



Get the right tool for every job

How Surface meets the needs of seven workplace roles

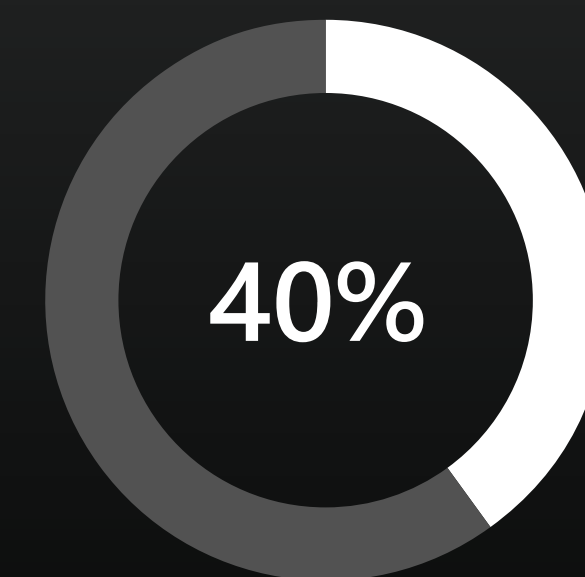


Having the right tool for the job makes everything easier. And different roles have different technology needs. So why do so many companies bulk order identical computers every few years, regardless of role?

People are at the centre of any company's culture. And a personal computing device is just that – personal. Giving each person the device that most closely matches what they want and need helps everyone up their game, inspiring innovation, attracting top talent and increasing employee retention.

Both form and function matter when matching the right devices to roles within your organisation. Let's take a look at how this plays out for seven roles that are common to many types of business.

40% of employees have left a job because they didn't have access to the latest digital tools.¹

