

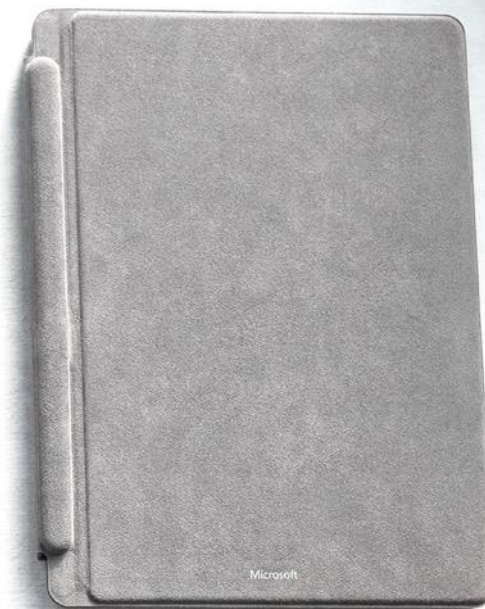
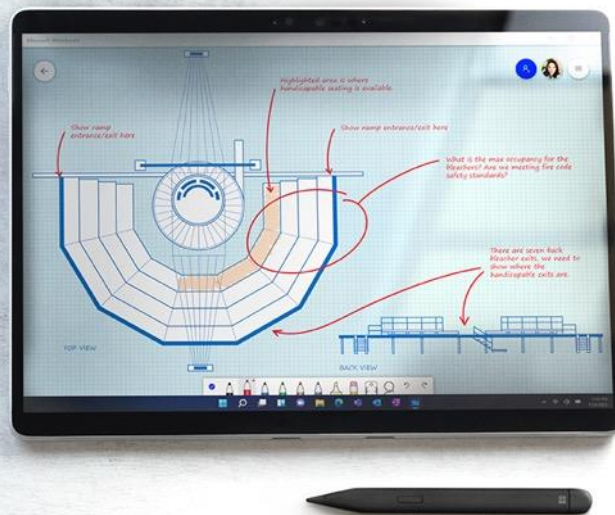
# Microsoft Surface for Business

Christian Behre  
Surface Partner Sales Lead Switzerland



# Hybrid work is the new normal

But it can be challenging to equip the new workplace



Employees want flexible work options and technology that doesn't complicate their lives.



Teams need better tools for remote collaboration and productivity.



IT environments are complex, with more outside devices connecting to internal networks.



Remote provisioning, deployment, and management of devices are becoming standard.



Privacy and cyberthreats require more advanced security across devices, users, apps, and their data.



# A modern device strategy is essential for your workforce—and a win for your business

Provide a flexible, energizing work environment

Renew productivity, creativity, and innovation

Retain and attract talents with premium devices they can choose



# Surface portfolio principles

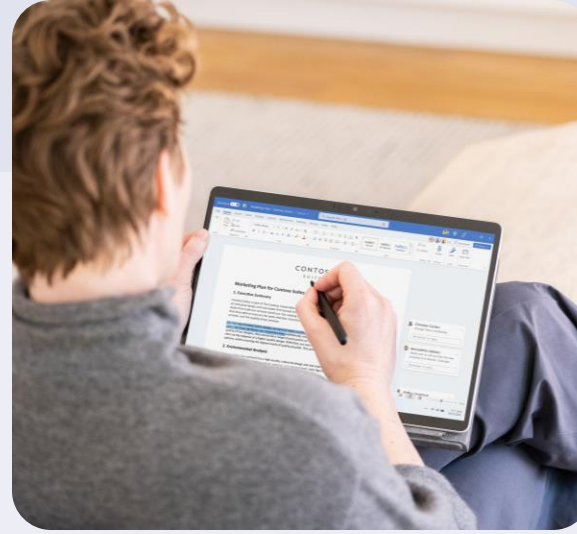
Thoughtfully  
designed



Versatile and  
adaptable



Powerful &  
productive



Manageability &  
security



# FY23 Value Pillars

Experiences you can count on - Powerful for employees. Consistent for IT. Secure for all.

## Design & Responsibility



Craftmanship



Sustainability



Accessibility

## Productive & Collaborative



Integrated productivity with Microsoft 365



Premium inking and touch



Gorgeous 3:2 displays



Mics, speakers and cameras

## Versatility



Versatile form factors



Power to run intensive business apps



All-day battery life

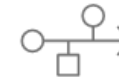


LTE options for ultimate connectivity

## Modern IT Management & Security



Surface with advanced Windows security from Chip to Cloud



Remote deployment and management with Windows 11



Integrated seamless device repair support portal

# Surface devices for every role



**Surface Go 3**  
Available with LTE Advanced



**Surface Pro 9**  
With 12th Gen Intel® or Microsoft SQ 3 with 5G\*



**Surface Laptop Studio**

**Frontline /  
Mobile customer service**

- Bank branch workers
- Nurses
- Patient Intake
- Production floor operations
- Retail associates
- Sales reps

**Field service**

- Mobile care workers
- Field technicians
- Case workers
- First responders
- Facilities operators

**Customer relationship  
managers**

- Wealth advisors
- Insurance adjustors
- Physicians
- Retail store managers
- Paralegals

**Information workers**

- Sr. Managers
- Consultants
- Office workers
- Attorneys
- City planners

**Executives**

- Financial directors
- Legislative staff
- Officials

**Engineers, designers,  
researchers**

- Investment analysts
- Engineers
- Developers
- Product designers



**Surface Laptop Go 2**



**Surface Laptop 5**



**Surface Studio 2+**



**Surface Duo 2**



**Surface Hub 2S**



# 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 7+

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**

# Surface Pro 9 for Business

Arbeiten Sie den ganzen Tag lang flexibel dank der Mobilität eines Tablets und der Leistung eines Laptops. Mit Surface Pro 9 mit optionalem 5G<sup>1</sup> bleiben weltweit verstreute Teams in Verbindung und können mit integrierten Sicherheitsfunktionen nach ihren Wünschen arbeiten – mit der Leistung, die sie für den Erfolg Ihres Unternehmens und Ihrer Kund\*innen benötigen.



## FUNKTIONEN

Professionelle Leistung mit Intel® Core™-Prozessoren der 12. Generation auf Basis der Intel® Evo™-Plattform<sup>1</sup> oder kontinuierlicher 5G-Konnektivität<sup>2</sup>, schnellem Multitasking und einer längeren Akkulaufzeit sowie einem Microsoft SQ® 3-Prozessor der neuesten Generation.<sup>3</sup>

Nutzen Sie den Bildschirm mit dem integrierten Kickstand im perfekten Winkel als Laptop für jeden Tag und jeden Ort in Kombination mit Surface Pro Keyboard.<sup>4</sup>

Nehmen Sie mit der längeren Akkulaufzeit<sup>5</sup>, einem für digitale Stifte konzipierten Touchscreen und hoher Audio- und Videoqualität an Videokonferenzen teil – mit einem optimierten Kamerawinkel, der Sie optimal in Szene setzt.

