before you return the defective device)



* (Unless a mandatory provision of your local law provides otherwise, the device Standard Limited Warranty period is 1 year for all markets/jurisdictions)

** Advanced Exchange Service is available at no additional charge with the Manufacturer Hardware Warranty for commercial Surface Pro 6, Pro 7, Pro 7+, Pro 8 and X for Business, commercial Surface Laptop 2, 3 & 4 for Business, commercial Surface Book 3 for Business, commercial Surface Go 2, GO 3 for Business, and commercial Surface Laptop Go for Business. Advanced Exchange is only available in supported markets. Restrictions apply. See Surface for Business warranty page for [AES terms and conditions](#) and list of supported markets.

Microsoft Protection Plans - Europe

Benefits



Continued access to Microsoft's robust online support articles and community



Extended coverage for hardware defects and malfunctions for up to 4 years (5 years for Hub)



Ongoing technical support: You can contact Microsoft Support with your questions



In-Warranty Advance Exchange: A replacement device will be shipped to your premises before you return the defective device



Next Business Day Replacement: provides the option to receive an exchange device shipped to your premises by the next business day



Drive Retention: provides an option to retain the removable SSD from the device during a service event



Accidental Damage Protection: provides peace of mind should your device stop functioning as a result of accidental damage

Manufacturer Hardware Warranty

Microsoft Extended Hardware Service EHS

Microsoft Extended Hardware Service Plus (EHS+)

At a glance

Coverage duration	1 year*	Up to 2, 3 or 4 years	Up to 2, 3 or 4 years
Availability	Day of Surface device purchase	Within 45 days of Surface device purchase	Within 45 days of Surface device purchase
Prepaid return shipment	✓	✓	✓

What's included

Mechanical breakdown	✓	✓	✓
Accidental damage	X	X	X
Advance Exchange ¹	✓	✓	✓
Next Business Day Replacement ²	X	X	✓
Drive (SSD) Retention ³	X	X	✓

* (Unless a mandatory provision of your local law provides otherwise, the device Standard Limited Warranty period is 1 year for all markets/ jurisdictions). See Surface for Business warranty page for [AES terms and conditions](#) and list of supported markets

* Coverage of 2-year plans is applicable to UK & Ireland Only

¹ Advance Exchange included for Surface Pro 6/7/7+/8/9/X, Laptop 2/3/4/5, Book 3, Go 2, Laptop Go, Laptop Studio

² Next Business Day Replacement coverage and cut-off times can be found at: [Next Business Day Replacement information & coverage areas - Surface | Microsoft Docs](#)

³ Drive (SSD) Retention is available for Surface Pro 7+/8/X/9, Laptop 3/4/5, Laptop Go, Laptop Studio

Links:

[Warranty and Protection Plans T&Cs](#)

[How much does out-of-warranty service cost for your Surface device or accessory? \(microsoft.com\)](#)

[SSD removal in compatible Surface devices - Surface | Microsoft Docs](#)

[Global Customer Service phone numbers \(microsoft.com\)](#)

Microsoft Protection Plans

Surface Hub 2S

Protection Plan

2, 3, 5 years

Includes:

Mechanical breakdown¹ (device & in box accessories)

On-site hardware repairs

Device replacement



Availability

Bulgaria
Croatia
Czech Republic
Estonia
Greece
Latvia
Lithuania
Poland
Slovenia

Selling requirements

- › Microsoft Protection Plans must be purchased for the device within **45 days** of the original device purchase.
- › The necessary customer and sales information must be sent to Microsoft to ensure the protection plan is registered to a customer and a device within maximum **10 business days** of the date of sale.
- › Exceptional requests to delay warranty start date must be made and approved **pre-sale**.

¹ For Extended Hardware Service – aggregate limit of liability up to the original product purchase price (up to 3 repair claims) or 1 replacement claim, whichever is reached first. For eligible in box accessories refer to [I&Cs](#) under DEFINITIONS “Covered Products” This information is provided for summary purposes only. For more details on the insurer (where applicable), features and benefits of the coverage, please visit [here](#) for a copy of the Microsoft Complete terms and conditions. See the pricelist for most current pricing.

Reminder when selling Protection Plans

Purchase within maximum 45-days

- Orders can be placed up to a maximum of 45-days from date of original device PO submitted by the END-CUSTOMER
- No exceptions

Register within maximum 10-days

- Protection Plans must be purchased and submitted for registration without delay and within a maximum of 10-days of Purchase Order creation from the End-Customer (or date of shipment from Distributor in event of supply constraint)

Support for Surface Business Customers

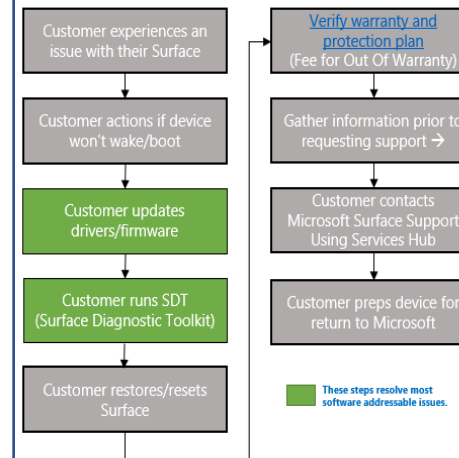
WHEN to contact Support

- My device or accessories are not working properly
- I have a software or network problem
- I have a hardware problem
- I have a warranty question or a warranty claim
- I need help!

BEFORE you contact Support

- Check your warranty: Visit the following page <https://mybusinessservice.surface.com> and click on "Check Warranty".
- Self-help documents: On the following link you will find documents to read through: <https://docs.microsoft.com/en-us/surface/>

SUPPORT flow



ADDITIONAL Resources

- > [Getting Started with Surface](#)
- > [Surface Data Eraser](#)
- > [Surface update history](#)
- > [Manage & support Surface devices](#)
- > [Surface Blog for IT Pros](#)
- > [Manage Surface driver & firmware updates](#)
- > [Surface and Autopilot](#)
- > [Download Surface Recovery Images \(BMR\)](#)
- > [Surface Deployment Accelerator](#)
- > [Surface Diagnostic Toolkit for Business](#)
- > [Out of Warranty costs](#)

HOW to Contact Support - [Contact Surface Support](#)

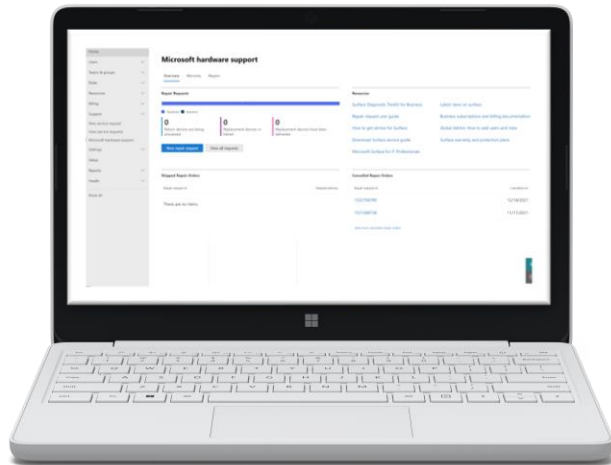
By phone: All Surface business customers can call Microsoft Support by phone 24x7 and 365 days a year. Make sure you choose Surface Support and mention that you are a business customer. All numbers can be found at <https://support.microsoft.com/en-us/help/4051701/global-customer-service-phone-numbers>

Online: All Surface business customers can create a ticket online, 24x7 and 365 days a year at <https://support.serviceshub.microsoft.com/supportforbusiness/onboarding>. It is important to provide shipping information, e-mail, phone number and serial number. Once the ticket is created, it will be automatically forwarded to the device technical support team

Premier Account: Business customers who have a Premier Account with a valid contract can submit support requests through the Microsoft Premier Online Portal <https://support.microsoft.com/en-us/premier>. Requests are forwarded to our sales team and supported with additional supervision by one of our Technical Account Managers (TAM). In case of technical problems, it is forwarded to our Premier technicians. Of course, Premier customers can also contact support by phone or online. (IMPORTANT: please mention that you are a business customer)

CHECK STATUS of Support ticket: visit the following link <https://myservice.surface.com> and click on "Check status of a service order".

Microsoft hardware support portal



Seamless device repair for one or multiple devices using M365



Warranty lookup allows you to upload serial numbers see all your devices at a glance



Bulk Service ordering capability gives the ability to do multiple repair requests in one place for advanced warranty returns



Overview page gives a live view of your repairs and service requests, including current status, and history



Helpful resources gives you everything you need to know about your surface device and the latest news on Surface



Service support allows you look up information about your devices and accessories, and create a service request without having to pick up the phone



System requirements

To use Microsoft Hardware Support Portal, customers will be required to have a M365 account.