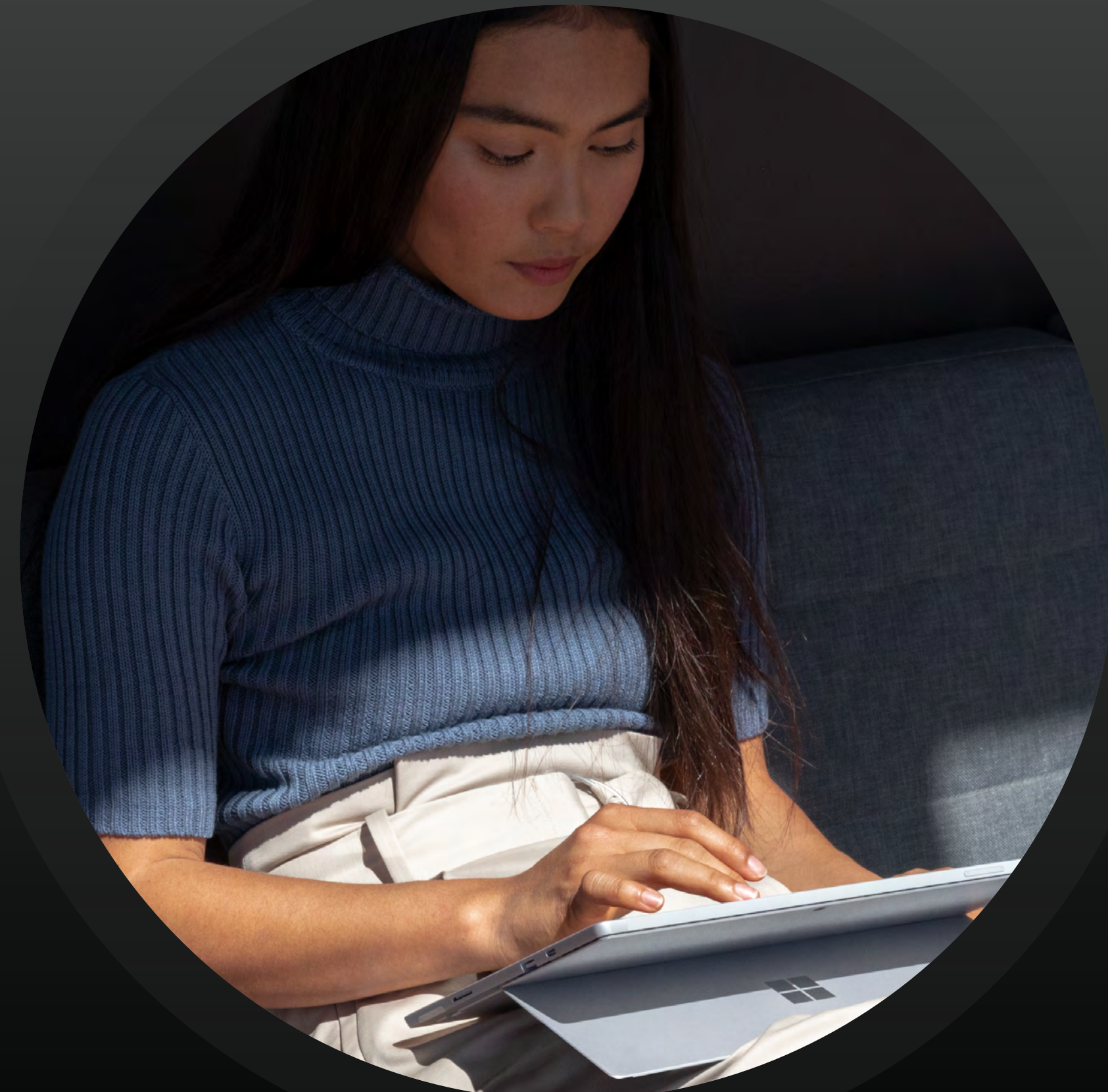


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The customer connectors

Whether in-person or remote, the personal interactions that happen with your customers are some of the most important to establishing a positive relationship and a strong brand. And delighting customers is what makes some brands shine, while others struggle. These professionals are also in a position to collect vital information about your customers, creating rich customer profiles.

Employees who perform these roaming customer service roles as retail floor salespeople, bank tellers, patient intake representatives and customer service counter personnel all need technology that is portable, easy to use and gives them all the information they need about your products or services.



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We recommend:



Surface Go

Laptop-to-tablet flexibility that goes anywhere

Ideal for easily accessing and inputting customer information and even getting a customer signature using Surface Pen² digital inking, our lightest Surface yet starts at just 1.15 lb with a compact tablet-on-the-go design that provides a vivid and responsive 10" touchscreen display. A fast Intel® Pentium® Gold processor means it doubles as a laptop at a desk or counter, handling everything from mobile apps to comprehensive full-feature desktop software.

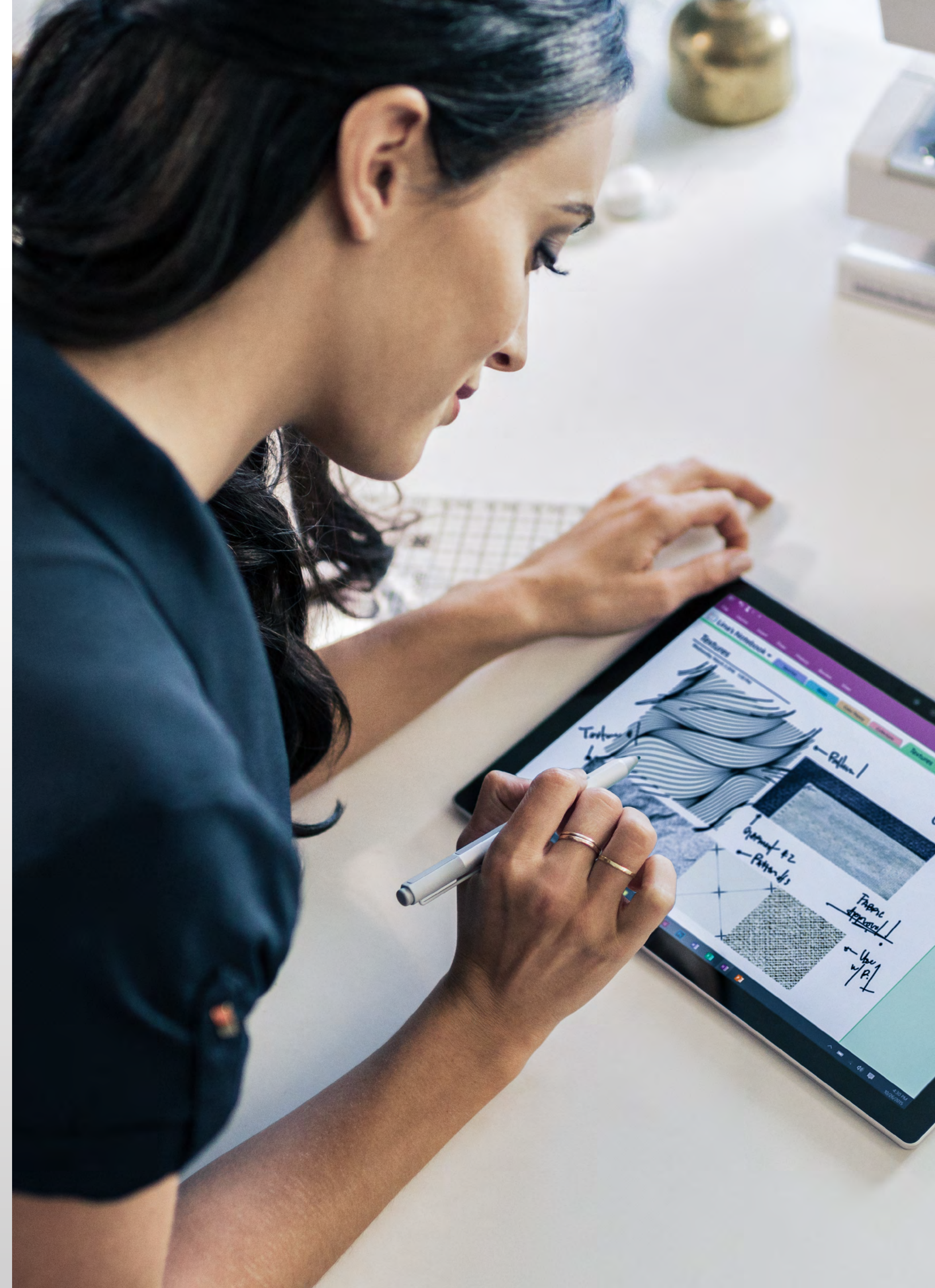
Need more processing power or a larger screen?