Unterschreiben, kommentieren und zeichnen Sie mit Surface Slim Pen 2<sup>6</sup> auf dem Tablet wie mit einem normalen Stift auf Papier. Dank der in das Surface Pro Signature Keyboard integrierten Aufbewahrungsmöglichkeit mit kabelloser Ladefunktion<sup>7</sup> ist der Pen stets aufgeladen und griffbereit.

Ob in einem warm ausgeleuchteten Showroom oder im fluoreszierenden Licht der Lagerhalle, erleben Sie lebensechte Farben auf dem nahezu rahmenlosen 13-Zoll-PixelSense-Display.

Secured-Core-PCs unterstreichen die Vorteile der Sicherheitsfunktionen von Windows 11, indem sie einen zusätzlichen Hardware- und Software-basierten Schutz für Mitarbeitende bieten, die mit besonders vertraulichen Daten Ihres Unternehmens arbeiten.

Wichtige Komponenten des Surface Pro 9, einschließlich Display, Thermomodul, Kickstand, Surface Connect-Anschluss und weitere können durch ein Netzwerk aus autorisierten Serviceanbietern oder direkt vor Ort durch erfahrene Techniker\*innen ausgetauscht werden.<sup>8</sup>





Human Presence  
Persistent User Authentication



Gaze Correction



Smart Noise Suppression



Auto Framing



Wide Dynamic Range

Enhanced Collaboration

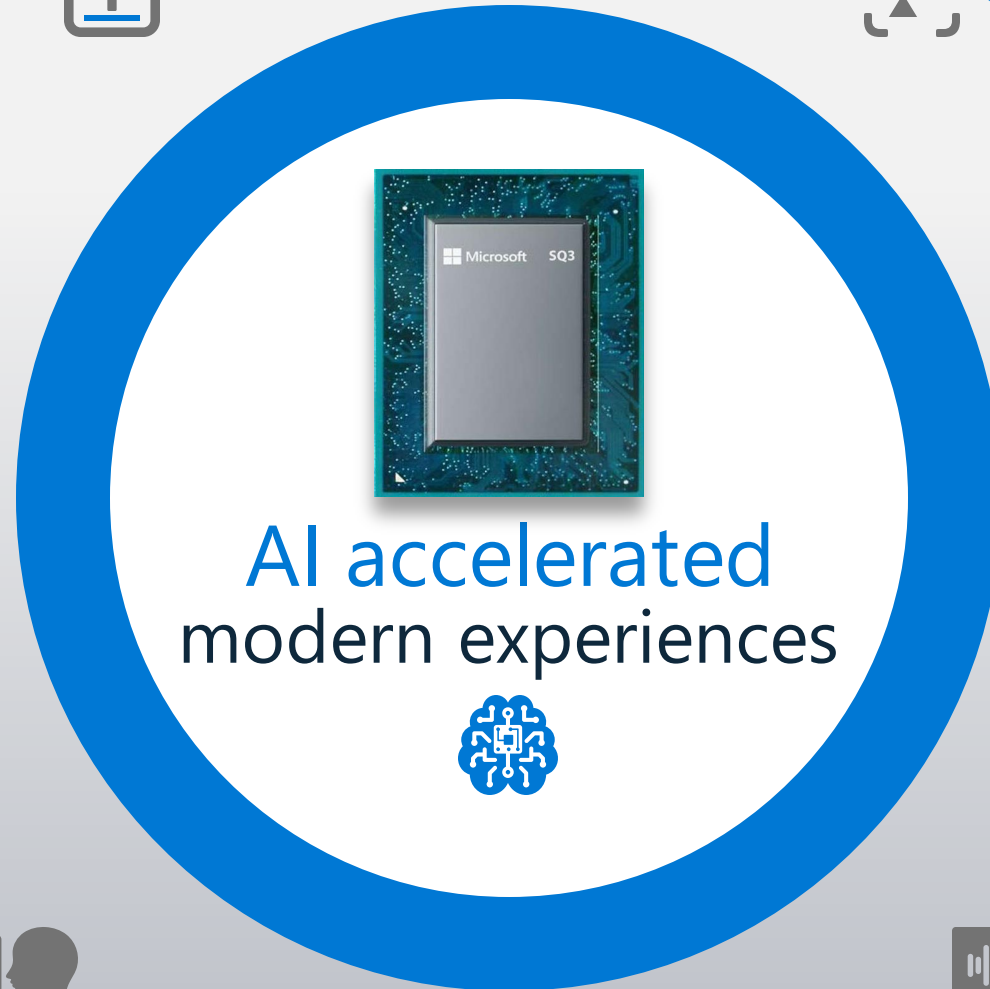
# Advanced hybrid work experiences\*

Qualcomm® AI Engine



- ✓ Next-Gen capabilities
- ✓ Increased performance + efficiency
- ✓ 29+ TOPS

\*experiences depend on OEM and OS enablement



Text recognition



Object classification

Voice activation



Computational  
photography

On-device security



Anomaly detection

Fingerprint



Eye-contact

Contextual awareness



Gesture tracking

Face detection



Voice recognition

# What's the value of AI to Surface?

Automatic Framing



Enhanced Eye Contact



Background Blur



Voice Focus



Voice Clarity





Voice Focus

# Make the most of your Surface Device

Surface and Microsoft accessories\* for the ultimate experience

## Productivity

Surface Pro Signature  
Keyboard



Surface Slim Pen 2



Surface Pen



Surface Arc Mouse



Surface Mobile Mouse



Surface Adaptive Kit



## Connect

Surface Dock 2



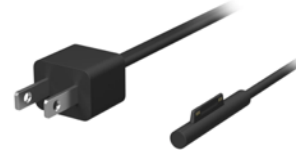
Surface USB-C® Travel  
Hub



Surface USB-C® to USB  
Adapter



Microsoft Surface 65W  
Power Supply



## Camera

Microsoft Modern  
Webcam



## Audio

Microsoft Modern  
USB-C Headset



Microsoft Modern  
Wireless Headset



Surface Headphones 2+



Surface Earbuds



Microsoft Modern  
USB-C Speaker



# Surface for Business

Surface for Business customers save time and money with streamlined deployment, modern device management, and built-in, cloud-powered security.

## Windows 10 / 11 Pro

Comes standard on Surface for Business devices, offering advanced security protections, enterprise manageability, and enhanced productivity tools.