Access

To access Microsoft Hardware Support. Access the support node on the left side of the platform and click Microsoft hardware support. If you do not have the access, you can ask by submitting the register button on the screen and you will be notified when the access is granted

<https://admin.microsoft.com/adminportal/home#/support/microsofthardwaresupport>

Commercial Surface In-Field Serviceability

Available commercial components per product

2-in-1 PCs

Surface Go 2 & Go 3



- Kickstand

Surface Pro 7 & Pro 7 +



- Kickstand
- SSD Door (Pro 7+ only)
- rSSD (Pro 7+ only)

Surface Pro 8 & Pro X



- Screen
- Kickstand
- Hard Drive
- Hard Drive Door

Surface Pro 9 & Pro 9 5G



- rSSD
- SSD Door
- Kickstand
- Screen (TDM)
- USB-C
- Surfink
- Bucket
- Speaker/WiFi
- Modules
- Fingerprint Reader
- Battery
- Thermal Module
- Camera Front & Rear
- Camera Deck
- Power/Volume button
- Motherboard

Surface Studio 2+



- SSD Door
- Display/Screen (A/B-Cover)
- Thermal Module
- Power/Volume Button
- Motherboard

Laptops

Surface Laptop 3 & 4



- Screen A/B Cover
- Keyboard Cover
- rSSD
- rSSD door
- Feet and screws

Surface Laptop Studio



- Screen
- Keyboard
- Charging Port
- USB-C & Audio Jacks
- Hard Drive
- Cosmetic Plate
- Keyboard/Trackpad
- Feet

Surface Laptop SE



- rSSD
- Display (Sub-assembly)
- Keyboard (C-Cover)
- Bucket
- Feet & Screws
- Speaker & Wi-fi Modules

Surface Laptop Go 2



- Screen
- Keyboard
- Hard Drive
- Feet
- Battery
- Charging Port

Surface Laptop 5



- rSSD
- Display/Screen (A/B-Cover)
- Screen (TDM)
- Keyboard C Cover
- Feet & Screws
- USB-C & Audio Jacks
- Surfink
- Bucket
- Speaker/Wi-fi Modules
- Battery
- Thermal Module
- Motherboard

Certifications are not required for commercial customers to repair or service a Surface device by using commercial components. Self-service repairs should only be performed on eligible devices by a skilled technician following Microsoft-provided [service guide](#).

FY23 Microsoft Surface Partner Programs

CEE Surface Commercial Team



Surface Reseller Alliance Program Benefits



Performance-based incentives

- Accelerator incentive programs based on performance
- Partner Deal Registration benefits



Competitive pricing programs

- Competitive customer pricing Programs starting at unit 1
- Promotions



Sales and technical training

- Certifications from Microsoft Partner University
- Online training and marketing assets on Surface Reseller Alliance portal



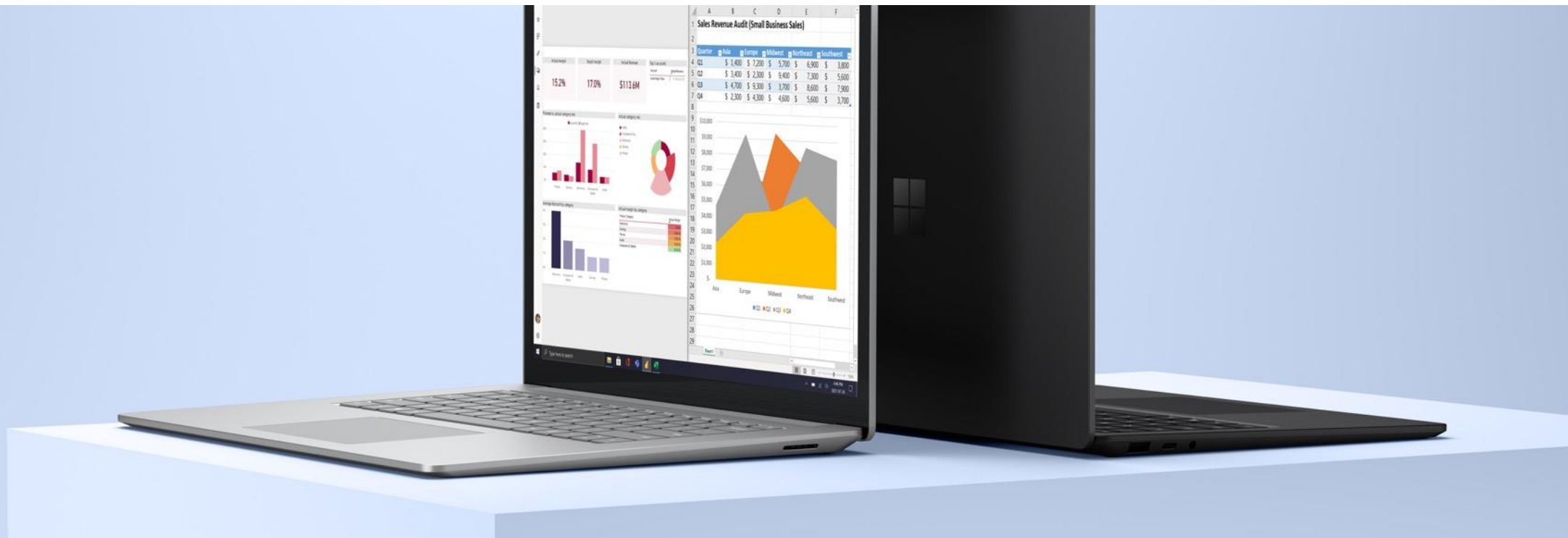
Demo devices

- Business development devices for partner
- Customer demo devices for qualified opportunities



Partner Support

- Partner development & marketing support
- Leverage the power of the Microsoft sales force and marketing engines



Surface Reseller Program benefits

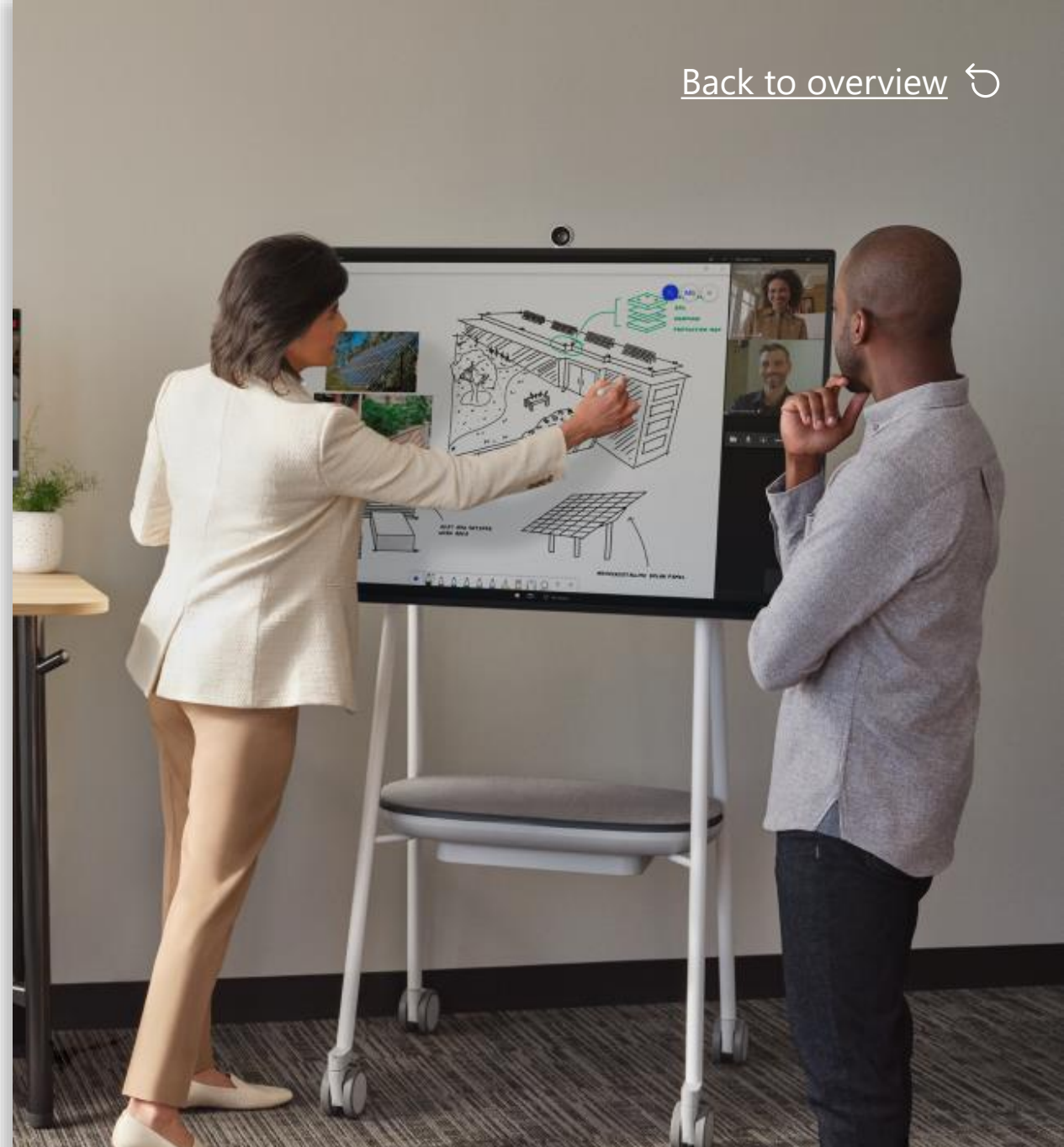
		Authorized	Bronze	Silver	Gold
		Revenue <\$25K	Revenue >\$25K	Revenue >\$700K	Revenue >\$1.5M
Growth / Profitability	Deal Registration Based Benefits	x	x	x	x
	Access to Special Pricing Program	x	x	x	x
	Access to the FY23 Bronze Incentives		x		
	Eligible for Base Rebate Program			x	x
	Eligible for Accelerated Growth Incentive (PC only)			x	x
	Eligible for Co-Marketing Fund Accrual				x
Customer Acquisition	Deal Registration New Customer Acquisition Bonus	x	X	x	x
	Managed Customer Incentive			x	x
Sales Enablement	Online training and collateral	x	x	x	x
	Repository of Co-Brand Ready Sales Materials	x	x	x	x
	Demo units at a reduced price	10 PC	10 PC	40 PC	80 PC
	Reseller search on Microsoft Website	x	x	x	x
	Featuring on Surface Where to Buy pages ¹		x	x	x
	Access to the CEE Surface Ambassador Program	x	x	x	x
Relationship and Support	Microsoft Partner Development Manager			Priority	Priority
	Early product disclosures				Priority
	Access to Market Development Funds (at local discretion)		x	x	Priority
	ECIF Funding for Qualified Opportunities	x	x	x	x
Marketing Resources	Content Syndication	x	x	x	x
	Repository of Co-Brand Ready Marketing Materials	x	x	x	x
Technical Readiness	Microsoft Partner Technical Specialist Support			Priority	Priority
	Technical training and documentation	x	x	x	x