Choose Surface Pro

Ultra-light and versatile power

Change instantly from laptop to tablet, or use Surface Pro in studio mode. The high-resolution 12.6" touchscreen display and powerful quad-core powered 8th Gen Intel® Core™ processor along with Surface Pen² digital inking provide the best of all worlds for delightful customer experiences. Optional LTE Advanced³ connectivity is available on some models.



Builders and creators

Whatever it is that your business delivers, it's people who create it. While nearly all modern work roles require some amount of creativity, these roles demand it as they are the makers – engineers, designers, developers, researchers or anyone who makes things or delivers creative output.

All these professionals have similar needs for high-capacity computing with more processing power (especially graphics processing) and the ability to run multiple tasks simultaneously. Power and performance reign with this role group, but style, efficiency and elegance also matter significantly to the personalities drawn to these professions.



We recommend:



Surface Studio

The ultimate creative studio

With maximum processing power and screen real estate, Surface Studio smoothly runs the intensive, professional-grade software these roles require and includes Surface Pen for digital inking.

The strikingly large 28" touchscreen display provides 13.5 million pixels of true-to-life colour, at a 3:2 aspect ratio optimised for productivity. And with an Intel® Core™ i7 processor, discrete NVIDIA® GeForce® GPU and SSD storage, this is our most powerful Surface yet.

Need more mobility?



Choose Surface Laptop

Portable style and speed

This thin, light and elegant laptop keeps these demanding roles productive and provides all-day battery life⁴, a vibrant 13.5" touchscreen display and multitasking power with the latest quad-core powered 8th Gen Intel® Core™ processor.



Choose Surface Book

Powerful, portable performance

Whether compiling code, hand writing notes or presenting your work, high-speed Intel® quad-core processors and NVIDIA® graphics can handle it all. Available in two sizes with a 13.5" or 15" detachable touchscreen display, Surface Book is a sleek and speedy laptop, powerful tablet and portable studio in one.

Need state-of-the-art collaboration?



Choose Surface Hub

Teamwork without boundaries

Enable teamwork anywhere with Surface Hub, a modern, all-in-one collaborative canvas and meetings platform that brings the power of Windows 10 to teams. It's light, thin and easy to integrate into any workspace.

Sales professionals

Successful sales start with engagement and conversation. Buyers expect salespeople to understand their industry, their business and their unique needs. When sales reps are interacting with customers throughout the day, they need access to full information at their fingertips, the ability to gain insight into their prospect and a polished presentation of the benefits of your product or service.

Of course, their technology must be highly mobile, but these roles also need dependability, power and seamless connectivity to make the sale. And when questions arise, they need access to answers quickly, with strong collaboration tools.