[Compare Windows 10 Home vs Pro | Microsoft Windows](#)

## Support and warranty

In addition to the standard hardware warranty, commercial customers get Advanced Exchange<sup>3</sup>—a service offering with expedited device replacement.  
*(premier and unified Ticket Support)*

## Modern Management

Easy to deploy and manage. With a custom Unified Extensible Firmware Interface (UEFI)<sup>1</sup> paired with Windows Autopilot, Surface Enterprise Management Mode (SEMM), and Microsoft Intune,<sup>2</sup> Surface allows IT administrators to remotely control firmware-level functionality.

## Optimal devices for Office 365 experiences

Business customers can choose to pair Surface with Microsoft 365 commercial offerings, empowering everyone to be creative and work together, securely.  
*(Surface+ Discounts)*

## Security

Protect data and allow IT to control user access with BitLocker, discrete TPM 2.0 chips\*, and cloud-powered intelligent security with Microsoft Defender Advanced Threat Protection (ATP).

\*(Pro X > Firmware TPM)





# 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 PC  
through firmware  
(FASR)**



## Firmware

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



## Hardware

TPM 2.0  
BitLocker  
Windows Hello



Ultimate control · Proactive Protection · Peace of Mind

# Security with M365 and Surface

Reduce risk and lower costs with Microsoft 365-powered Surface devices



**20%**  
reduction

in security  
breaches for  
Surface users



**17%**  
reduction

in endpoint  
security spend



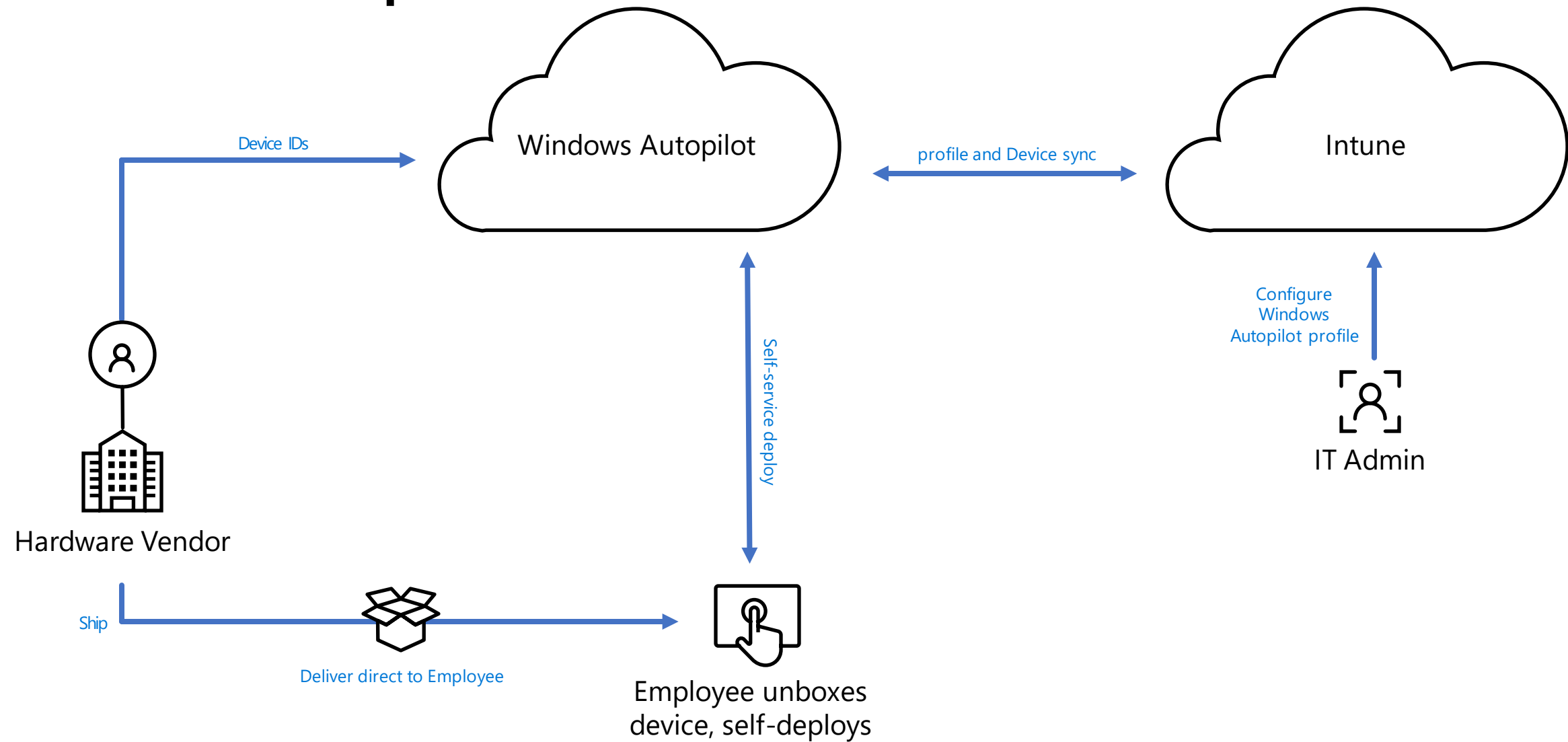
**14%**  
reduction

in mobile device  
management  
spend

*"We have seen a 30% to 40% reduction in security incidents needing a person dispatched thanks to using Surface Devices with Microsoft 365 E5."*