¹ Subject to training accreditation, ambassador and market positioning

² Subject to the Return on Investment

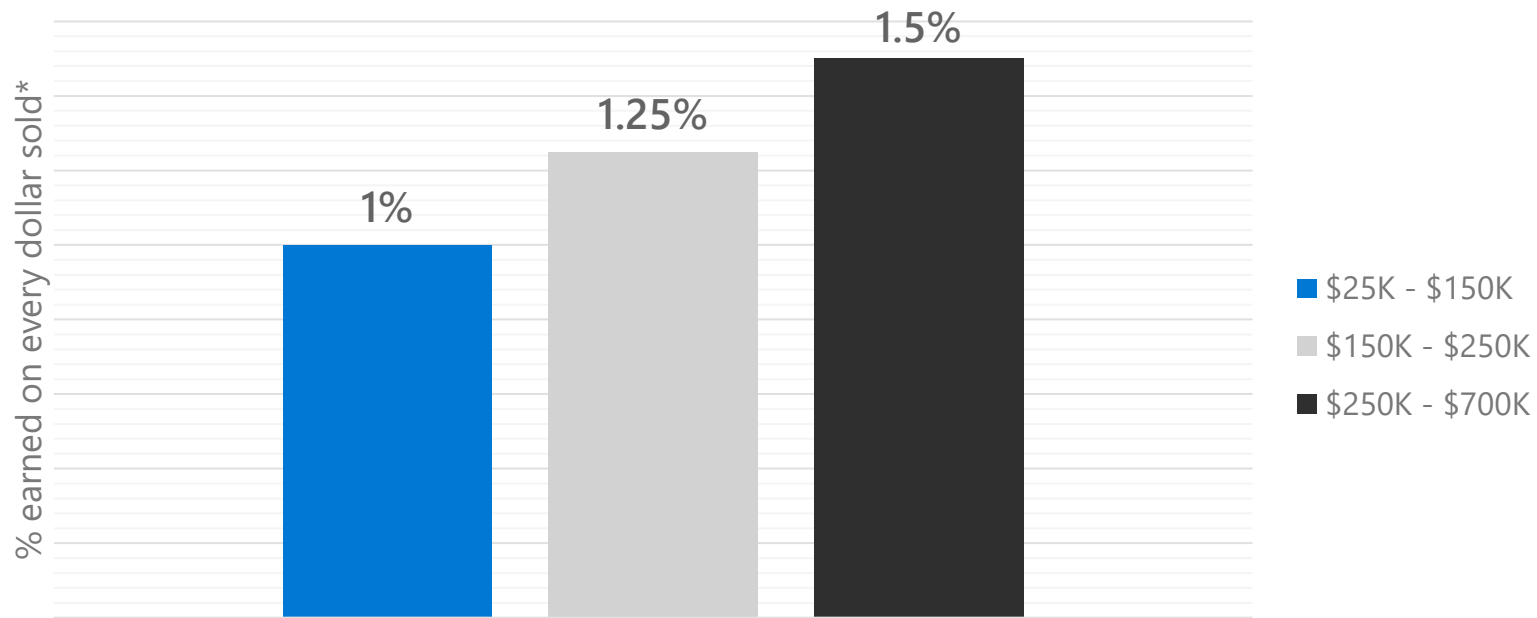
1 Profitability

- 📌 Bronze Rewards
- 📌 Gold & Silver Program
- 📌 Deal Registration



FY23 Surface PC & Hub Bronze Rewards

The more you sell, the more you earn. Earn rebates on every dollar of Surface sold over \$25K!*



Surface PC & Hub revenue sold, FY23 (Oct 1, 2022 - June 30, 2023)



*Please review the Terms & Conditions (T&Cs) for rebate program on Surface Reseller Alliance (SRA) [offers page](#). Contact your Partner Development Manager (PDM) for any questions.





Surface Reseller Alliance Silver & Gold Program (PC)



Eligibility requirements		Silver	Gold
Revenue	Eligibility based on Trailing 12 months MSRP Revenue* Surface PC Revenue (including accessories and warranties)	\$700K	\$1.5M
Contract	Active reseller agreement and MPN membership (free of charge)		
Assessments	PC: Sellers who have completed the following assessments: PC Level 1, PC Level 2, PC Level 3, Zero Touch Deployment Training	2	4

Incentive rate

Below details the incentive structure and the partner's earning opportunity.

Incentive structure	Silver Rate (100% Rebate)	Gold rate (Rebate + Coop Split)	
All devices: Surface Pro, Surface Book, Surface Laptop, Surface Duo, Surface Laptop Studio	2%	4%	50% Rebate/50% Co-op
Surface Studio, Surface Go, Surface Laptop Go, Microsoft Surface Laptop SE	1.4%	2%	70% Rebate/30% Co-op
All accessories: Cover, dock, pens, adaptors, Dial, power supply and warranty accessories, Surface Mouse accessories, Arc Mouse, Surface Headphones, Microsoft Modern USB and Wireless Headsets, Microsoft Modern USB-C Speaker, Microsoft Modern Webcam	1.4%	2%	70% Rebate/30% Co-op
Surface PC and Accessories AGI Accelerator	Varies	Varies	100% Rebate
Surface Microsoft Account List (MAL) Accelerator	Varies	Varies	100% Rebate

More info on the SRA [here](#).



Surface Reseller Alliance Silver & Gold Program

FY23

Two programs

- › Partner Center
- › Hub

with

- › Two sets of training requirements and revenue targets to attain

Meaning

- › One partner can have two different affiliations within Surface.
- › Partners are unable to see their program status.

FY24

One program

- › One set of training requirements
- › One revenue target to attain

Meaning

- › One partner relationship within Surface
- › Introduction of a partner accessible insights report to see their program status—coming in FY24 Q1

	Authorized	Silver	Gold	Platinum
Contract	Active Reseller Agreement and MPN Membership*	Active Reseller Agreement and MPN Membership*	Active Reseller Agreement and MPN Membership*	Active Reseller Agreement and MPN Membership*
Revenue Based on MSRP				
AU, CA, JP, UK, US	-	\$1M TTM**	\$2.5M TTM**	\$50M TTM**
CEE, CN, DE, FR, NZ, WE	-	\$700K TTM**	\$1.5M TTM**	\$50M TTM**
APAC, HK, IN, MEA, MX, TW	-	\$500K TTM**	\$750K TTM**	\$50M TTM**
New Markets***	-			
Training	-	2 Sellers who have completed the following assessments: - Surface 1 - Surface 2 - Surface 3	4 Sellers who have completed the following assessments: - Surface 1 - Surface 2 - Surface 3	4 Sellers who have completed the following assessments: - Surface 1 - Surface 2 - Surface 3

Microsoft Confidential, Internal Only

*Registered Member Status is available free of charge
**TTM = Trailing Twelve Months MSRP Revenue
***Markets introduced after January 1, 2020



More info on the SRA [here](#).



Deal Registration

Intended to reward single reseller for investment of resources and time spent to develop and support Surface wins for eligible products and customer base.