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We recommend:



Surface Pro

Ultra-light and versatile power

Change instantly from laptop to tablet for the versatility, portability and power that sales representatives require with a quad-core powered 8th Gen Intel® Core™ processor and a high-resolution 12.6" touchscreen display. Surface Pen² digital inking makes it easy to complete the sale with signed contracts on the spot, while a front-facing 5.0 megapixel HD camera facilitates remote meetings. Optional LTE Advanced³ connectivity is available on some models.

Need maximum portability?



Choose Surface Go

Laptop-to-tablet flexibility that goes anywhere

Collect and share information or capture a customer signature with our lightest Surface yet. Starting at just 1.15 lb, this compact tablet-on-the-go is easy to take anywhere and provides a vivid and responsive 10" touchscreen display. A fast Intel® Pentium® Gold Processor means it doubles as a fully featured laptop when needed, handling desktop software easily.



Field service providers

Field service is becoming a profitable source of business intelligence and brand differentiation. Every customer contact, especially for a repair, is an opportunity to build your brand's reputation.

Strong collaborative tools, including the ability to share real-time views with experts and collaborate through chat and video, increase efficiency through context-specific service. These roles require portable, lightweight and connected technology that gives field service workers access to all the information they need to delight customers by successfully resolving the maintenance or repair issue as quickly as possible.



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We recommend:



Surface Go

Laptop-to-tablet flexibility that goes anywhere

Ideal for service personnel who need to easily access detailed manuals, input maintenance information and even gather customer signatures from remote locations, our lightest Surface starts at just 1.15 lb with a compact tablet-on-the-go design that provides a 10" touchscreen display, all-day battery life⁵ and optional LTE Advanced⁶ connectivity. A fast Intel[®] Pentium[®] Gold Processor means it can handle everything from mobile apps to comprehensive full feature desktop software.

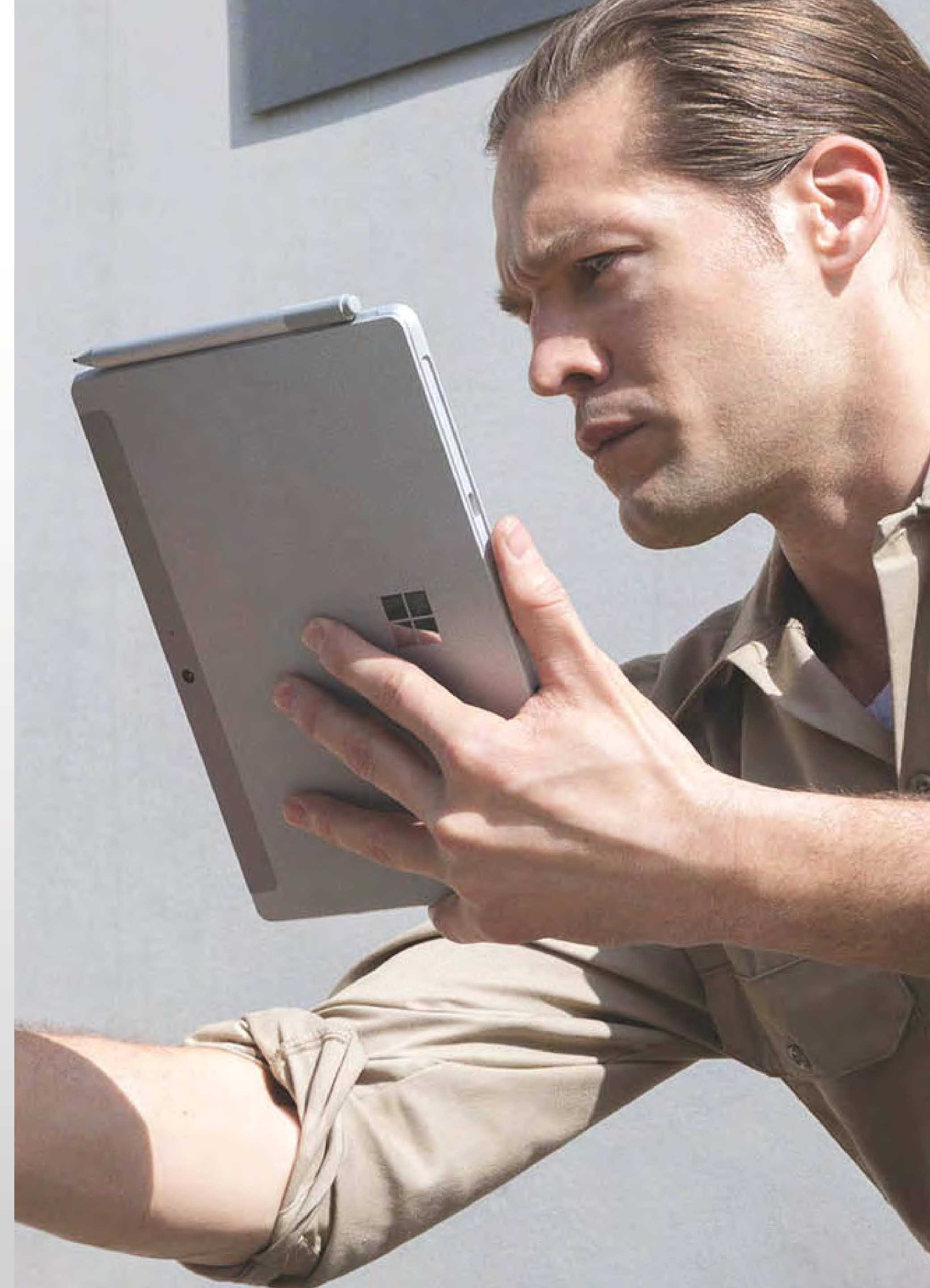
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Change instantly from laptop to tablet, or use Surface Pro in studio mode. The high-resolution 12.6" touchscreen display and powerful quad-core powered 8th Gen Intel[®] Core™ processor along with Surface Pen² digital inking provide the best of all worlds for powerful and portable field service experiences. Optional LTE Advanced³ connectivity is available on some models.