CTO, Professional Services

# Windows Autopilot





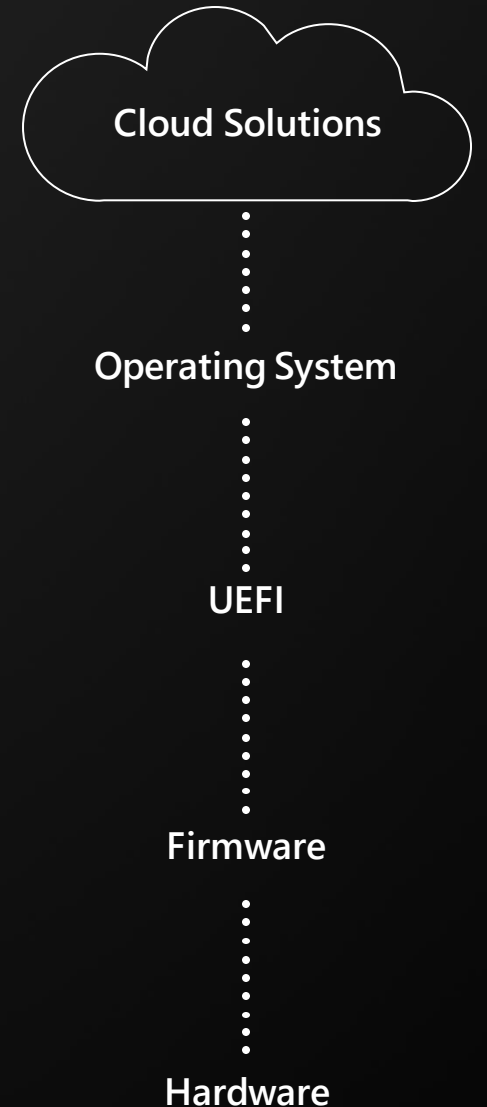
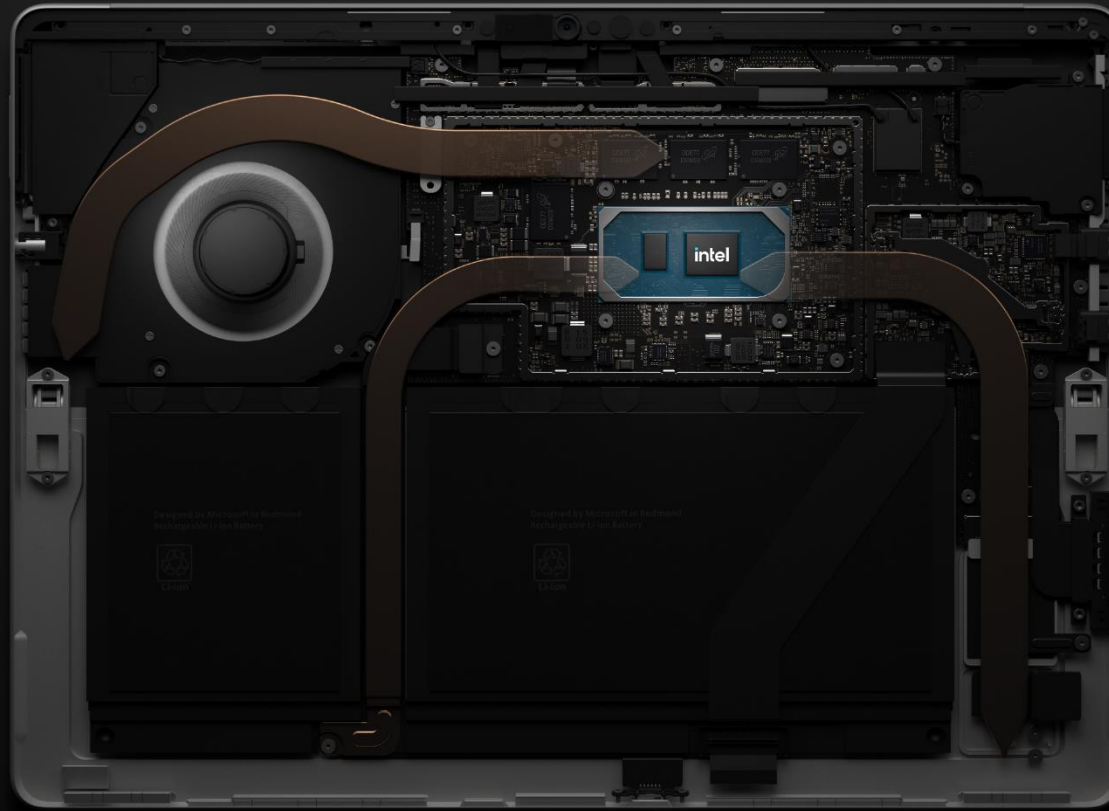
# Microsoft built UEFI

Unified Extensible Firmware Interface 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



# Device Firmware Configuration Interface (DFCI)

The DFCI brings new level of security and usability to PC configuration management

- Disabling cameras, microphones, and/or radios in manufacturing and other secure faculties
- Disable boot to USB and network for single purpose and KIOSK devices
- Disabling local user access to all UEFI settings to maintain the out of box configuration



## Device Firmware Configuration Interface

Windows 10 and later

1 Basics 2 Configuration settings 3 Assignments 4 Applicability Rules 5 Review + create

Use the Device Firmware Configuration Interface (DFCI) to remotely manage a device's UEFI settings. [Learn more.](#)

You can only manage these settings for devices that meet the following requirements:

- The device manufacturer supports DFCI.
- The device is registered with the Windows Autopilot deployment service.
- The device has been rebooted since the last MDM sync.

Security Features

Allow local user to change UEFI settings Only not configured settings

CPU and IO virtualization Not configured

Windows Platform Binary Table Not configured

Simultaneous multithreading Not configured

Built-in Hardware

DFCI can only manage hardware components built into the device. These settings cannot manage attached peripherals (e.g. USB webcams).