Offer – Deal registration discount is a percentage off Net MSRP at time of distributor’s claim	Eligible Surface devices	Discount %
	Go / Studio / Laptop SE / Laptop Go	3%
	Pro / Laptop / Book / Laptop Studio	5%
	Hub	7%
% off Net MSRP at the time of distributor’s invoice. (Invoice date must be within the case period)		
Min Order Qty/Commitment	Surface PC: ≥50 units Hub: ≥3 units	
Time Period	9 months from date of special pricing approval; Can be extended by 3 months, if approved	
Eligible Devices	All	
Pricing Program Stacking	Deals can be stacked with Bid Grid, Special Pricing, Education and Non-Profit, LE, Strategic Pricing, and certain promos	
Channel considerations	First Come, First Serve policy (exceptions for RFP/RFQ/Public tender exist with certain conditions)	

More info on the operations readiness site found [here](#).



Deal Registration for a new Customer – Customer Booster

If the end customer for the Deal Registration case is a customer that Microsoft targets to win as a new customer, discount rates for the opportunity get boosted by 1-2% automatically when approved.*

How the New Customer Booster works:



Example: Partners can view discount details below via dashboard in the Microsoft Devices Pricing Programs Portal.

Business Unit	Product Family	Core Discount	New Customer Booster	Total Discount	Valid From	Valid To
Surface Pro 8	Srfc Pro8 i5/16/256	5%	2%	7%	12/01/2022	6/30/2023
Surface Pro 8	Srfc Pro8 i5/8/256	5%	0%	5%	7/01/2023	8/31/2023
Surface Go 3	Srfc Go3 i3/8/256LTE CM ASKU	3%	1%	4%	12/01/2022	6/30/2023
Surface Go 3	Srfc Go3 i3/8/256LTE CM ASKU	3%	0%	3%	7/01/2023	8/31/2023



New Customer Booster is only available for Managed Customers in Enterprise and SMC-Corporate segments. Discounts are available till the end of case expiration date or June 30th, 2023, whichever comes earlier.

2 Customer savings

- Pricing programs
- EDU & Non-profit pricing
- Promotions
- Surface+ & MW with Surface for SMB





PRICING PROGRAM STRUCTURE

Pricing Program Overview – Stack-ability

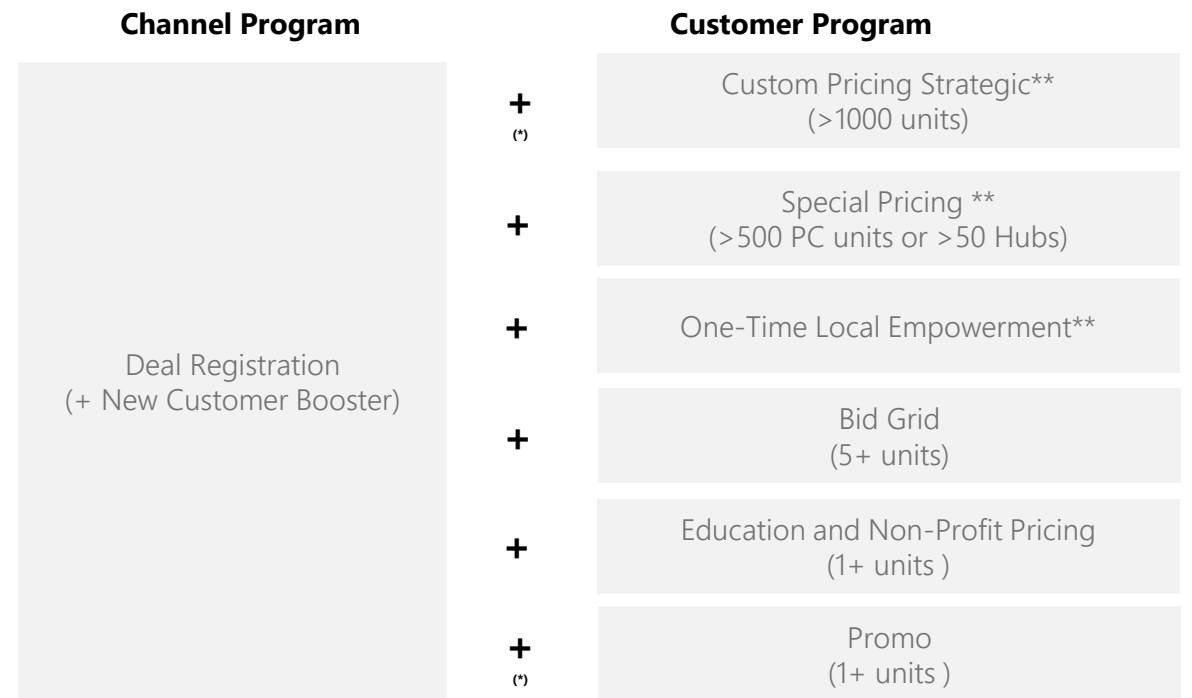
Program Stack-ability Principle

Partners are eligible to stack Deal Registration and one customer program per transaction. Partners cannot stack 2 or more programs from Customer Program group.

Example: Bid Grid and Promo are not stackable.

() For Promo and Custom Pricing Strategic, there are cases that stack-ability with Deal Registration is not allowed at all. In such cases, Deal Registration cannot be stacked. Stack-ability conditions are written in promo letters or Custom Pricing Case details.*

*(**) Pricing request approval required*



FY23 Q3 Promotions (CEE)



Promotions overview for January – March 2023 Promotions may vary so please check with your Distributor for final details

i More info on the offers page of SRA found [here](#).

CEE Surface Promo calendar – FY23Q3 2023 January - March

<p>20% off to Surface Laptop 4 and Surface Laptop Go (sell existing stock) Go: i5/16/256 CM, i5/4/64CMEDU Lpt 4: 13" i5/16/256, i7/16/256, i7/16/512, i7/32/1TB, R5/8/256, i5/16/512; 15" i7/8/512, i7/32/1TB</p> <p>9-Jan → 10-Feb</p>	
<p>20% off to Surface Pro Pro 8 (end of life) i3/8/128, i5/8/128, i5/8/256, i5/16/256, i7/16/256, i7/16/512, i5/8/512, i7/16/1T, i7/32/1T</p> <p>9-Jan → 10-Feb</p>	
<p>20% off to Surface Pro Pro 8 LTE (end of life) i5/8/128LTE, i5/8/256LTE, i5/16/256LTE, i7/16/256LTE, i5/16/512LTE,</p> <p>9-Jan → 28-Feb</p>	
<p>15% off to Surface Hub 2S 50" & 20% off to Surface Hub 2S 85" v1 customers only – 10 per customer each size</p> <p>9-Jan → 31-Mar</p>	
<p>Surface Go 3 + Hungarian Type Cover Black (Bundle offer) P/4/64, i3/4/64, i3/8/128, i3/8/128LTE, i3/8/256LTE, i3/4/64LTE</p> <p>9-Jan → 31-Mar</p>	
<p>Buy 15 get another 5 – Surface Pro 9 and Surface Laptop 5 (Starter Kit) Offer to pre-approved managed customers only (2000+)</p> <p>Pro 9: i7/16/256, i5/16/256 Lpt 5: 13" i5/16/256, i7/16/256, 15" i7/16/256</p> <p>9-Jan → 31-Mar</p>	



Surface+ & Modern Work Offers

Program Name	Modern Work with Surface	Surface+	Surface+ Public Sector
Offering*	Customers may receive a rebate on Surface if they purchase Microsoft 365 Business Premium	Customers may receive a rebate on Surface if they purchase Microsoft 365 (E3, A3, E5, A5, F1, F3, TP, IPC), Windows 365, Dynamics 365 or have an Azure Monetary Commitment or Azure Consumed Revenue of \$50,000+	
Max rebate per unit*	30€ 55лв 210kn 690Kč 11030Ft 130 zł 140 lei	45€ for Surface PC and 140€ for Surface Hub 90лв for Surface PC and 275лв for Surface Hub 350kn for Surface PC and 1055kn for Surface Hub 1155Kč for Surface PC and 3460Kč for Surface Hub 18385Ft for Surface PC and 55155Ft for Surface Hub 215 zł for Surface PC and 640 zł for Surface Hub 230 lei for Surface PC and 690 lei for Surface Hub	
Max devices**	Limit 1 per unit rebate per Customer and max. of 300 units per Customer	M365: Limit 1 rebate per license Azure: 10,000 units per Customer	
Surface products	Pro 9, Pro 8 LTE, Pro 7+, Laptop 5, Laptop Go 2, Laptop Studio, Go 3, Hub 2S		
Minimum licenses	25 seats	50 seats	
Microsoft 365 purchase window	7/1/21 - 6/30/23		
Deadline	06/30/23		
Process	Customer claims must be submitted within 60 days of the device invoice		SSP requests customer eligibility prior to offering promo to customer. If eligible, promo code applied to quote.
Contact	smsrfc@microsoft.com	srfcplus@microsoft.com	



Please, review each program's terms and conditions for details and requirements. This slide is subject to change and is for partner-use only.