Customer cultivators

Once the first sale has been made, a prospect becomes a customer, and the focus shifts to strengthening that relationship. Customer relationship managers need to deliver personalised service in order to maintain and deepen customer loyalty. Just as salespeople need access to deep insights, these roles do too.

In order to achieve their goals, these professionals need access to the latest technology, CRM tools and deep data insights. That requires powerful hardware that offers strong communication and collaboration technology for connecting with customers and coordinating with colleagues.



We recommend:



Surface Pro

Ultra-light and versatile power

Change instantly from laptop to tablet for the versatility, portability and power customer relationship managers require with a quad-core powered 8th Gen Intel® Core™ processor and a high-resolution 12.6" touchscreen display. A front-facing 5.0 megapixel HD camera facilitates remote meetings, and optional LTE Advanced³ connectivity is available on some models.

Need a larger screen?



Choose Surface Laptop

Portable style and speed

This thin, light and elegant laptop keeps up with the communication, collaboration and data access needs of customer relationship roles by providing all-day battery life⁴, a vibrant 13.5" touchscreen display and multitasking power with the latest quad-core powered 8th Gen Intel® Core™ processor.

Need state-of-the-art collaboration?



Choose Surface Hub

Teamwork without boundaries

Enable teamwork anywhere with Surface Hub, a modern, all-in-one collaborative canvas and meetings platform that brings the power of Windows 10 to teams. It's light, thin and easy to integrate into any workspace.

Information workers

A lot of roles primarily work with data and information, discovering insights and creating meaning from industry trends, current conditions and proprietary business data – all in an effort to provide meaningful information that can guide business decision making.

Whether they are human resource specialists, administrative assistants, marketing managers or any number of other office personnel roles, these information workers primarily need efficient business tools so that they can process data, create reports and perform similar tasks that keep the business moving forwards. They need technology that helps them work the way they want, with mobility, connectivity and collaboration features to enable their best work.



We recommend:



Surface Pro

Ultra-light and versatile power

Change instantly from laptop to tablet for the versatility, portability and power information workers require with a quad-core powered 8th Gen Intel® Core™ processor and a high-resolution 12.6" touchscreen display. All-day battery life⁷ lasts from meeting to meeting, Surface Pen² digital inking makes it easy to capture notes and the front-facing 5.0 megapixel HD camera and immersive Dolby® Audio™ sound enable dynamic video calls. Optional LTE Advanced connectivity available on some models.

Need a larger screen?



Choose Surface Laptop

Portable style and speed

This thin, light and elegant laptop keeps up with the communication, collaboration and data access needs of information workers by providing all-day battery life⁴, a vibrant 13.5" touchscreen display and multitasking power with the latest quad-core powered 8th Gen Intel® Core™ processor.