Cameras Not configured

Microphones and speakers Not configured

Radios (Bluetooth, Wi-Fi, NFC, etc.) Not configured

Boot Options

Boot from external media (USB, SD) Not configured

Boot from network adapters Not configured

Previous Next

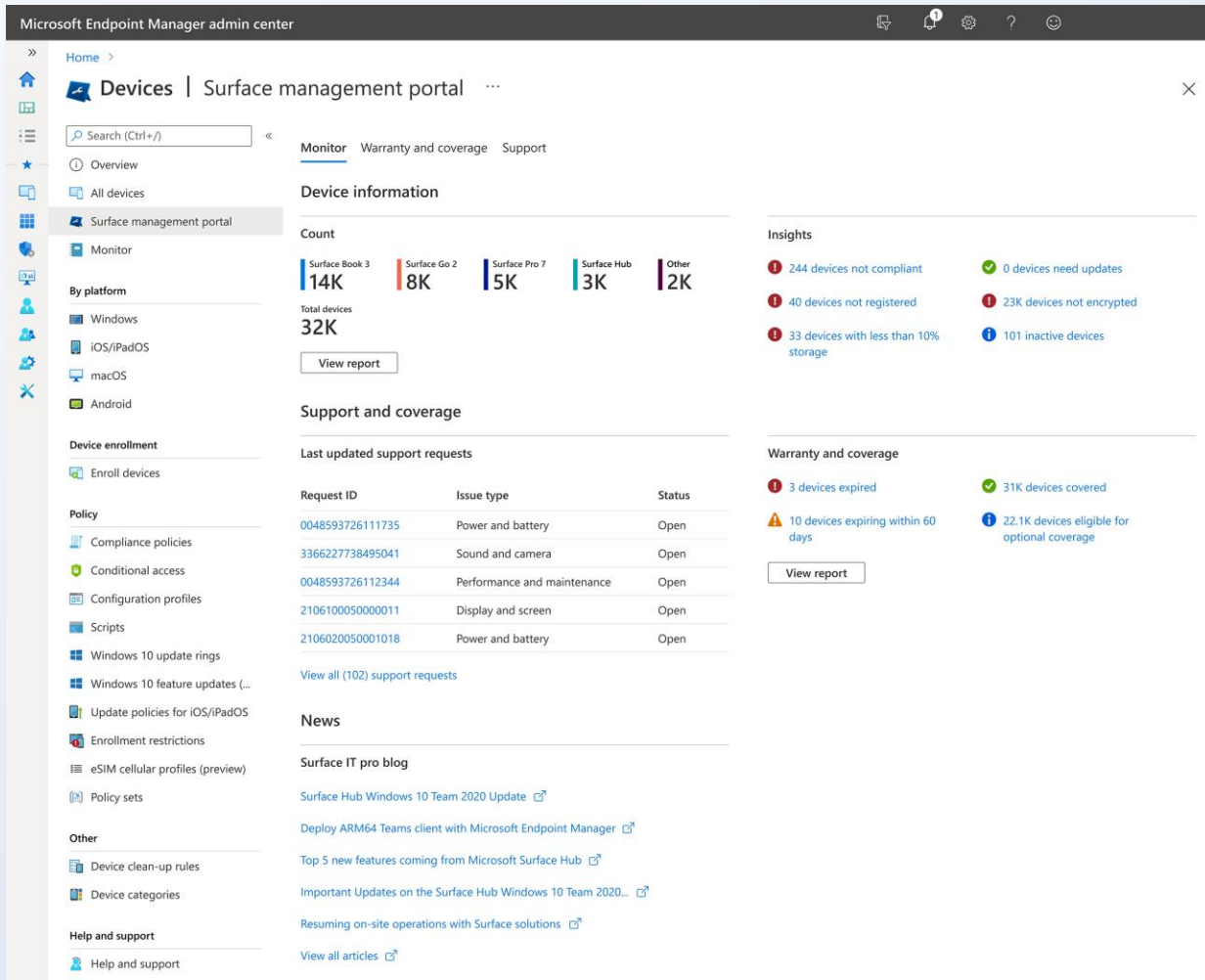
# Windows Autopilot on Surface

End-users are immediately productive with Surface!

- ✓ Autopilot optimized on Surface
- ✓ Partner-channel enabled and ready (Serial)
- ✓ Only OEM to automatically deregister/reregister returned devices
- ✓ DFCI Cloud UEFI Management / Zero touch remote device firmware management
- ✓ Clean Vanilla Image & O365 pre-installed

# Surface Management Portal

## Keep the overview



Reduce IT cost for the organization



Ability for customers to self-serve

## Centralize visualization of different features

1. Device overview
2. All Devices
3. Warranty
4. Support



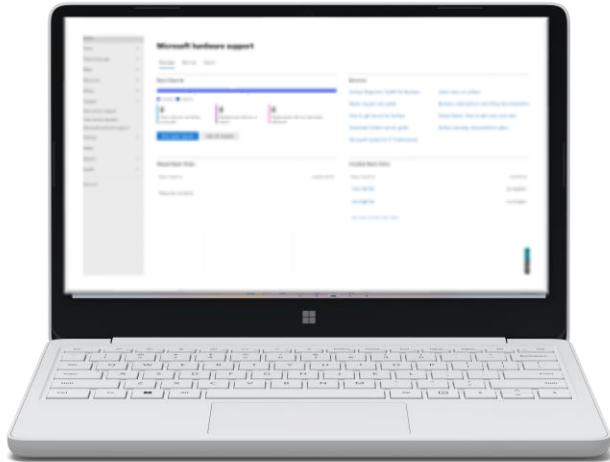
[illegible]

The image shows a desktop setup featuring a monitor displaying the Microsoft Endpoint Manager admin center. The browser window title is "Microsoft Endpoint Manager admin center". The navigation pane on the left includes links to Home, Dashboard, All services, FAVORITES, Devices, Apps, Endpoint security, Reports (preview), Users, Groups, Tenant administration, and Troubleshooting + support.

The main content area is titled "All services > Surface management portal > Surface devices". It includes filters for Device model, Compliance, Need updates, Registered, Encrypted, Free storage, Activity, and an Add filter button. Below the filters, it states "Showing 1 to 13 of 33 records".

Device name ↑↓	Owner	Device model	Serial number ↑↓	Compliance ↑↓	Registered ↑↓	Total storage ↑↓	Free storage
DEVICE-7478108	Ranata Hall	Surface Book	002256789101114	<span style="color: red;">●</span> Not compliant	Yes	119.24 GB	996.49 B
DEVICE-65788	Rene Flores	Surface Book 2	003356789101116	<span style="color: green;">●</span> Compliant	Yes	119.24 GB	999.02 MB
DEVICE-1234447	Riley Ramirez	Surface Book 3	004456789101113	<span style="color: green;">●</span> Compliant	Yes	119.24 GB	30.10 GB
DEVICE-2067890	Mikaela Lee	Surface Book	005556789101112	<span style="color: green;">●</span> Compliant	No	476.94 GB	11.10 GB
DEVICE-1211334	Victoria Burke	Surface Book	006656789101119	<span style="color: green;">●</span> Compliant	No	476.94 GB	803.45 MB
DEVICE-789008	Ellis Turner	Surface Book	006656789101222	<span style="color: green;">●</span> Compliant	No	119.24 GB	3.45 GB
DEVICE-1238904	Kerry Allen	Surface Book	008856789101115	<span style="color: green;">●</span> Compliant	Yes	476.94 GB	8.12 GB
DEVICE-2233004	Kai Carter	Surface Book	007956789101110	<span style="color: green;">●</span> Compliant	No	119.24 GB	4.22 GB
DEVICE-2233008	Kai Carter	Surface Book	007956789101110	<span style="color: green;">●</span> Compliant	No	119.24 GB	4.22 GB
DEVICE-2233008	Kai Carter	Surface Book	007956789101110	<span style="color: green;">●</span> Compliant	No	119.24 GB	4.22 GB
DEVICE-2233008	Kai Carter	Surface Book	007956789101110	<span style="color: green;">●</span> Compliant	No	119.24 GB	4.22 GB
DEVICE-2233008	Kai Carter	Surface Book	007956789101110	<span style="color: green;">●</span> Compliant	No	119.24 GB	4.22 GB

# New Microsoft Hardware Support Portal M365 Admin Center



**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 repairs 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 working in M365 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

# M365 Admin Center Hardware Support Portal

## How does it work?

1. Surface device is non-functional
2. Run [Surface Diagnostic Tool](#)
3. Submit a repair/replacement request if the Surface Diagnostic Tool was unable to fix the issue
4. Receive a replacement Surface device
5. Return the non-functional device to Microsoft within the 10-days per terms and conditions.