* FY23 Surface+ Offer customer flyers and Terms & Conditions [FINAL FY23 SurfaceOffer TCs WW Oct 20 2022.pdf \(ms365surfaceoffer.com\)](https://aka.ms/FY23surfaceplusoffer) are available on the offer website at <https://aka.ms/FY23surfaceplusoffer>.



Surface+ & Modern Work with Surface for SMB Offers

Program Name	Modern Work with Surface	Surface+	Surface+ Public Sector
Offering*	Customers may receive a rebate on Surface if they purchase Microsoft 365 Business Premium	Customers may receive a rebate on Surface if they purchase Microsoft 365 (E3, A3, E5, A5, F1, F3, TP, IPC), Windows 365, Dynamics 365 or have an Azure Monetary Commitment or Azure Consumed Revenue of \$50,000+	
Max rebate per unit	30€ 55лв 210kn 690Kč 11030Ft 130 zł 140 lei	45€ for Surface PC and 140€ for Surface Hub 90лв for Surface PC and 275лв for Surface Hub 350kn for Surface PC and 1055kn for Surface Hub 1155Kč for Surface PC and 3460Kč for Surface Hub 18385Ft for Surface PC and 55155Ft for Surface Hub 215 zł for Surface PC and 640 zł for Surface Hub 230 lei for Surface PC and 690 lei for Surface Hub	
Max devices**	Limit 1 per unit rebate per Customer and max. of 300 units per Customer	M365: Limit 1 rebate per license Azure: 10,000 units per Customer	
Surface products	Pro 9, Pro 8, Pro 7+, Pro X, Laptop 5, Laptop 4, Laptop Go 2, Laptop Studio, Go 3, Hub 2S		
Minimum licenses	25 seats	50 seats	
Microsoft 365 purchase window	7/1/21 - 6/30/23		
Deadline	06/30/23		
Process	Customer claims		SSP requests customer eligibility prior to offering promo to customer. If eligible, promo code applied to quote.
Contact	smsrhc@microsoft.com	srfcplus@microsoft.com	



Please, review each program's terms and conditions for details and requirements. This slide is subject to change and is for partner-use only.



Education & Non-profit Pricing

Description	The promotion provides a per unit fixed value rebate, paid to company in the form of a credit memo, on qualifying sales of eligible SKUs when sold to an eligible customer
Offer	Set discount based on Device available from 1-unit transaction: <ul style="list-style-type: none"> • 5% discount on Surface Pro, Surface Laptop, Surface Pro X, and Surface Laptop Go • 2% discount on Surface Studio, Surface Go, and Surface Laptop Studio
Minimum Order Qty/Commitment	1 unit
Eligible Devices	All Surface PC Devices with Windows 10 Pro or Windows 11 Pro which are classified as Commercial SKU, excluding Surface Hub, Surface Duo, Surface Laptop SE, and all EDU SKU
Pricing Program Stacking	Deals can be stacked with Deal Reg
Customer Eligibility	Any education institution (including administrative offices or boards of education, public libraries or public museums) listed at www.aka.ms/academiceligibility Any non-profit agency customer that meets the eligibility requirements available at www.aka.ms/nonprofiteligibility .
Partner Eligibility	ADR or DMP

 More info on the EDU and non-profit offers page of SRA found [here](#).

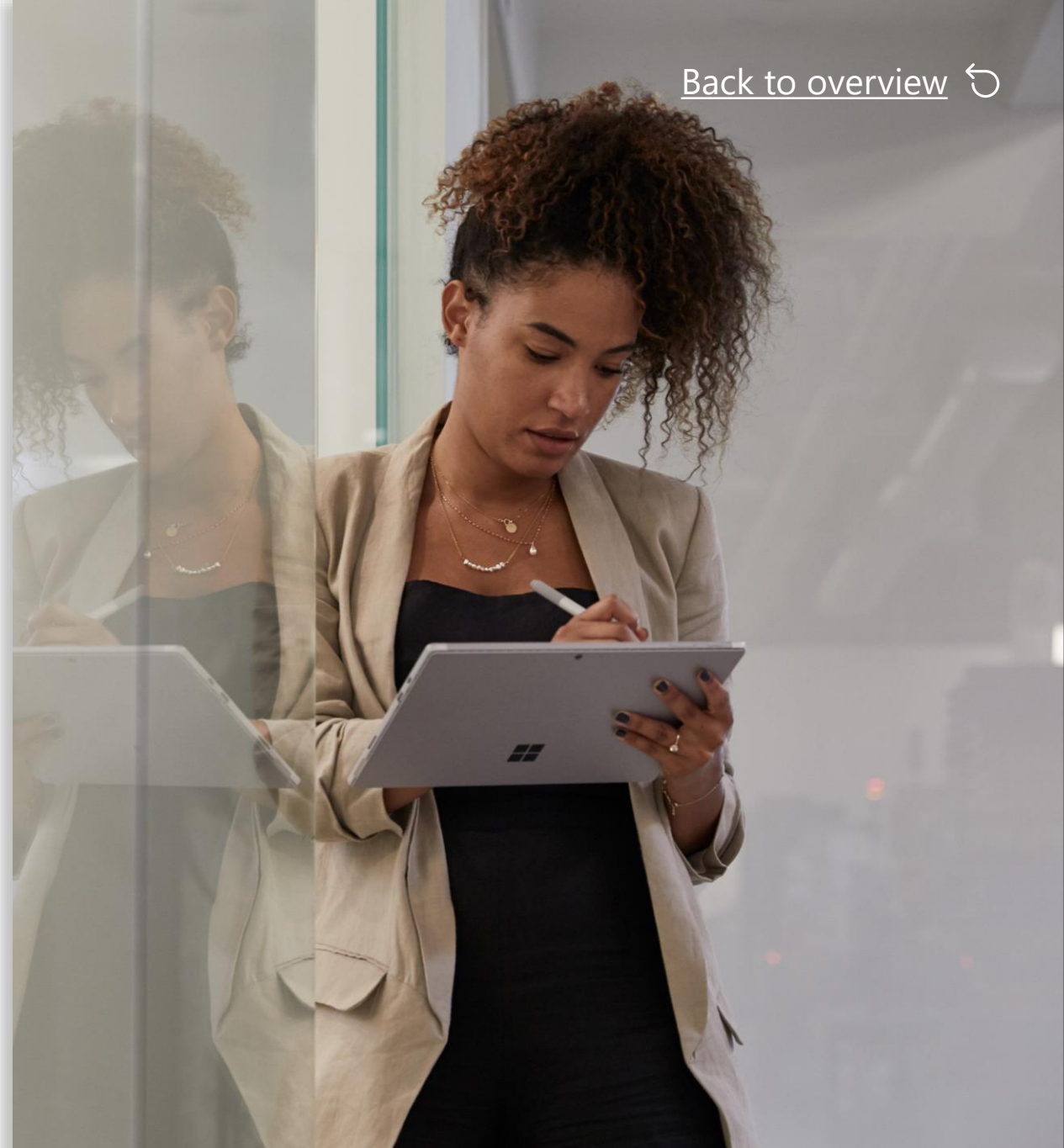


Pricing Programs

Program	Bid grid	Special pricing																									
Description	Pre-approved discount program that sets maximum allowable discounts for deals meeting threshold quantity requirements. Bid Grid discount table is shared with ADD per product.	Deal-by-deal strategic discounts for larger deals depending on volume, SKUs, attach, competition and other factors. Each submission is reviewed by Microsoft Devices Business Desk individually. Special Pricing is the most flexible program to win large strategic deals.																									
Offer	<p>Set discount based on device and # of units:</p> <ol style="list-style-type: none"> Category A – Surface Pro (except 128GB), Surface Laptop (except 128GB), Surface Book, Surface Pro X, Surface Duo Category B – Surface Studio, Surface Go, Surface Laptop Go, Surface Laptop Studio, Surface Pro 128GB model, Surface Laptop 128GB model, Surface Laptop SE <div style="display: flex; justify-content: space-around;"> <table border="1"> <caption>Surface Devices</caption> <thead> <tr> <th>Volume Tier</th> <th>Bid Grid Code</th> <th>Category A</th> <th>Category B</th> </tr> </thead> <tbody> <tr> <td>5 – 49</td> <td>BG-01</td> <td>1%</td> <td>0.5%</td> </tr> <tr> <td>50 – 249</td> <td>BG-02</td> <td>3%</td> <td>1%</td> </tr> <tr> <td>250+**</td> <td>BG-03</td> <td>3.5%</td> <td>2%</td> </tr> </tbody> </table> <table border="1"> <caption>Surface Hub</caption> <thead> <tr> <th>Volume Tier</th> <th>Bid Grid Code</th> <th>Hub 2S</th> </tr> </thead> <tbody> <tr> <td>1 – 9</td> <td>BG-04</td> <td>1%</td> </tr> <tr> <td>10+</td> <td>BG-05</td> <td>2%</td> </tr> </tbody> </table> </div> <p>** Booster on transactions >250 units on select Category A SKUs at 7% (Feb – June 2023)</p>	Volume Tier	Bid Grid Code	Category A	Category B	5 – 49	BG-01	1%	0.5%	50 – 249	BG-02	3%	1%	250+**	BG-03	3.5%	2%	Volume Tier	Bid Grid Code	Hub 2S	1 – 9	BG-04	1%	10+	BG-05	2%	Varies (% off net MSRP) based on multiple factors including Volume / Business Value and Product
Volume Tier	Bid Grid Code	Category A	Category B																								
5 – 49	BG-01	1%	0.5%																								
50 – 249	BG-02	3%	1%																								
250+**	BG-03	3.5%	2%																								
Volume Tier	Bid Grid Code	Hub 2S																									
1 – 9	BG-04	1%																									
10+	BG-05	2%																									
Min Order Qty / Commitment	<ul style="list-style-type: none"> Tablet/Laptop/Duo: ≥5 units Hub: ≥1 unit 	<ul style="list-style-type: none"> Tablet/Laptop/Duo: ≥500 units Hub: ≥50 units 																									
Time Period	Per transaction (shipment)	9 months from date of special pricing approval; Can be extended by 3 months, if approved.																									
Eligible Devices	All	All excl. Studio																									
Pricing Program Stacking	Deals can be stacked with Deal Reg	Deals can be stacked with Deal Reg																									
Channel considerations	Distributor managed program	Special Pricing discounts available to all Resellers with an active CAS ID																									