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People and process managers

From the back office to the corner office, managers of every level are leaders and decision makers. They need a high-level view of the business and access to meaningful details, experts at their organisation, budgets, timelines, and more. They need to do it all, and with the polish and professionalism that investors and other industry leaders respect.

Premium Surface devices not only look the part, they do the job at the high level these leaders expect – with powerful mobility, connectivity and collaboration features, along with bright, high-definition displays that communicate power and presence.



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We recommend:



Surface Laptop

Style and speed for powerful expression

This thin, light and elegant laptop keeps up with the demands of managers and executives and provides all-day battery life⁴, a vibrant 13.5" touchscreen display and multitasking power with the latest quad-core powered 8th Gen Intel® Core™ processor. Multiple colour options make a personalised and stylish impression, plus enterprise-grade security is built in, reducing concerns about sensitive data.

Need state-of-the-art collaboration?



Choose Surface Hub

Teamwork without boundaries

Enable teamwork anywhere with Surface Hub, a modern, all-in-one collaborative canvas and meetings platform that brings the power of Windows 10 to teams. It's light, thin and easy to integrate into any workspace.



A Surface for every need

There's a Surface to match the needs of many different roles, and some roles may have multiple Surface devices that should be in the consideration set. Each Surface device is designed for the modern workplace, and each provides flexibility that allows individuals to customise their experience. The range of options combined with personalisation means that there's a Surface for everyone.

71% of survey respondents believe that Microsoft 365 and Surface positioned their organisation as a top employer.⁸

What's most important is to consider the true needs of each role at your organisation and provide a premium device that will inspire employees and enhance the way they work naturally. Surface devices combine the best of Microsoft technology – hardware, software, apps and services – all working together the way they were intended, so your entire organisation can meet current business demands and be ready for the future.

Ready to get started?

Reach out to your Microsoft account executive or solutions specialist to learn more. If you don't have an account manager, you can request a call from our sales team.



¹ [“Workplace 2025: The Post-Digital Frontier”](#), Randstad US, 2018.

² Surface Pen sold separately from Surface Go, Surface Laptop, Surface Pro and Surface Book 2.

³ LTE functionality only available on Surface Pro (5th Gen) i5/256 GB SSD/8 GB with LTE Advanced. Service availability and performance subject to service provider’s network. Contact your service provider for details, compatibility, pricing, SIM card and activation. See all specs and frequencies at [surface.com](#). Availability of data plans for eSIM varies by market and by service provider.

⁴ Up to 14.5 hours of battery life for local video playback. Testing conducted by Microsoft in September 2018 using preproduction Intel Core i5, 256 GB, 8 GB RAM device. Testing consisted of full battery discharge during local video playback. All settings were default, except Wi-Fi was associated with a network and Auto-brightness was disabled. Battery life varies significantly with settings, usage and other factors.

⁵ Surface Go: Up to 9 hours of battery life for local video playback. Testing conducted by Microsoft in June 2018 using preproduction Intel® Pentium® Gold 4415Y Processor, 128 GB, 8 GB RAM device. Testing consisted of full battery discharge during video playback. All settings were default, except Wi-Fi was associated with a network and Auto-brightness was disabled. Battery life varies significantly with settings, usage and other factors. Surface Go with LTE Advanced: Up to 8.5 hours

of battery life for local video playback. Testing conducted by Microsoft in October 2018 using preproduction Intel® Pentium® Gold 4415Y Processor, 128 GB, 8 GB RAM LTE Advanced device. Testing consisted of full battery discharge during video playback. All settings were default, except LTE was enabled and the device was connected to an LTE network. Also, Wi-Fi and Bluetooth were in Airplane mode and Auto-brightness was disabled. Battery life varies significantly with settings, usage and other factors.

⁶ LTE functionality only available on Surface Go Intel® 4415Y/128 GB SSD/8 GB RAM with LTE Advanced. Service availability and performance subject to service provider’s network. Contact your service provider for details, compatibility, pricing, SIM card and activation. See all specs and frequencies at [surface.com](#).

⁷ Surface Pro 6: Up to 13.5 hours of battery life for local video playback. Testing conducted by Microsoft in August 2018 using preproduction Intel Core i5, 256 GB, 8 GB RAM device. Testing consisted of full battery discharge during video playback. All settings were default, except Wi-Fi was associated with a network and Auto-brightness was disabled. Battery life varies significantly with settings, usage and other factors.

⁸ [“Maximising Your ROI From Microsoft 365 Enterprise With Microsoft Surface”](#), Forrester, 2018.