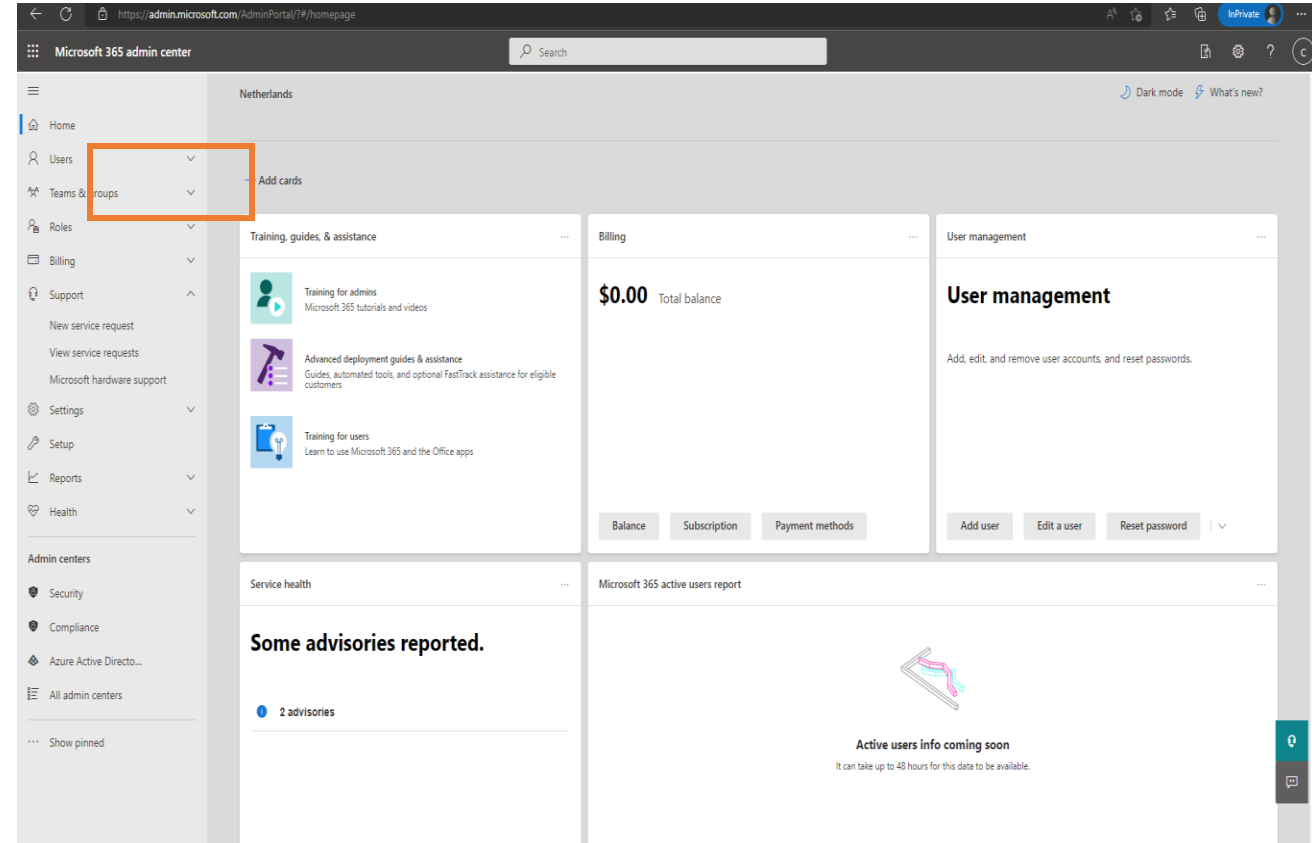
**Repairs will be fulfilled by Advance Exchange or Repair/Standard Exchange.**

Surface Hub and Surface accessories are not supported through the portal

Demo Video - <https://aka.ms/AAgyr2y>

Portal Guidebook - <http://aka.ms/AAgjkaa>

Here is a new wiki providing more info and addressing some possible FAQs.



To access the portal, customers should sign in to the M365 Admin Center and then register themselves to use the platform using the following link: <https://admin.microsoft.com/adminportal/home#/support/microsofthardwaresupport>. Customers whose tenants have already been enabled will be directed straight into the portal.

01

## Direct Savings



**31%** increased residual value

**26%** savings on hybrid meeting accessories

**23%** lower costs for 3rd-party support and security

02

## IT Efficiency



**49%** fewer helpdesk incidents

**44%** of organizations consolidated 2.3 devices on average per Surface

**40%** less staff time for ongoing maintenance

03

## Employee Experience



**30%** less time spent on security incidents

**32%** faster boot time, with 21% fewer reboots

**27%** reduction in wait-times for deployment

## Savings and benefits

Between device savings, IT efficiency, and more fluid productivity for employees, Surface and Microsoft 365 are more than the sum of their cost

Savings and benefits over three years

**\$9,036**

Total ROI

**2.8x**



# FastTrack will Support your Deployment Journey

Assist the customer throughout their Surface journey

## Surface Customer Success Journey



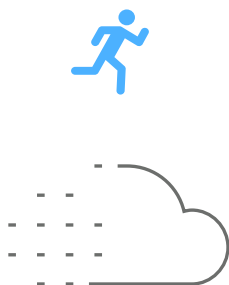
### Plan

Define the engagement process and identify the scenario and product to implement



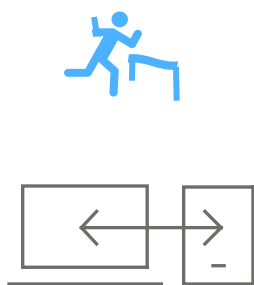
### Architect

Lead with Modern Deployment & Management reference architecture and standardised implementation process



### Pilot

Assist in infrastructure setup to pilot-deploy and manage Surface devices in a production environment



### Deploy

Support in scaling pilot infrastructure to at scale deployment, in phases across all Surface devices

# Microsoft's Commitments

Carbon negative  
by 2030

Zero waste  
by 2030

## Windows and Surface Commitments



### Reducing carbon impact

Designing Out Carbon Emissions  
Renewable Energy in Supply Chain  
ENERGY STAR® Efficiency Ratings