3 Programs

- Surface Workshop Investment Funds
- End Customer Investment Funds



Surface Workshop Investment Funds (SWIF)

Execute interactive solution workshops that help advance your customers through the sales consideration process.



Supportive funding

Incremental funding available to run workshops with customers:

- SMW – Up to \$1,000
- CIE – Up to \$500
- Demand Gen – Based on # of workshops

Partners may execute multiple workshops per each quarter



Ready to execute

Workshops must focus on content frameworks:

- [Surface Modern Workshop](#) (SMW) – 1 to many workshop explores the entire Surface Device Family and how the device lights up approaches to modern management and deployment
- [Surface CIE](#) (CIE) – 1:1 workshop allows customers to test-drive specific solutions in a live-cloud environment and through the full Surface experience



Drive more sales

Workshops are an effective selling tool:

- Advance customer through the sales consideration process
- Tailor the power of a Microsoft Solution to your customer's specific needs
- Showcase & build confidence with customers in your expertise



More info on the SRA [here](#). Contact SWIF@microsoft.com to learn more.



End Customer Investment Funds (ECIF)

Initiatives					
	Surface / Hub PoC	Surface Pilot/Deployment	Surface Technical Assistance	Application Development	Surface Training and Adoption
Description	Assessment of customer’s environment and requirements as well as identification of technical Surface blockers	Guidance on how to deploy Surface devices at a large scale under the customer’s specific production environments	Provides technical assistance on Surface Pilot/Deployment activities and guidance on how to remediate technical deployment blockers	Partner-delivered application (developed on UWP, iOS migration, Azure App, Power Apps, Dynamics platforms) that is integrated with a Surface devices solution	Customized end/power/ executive/assistant/IT-user training programs
Minimum ROI	>20x ROI (10x for new account)				
Product	Surface Devices				
Max Investment	<\$30K for PoC/ACM type non-production service <\$100k for Deployment type service under production environment All requests >\$500k go to BDI				
Other Conditions	<ul style="list-style-type: none"> - ECIF cannot be used for device purchase - Surface Hub PoC may include delivery to one location and white glove services 	<ul style="list-style-type: none"> - ECIF cannot be used for device purchase - Consistent with the ECIF guidance, non-strategic activities (or “low value” activities) are out of scope 	<ul style="list-style-type: none"> - ECIF cannot be used for device purchase - Does not replace the customers’ IT team - Does not constitute break fix support 	<ul style="list-style-type: none"> - ECIF cannot be used for device purchase 	ECIF cannot be used for device purchase
Offer / Activity	Pre-Sales	Pre-Sales / Mixed	Pre-Sales / Mixed	Pre-Sales / Mixed	Pre-Sales/ Mixed

How to find and request the right ECIF:

- Ensure you are an ECIF approved partner
- Review ROI criteria and prepare scope of work
- Work with the relevant Microsoft seller who submits the ECIF request

For more information:

- Review embedded deck
- Reach out to Worldwide ECIF Lead [Patrick Haberkamp](#)
- Speak to your PDM

4

Demo Devices

- Demo Devices Program
- Hub 2S demo device options

[Back to overview](#) ↶



Demo Devices Program

Purchase eligible Surface devices and accessories for up to 50% off for business development use.

# of Demo Devices Eligible per Partner	
Reseller Status	Eligible Number of Demo SKUs per Disti in FY23
Authorized	10
Silver	40
Gold	80
Platinum	120

# of Demo Devices Eligible based on Deal Size	
Deal Size	Eligible Number of Demo SKUs
50-99	1
100-249	2
250-499	3
500-999	4
1000-2499	6
2500-4999	8
5000+	10

Eligible device demo SKUs include all configurations of Pro, Laptop, Book, Studio, Go, Laptop Go, and Duo. Review terms on the SRA offers page found [here](#). Deal registration opportunities eligible for additional demo devices. Select accessories eligible include Type Cover, Pen, Mouse, Dial, Dock, and Headphones.

Surface Hub Demo Program

Purchase eligible Surface devices and accessories for up to 40% off for business development use.

# of Hub Demo Devices Eligible per Partner	
Reseller Status	Eligible Number of Hub Demo SKUs per Disti in FY23
All Resellers	10

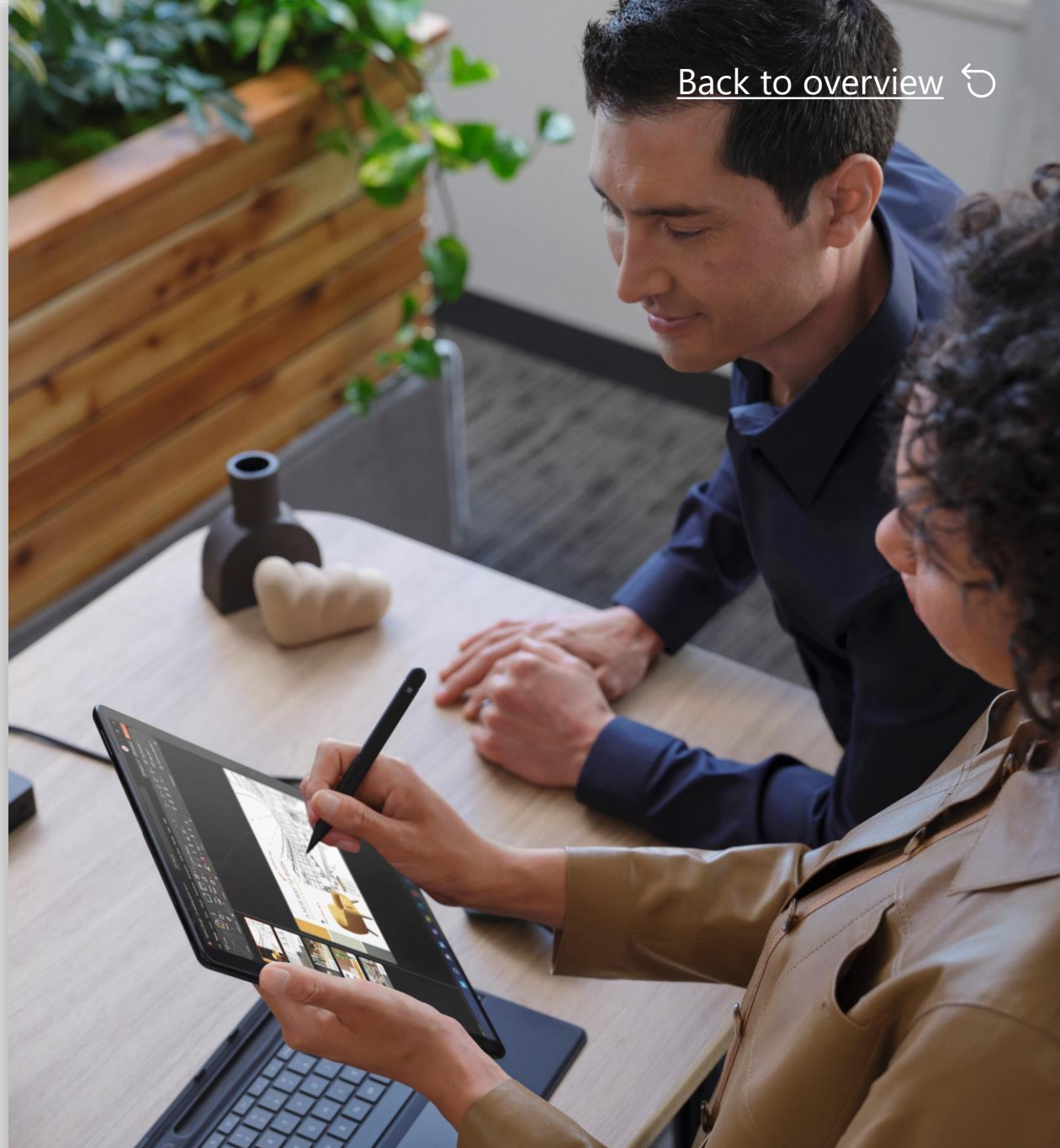
# of Hub Demo Devices Eligible based on Deal Size	
Deal Size	Eligible Number of Demo SKUs
10+	1



i Eligible device demo SKUs include Surface Hub2S 50" and 85" and associated accessories.