### Circular by design

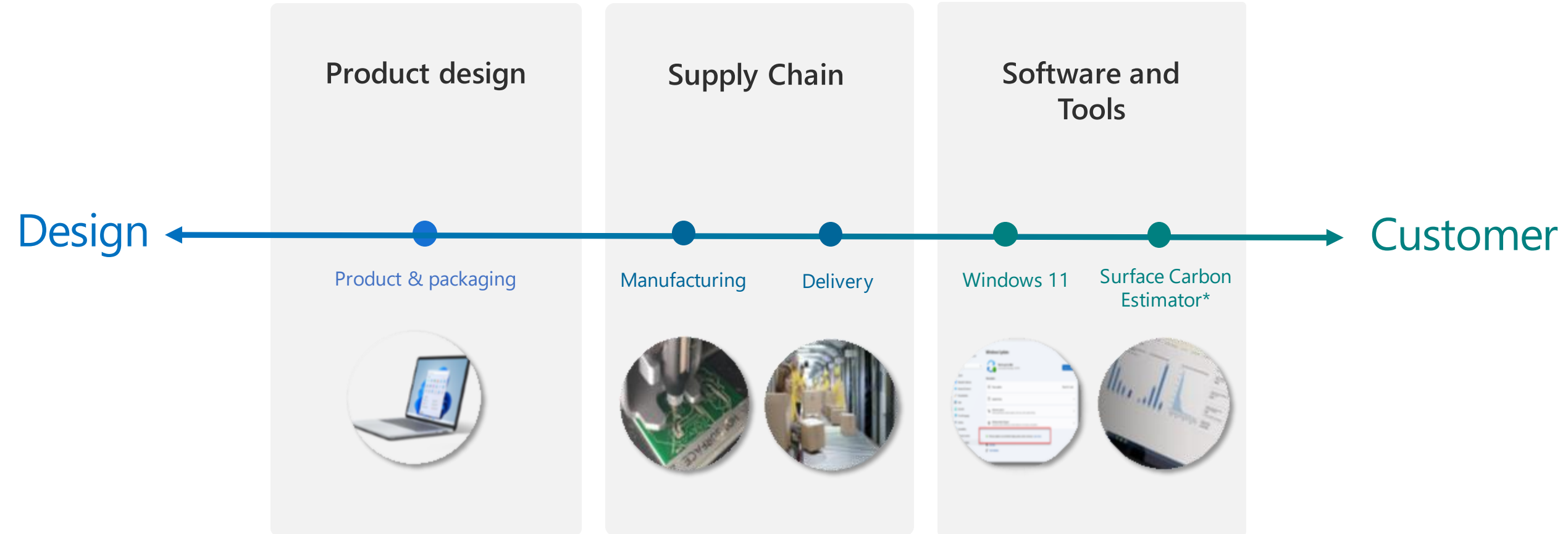
More Sustainable Packaging  
Increasing Repairability  
Innovating New Circular Materials



### Integrity built-in

EPEAT Gold™ Registered PCs  
EcoProfiles for Devices  
Transparency on Impact

# Reducing carbon impact across the lifecycle



*\*For commercial customers; expected to available later this year*



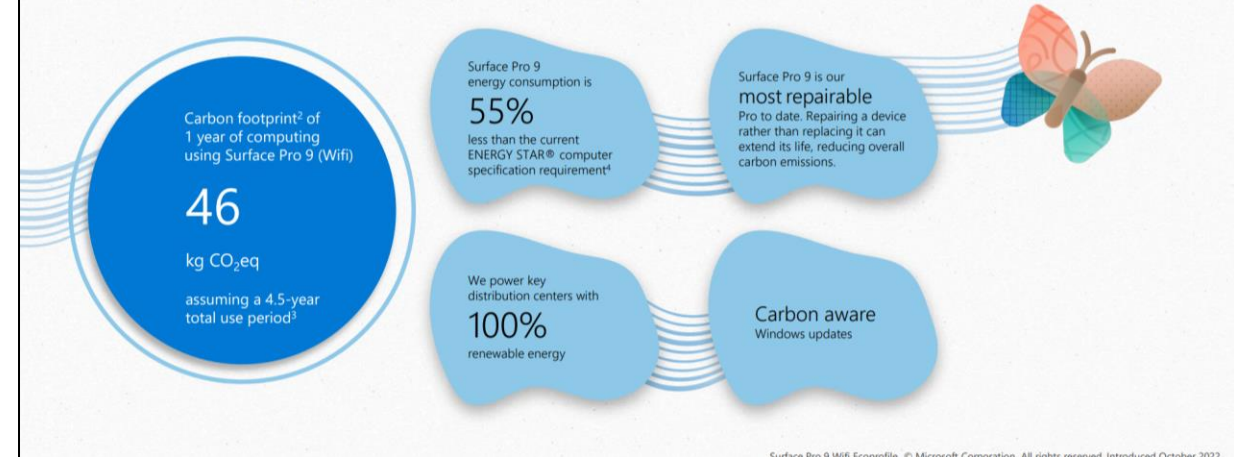
## ECOPROFILE

# Surface Pro 9 (Intel/Wifi)



## Reducing carbon emissions

Surface is helping achieve Microsoft's commitment to become carbon negative by improving efficiency in our operations, devices, software and supply chain.



## Building with integrity

### Responsibly made

Our values of integrity, accountability, and respect provide the foundation for responsible sourcing. Engaging with our suppliers around issues of human rights, sustainability, and ethics helps us understand and mitigate risk, increase transparency, build capacity, and create shared value for society. Read our [Responsible Sourcing Report](#) for more information.

We take a precautionary approach to [substance management](#). We follow legislative developments and research regarding chemical impacts on health and environment and update our specifications with new product and manufacturing substance restrictions to address risks.

### Labels and certifications

Surface Pro 9 is EPEAT registered in many countries at the Gold level, the highest available rating. EPEAT criteria cover topics including reduction of carbon transparency, energy efficiency, material selection, product design for repair and longevity, chemicals of concern, distribution, packaging, responsible end-of-life management, responsible manufacturing, and corporate performance and reporting. For more information, visit the [EPEAT registry](#).

Surface Pro 9 is ENERGY STAR<sup>®</sup> certified. Visit the [ENERGY STAR website](#) for more information.

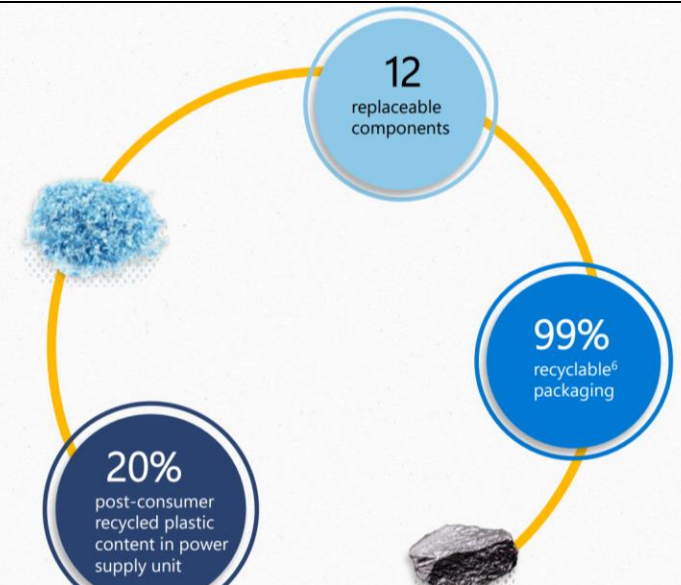


## Circular by design

The linear 'take, make, and waste' approach is no longer viable. That's why we design products with circularity in mind, meaning we follow a 'reduce, reuse, and recover' model to minimize waste and maximize the reuse of resources.

Surface Pro 9 is our **most repairable**

Surface Pro device to date.





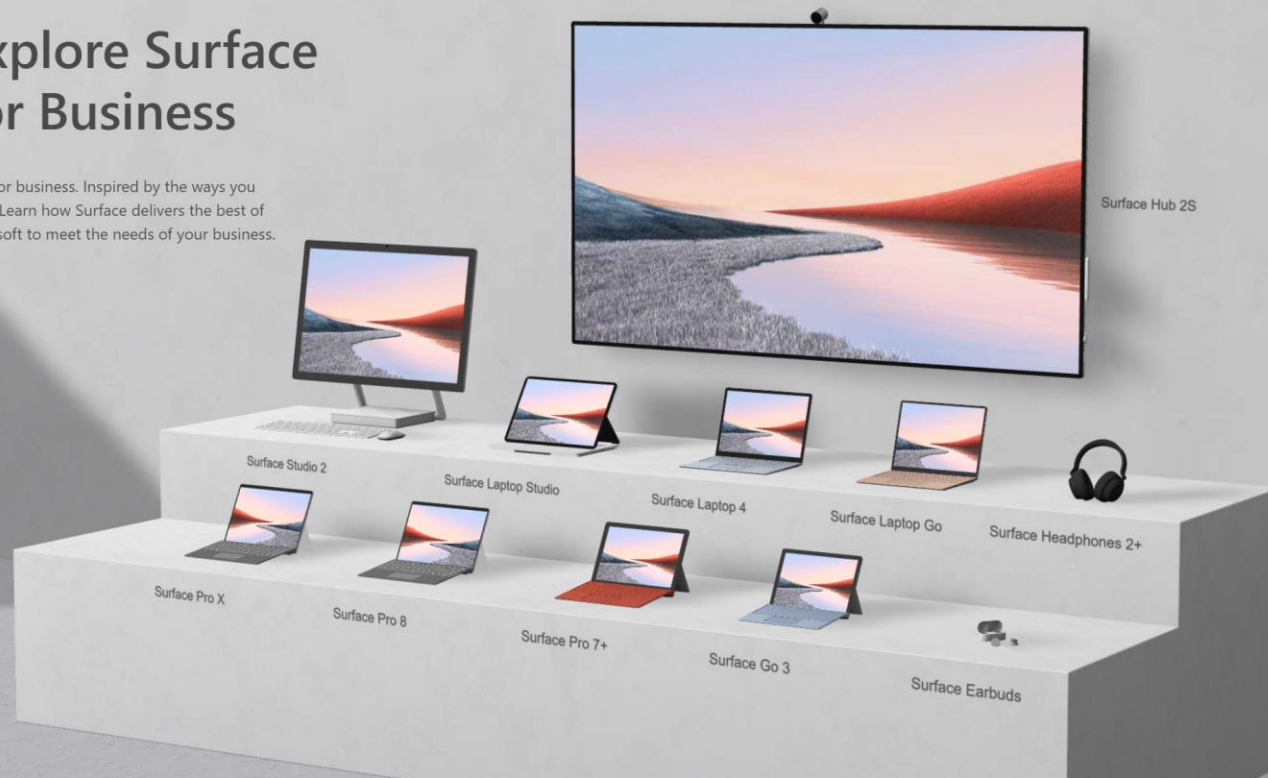


# Surface Reseller Alliance Partner Program



# Explore Surface for Business

Built for business. Inspired by the ways you work. Learn how Surface delivers the best of Microsoft to meet the needs of your business.



[Link: Explore Surface](#)

## Explore Surface in 3D

# Surface for Business – Value Pillars



## Chip to cloud security

Security is built into every layer, from the supply chain to the firmware to the operating system. The prerequisite of a Zero Trust architecture

- TPM 2.0 Chips
- Bitlocker
- Windows Hello for Business
- Microsoft own Firmware & UEFI \*
- DFCI (Firmware Interface via Intune) \*
- Firmware Update via WUfB
- MDM UEFI Management



## Modern Deployment Modern Management

Enable work from anywhere while keeping control with zero-touch deployment with Autopilot

- Windows Autopilot initially tested and simplified on Surface
- CSP-Partner enabled with Serials \*
- Automatically deregister / register returned devices \*
- DFCI (Intune Firmware Interface) \*
- Clean Vanilla Image incl. Office



## Next-Level collaboration

Teamwork and meetings come to life with digital whiteboards, crystal-clear speakers, cameras, microphones and screens

- Cristal clear Dolby Atmos Speakers
- Dual far-field Studio Microphones
- high quality Cameras
- Premium inking with Surface Pen
- Touch screens on all Surface
- LTE / 5G with eSim in some models



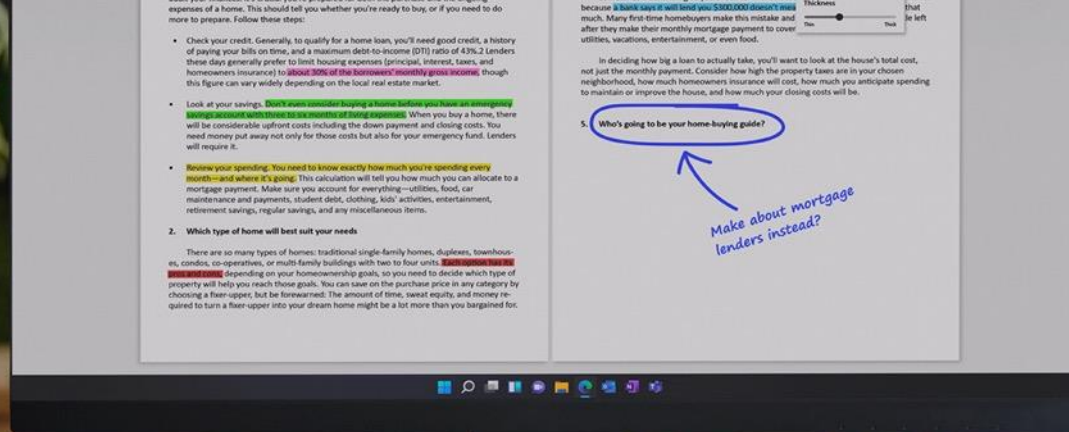
## User Experience

Premium experience across the portfolio of devices, providing a solution for every scenario. Retain and attract talents

- Premium quality and haptics
- Super fast passwordless Logins with Windows Hello for Business and modern standby
- Ultra fast booting time
- All-day battery life
- Business optimized 3:2 Aspect Ratio for an efficient working experience







# Thank you