5 Marketing support

- Surface Reseller Alliance
- Surface Where to Buy Pages



5 Marketing Support

Surface Reseller Alliance (SRA)

The [Surface Reseller Alliance \(SRA\) portal](#) provides access to resources to help Surface Partners grow their business.

As a Microsoft Surface Partner, you have access to a wealth of sales and marketing assets, training, offers, programs, and support.



Drive leads and boost sales with ready-to-use decks, fact sheets, digital marketing materials, images, logos, and more.



Taylor experiences with our marketing and partner programs.



Stay in the know with Surface Partner communications and briefings for the latest on product announces, resources, and deep dive into program updates.



Link: <https://partner.microsoft.com/surface>



Surface for Business Portfolio Fall 2021 (WW) COLLECTION

Last Modified 2021-09-22



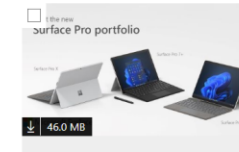
This collection is comprised of zip files featuring Surface for Business that contain pitch decks, factsheets, digital marketing assets, and photography.

This content is available in other languages. Select a language below to navigate to a page with the translated version of this content.

English

This Item's Content

Showing 1-12 of 53 assets



Email template | What's new in the Surface for Business portfolio Fall 2021
Download ODT & HTML email templates.

Laptops that help you get it done



Surface Laptop 4

Pitch decks, factsheets and FAQ

Get web page

Share campaign

Explore all assets



Surface Laptop Go 2

Pitch decks, factsheets and FAQ

Get web page

Share campaign

Explore all assets



Surface Laptop Studio

Pitch decks, factsheets and FAQ

Get web page

Share campaign

Explore all assets



Surface Laptop SE

Pitch decks, factsheets and FAQ

Get web page

Share campaign

Explore all assets

2-in-1 flexibility to work your way





Surface for Business Where to Buy Page Feature

Boost your online visibility and sales thanks to being featured on official Microsoft website for Surface resellers!

Requirements

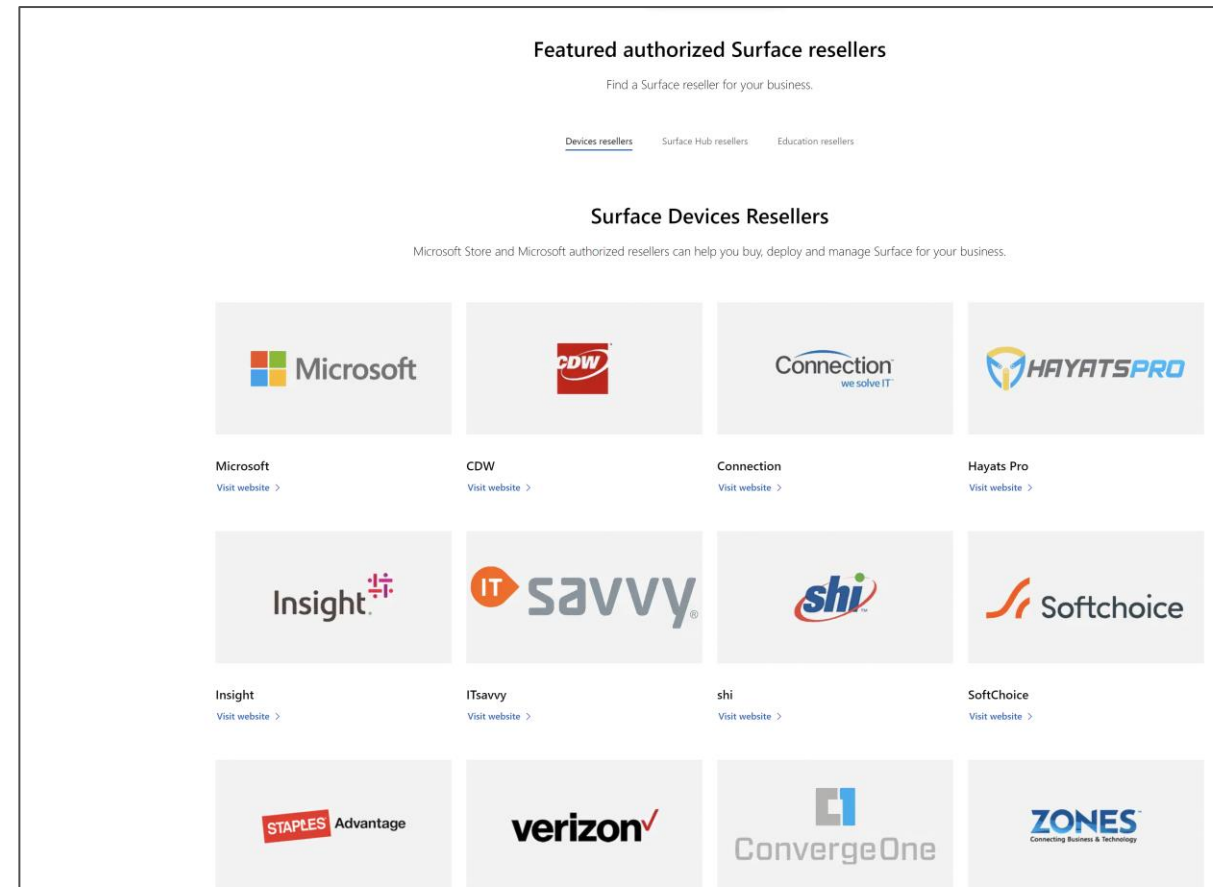
- Status of Authorized Devices Reseller
- Surface portfolio landing page
 - Official Surface imagery
 - Seamless transition to e-shop/contact/request form
 - Feature max. of 2 generations old hardware
- Provide company logo in addressable format and colors

Limitations

- Maximum of 12 partners per category per local page
- Currently localized pages for CZ/SK, HU, RO and GR markets

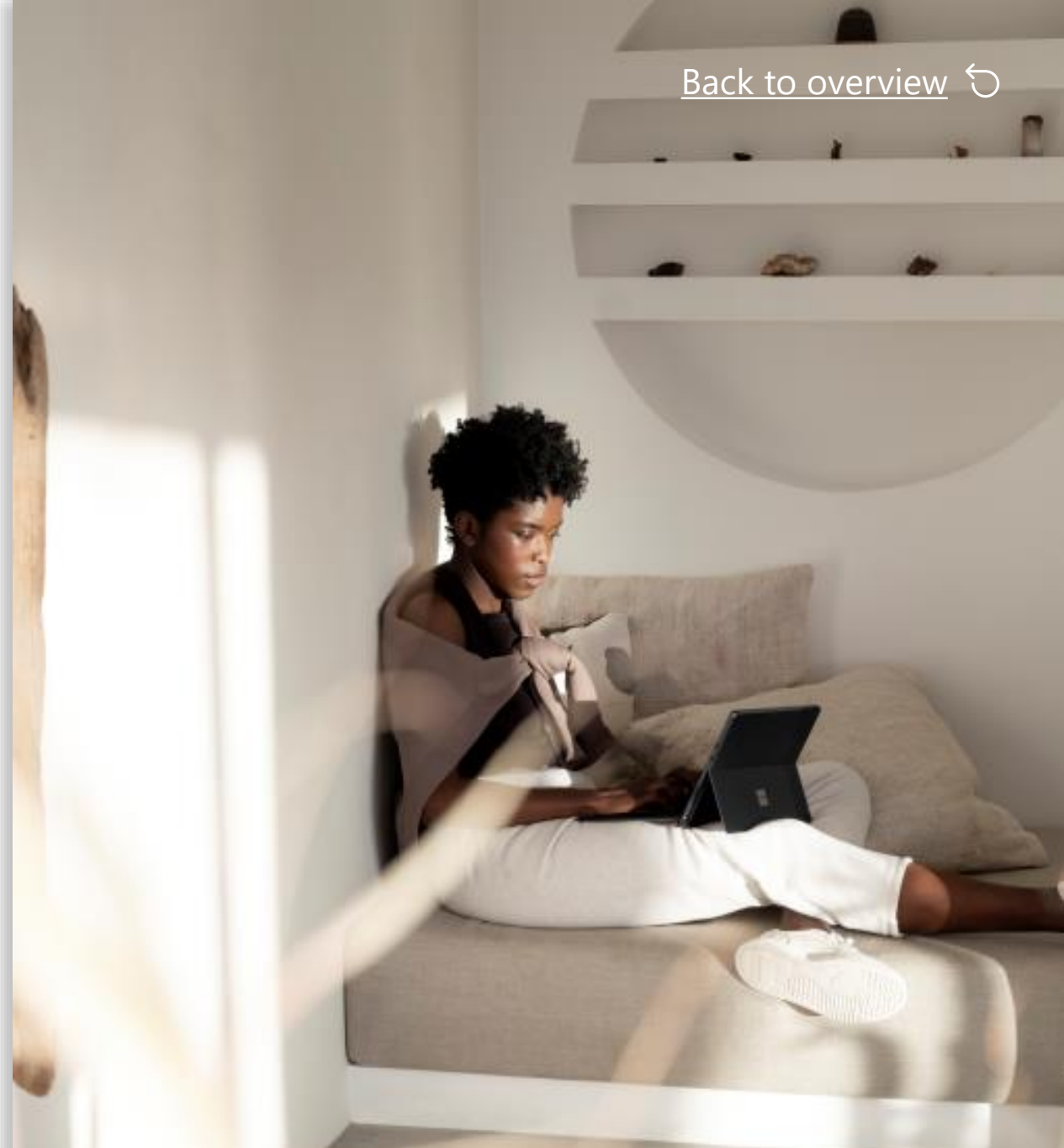
Disclaimer

All requests are due to be approved by your local PDM/Surface Commercial Team and WW Surface Websites team. For specific questions reach out to your local PDM.



6 Training resources

- 🔗 Expert Zone
- 🔗 Surface Academy
- 🔗 Surface Ambassador Program



Expert Zone

ExpertZone is an on-demand learning platform that offers seller readiness training and content that is snackable and gamified.

Become a Surface expert



Earn Points

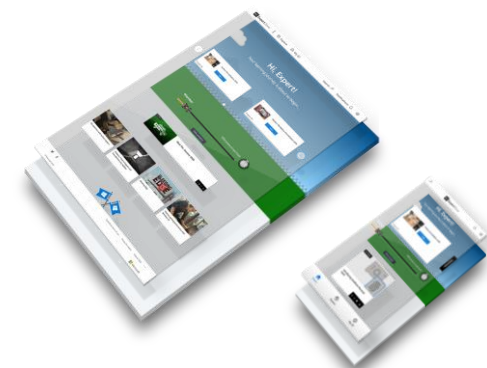


Unlock Rewards



Get Badges

” This is the best Microsoft training I have ever taken... It’s actually fun and makes me want to do more.
–Seller



Sign up today at expertzone.microsoft.com

Surface Academy

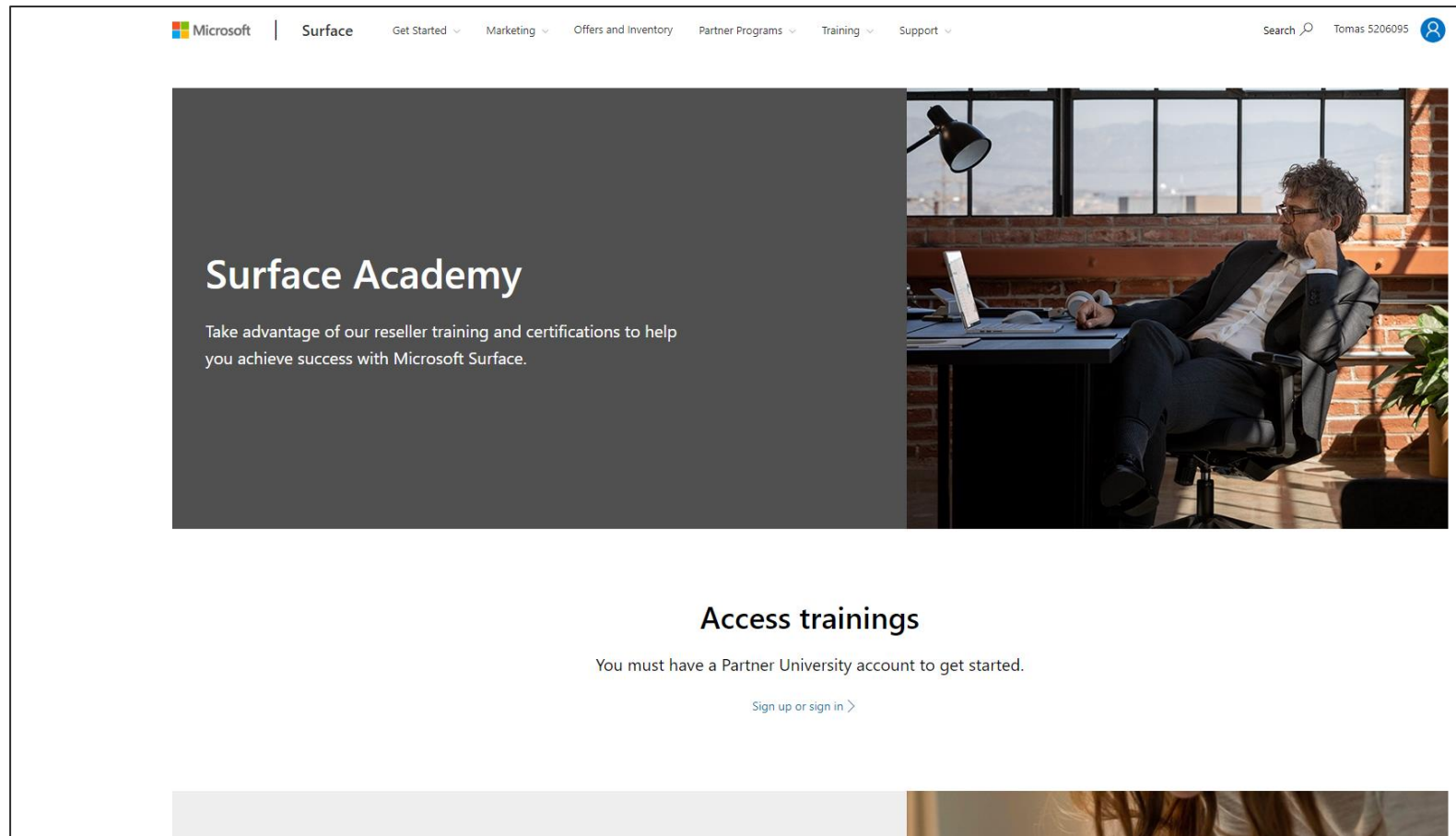
Surface Academy provides an on-demand training content for sellers or technical staff with certificate upon completion.

Overview

Access the core Surface trainings right on the Surface Reseller Alliance portal and skill yourself up in different areas of Surface products. Trainings are available for free and can be accessed after signing in.

Categories

- Surface PC core partner trainings
- Surface Hub core partner trainings
- Device-as-a-Service partner marketing program
- Zero-touch deployment program



Surface Ambassador Program

- Designed to support Surface Sellers and Technical Specialists in the channel to become expert at delivering great Surface solutions to their customers
- Separate sales and technical readiness, to develop sales/technical skills
- Situation practices and hands-on labs
- Ambassadors will be able to transfer their knowledge to their colleagues (Train the trainer)
- Get access to exclusive webinars and events along with access to Surface experts inside Microsoft to support their sales

Gives

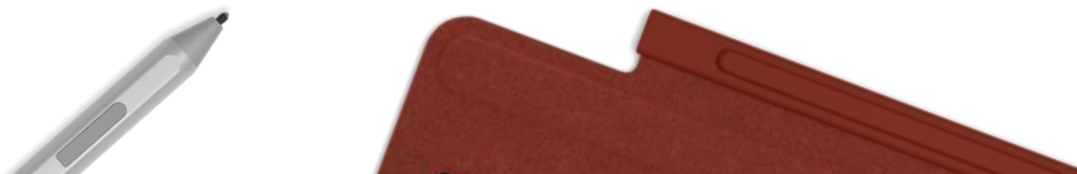
- Access to all training content
- Real life situation practices
- Exclusive webinars to help with sales and technical skills
- Early access to new products
- Technical deep dive sessions in specific topics
- Priority for loan demo products

Gets

- Take the training/attend webinars
- Tell us what topics and content you need support on
- Provide an evangelist for Surface+M365 solutions
- Open feedback and input into the business

How to join

Open to selected Surface Partners who can nominate one sales and one technical person from organization, who are committed to Surface. Registration required. Please reach out to your local PDM/Surface Commercial Team.



That's a wrap!

**Thank you on behalf of the entire
CEE Surface Commercial Team**

Catriona Mc Donnell: catmc@microsoft.com

Gabor Almasi: gaboralmasi@microsoft.com

