



# Drive business resilience with AI PCs

Modern devices that support the pace of innovation



## Change is the only constant of modern work

Modern work operates at a relentless pace. Requests, emails, and meeting invites are coming through nonstop, making time the most precious commodity. Business isn't just always moving—it's always changing. From shifting market conditions and diverse work styles to emerging technologies and cybersecurity threats, transformative forces challenge businesses of all sizes.

Success in business today demands agile, innovative thinking that turns disruption into growth opportunities. It demands resilience. Resilient businesses go beyond simply reacting to change. They proactively chart their courses into the future, pivoting quickly to pursue new possibilities when they arrive. Instead of following behind others or merely keeping pace, resilient businesses are out on the cutting edge, setting trends and making their marks—and reaping the benefits.

In this eBook, we'll discuss how businesses can remove the friction from employees' workdays to support their ability to adapt to new circumstances. Then, we'll focus on four key areas of business resilience: powerfully productive technology, agile operations, cyber resilience, and a culture of innovation.

68%

of people say they don't have enough uninterrupted focus time during the workday.<sup>1</sup>



<sup>1</sup> "[Will AI Fix Work?](#)" Microsoft, Work Trend Index Annual Report, May 2023.

## Envision a frictionless future

The workforce drives innovation and growth. But forces of friction can slow the workforce down, leaving less time for flexibility to adapt and innovate when change arrives.

Friction can come in many forms:

- Security incidents
- Outdated software that can't keep up with the task at hand
- Adjustments to changing work environments
- Poor sound and video quality
- Hardware form factors that can't adapt
- Outdated hardware with low processing power
- Lack of accessibility options
- Time spent searching for information

While some of these might seem minor, they each contribute to the employee's overall experience. Each one interrupts or limits the flow of work. And sometimes it can take a lot of time and effort to get back to that focused mindset, leaving employees less engaged and less productive.

And if employees are bogged down in the minutiae of overcoming everyday obstacles, they don't have time to craft new solutions when change arrives. Whether it's a competitor's latest product reveal or a cybersecurity breach, employees have less bandwidth to adapt and respond. They also have less time to think ahead and anticipate new possibilities or deliver their own innovations that would catapult the company forward.

On average, each additional point of employee engagement reported correlated with a

# +46,511 USD

difference in market cap per employee.<sup>2</sup>

<sup>2</sup> ["The New Performance Equation in the Age of AI,"](#) Microsoft, Work Trend Index Special Report, April 2023.





## a frictionless future (cont'd)

IT decision-makers face similar challenges. They're asked to think strategically about big issues, to transform their organizations using new technology, and to help their organizations stay on the cutting edge. They're also increasingly responsible for ensuring employees have the tools they need to be productive and engaged in their work. Constant security and management interruptions take time that could be spent focusing on the bigger picture of business growth. When change or opportunity do arise, IT isn't able to respond as quickly as required. They're unable to look ahead and invest time and resources in technologies and initiatives that drive value.

So how should IT leaders tackle the forces of change and friction head on?

### The building blocks of business resilience

Enterprising leaders build resilient businesses that enable their workforce to adapt to changing circumstances, grow, and discover new possibilities. They know resilience is built by combining powerfully productive technology that lends itself to agile operations and cyber resilience, thereby creating efficiencies for employees and, ultimately, fuel for a culture of innovation.

40%

By 2025, Global 2000 (G2000) organizations will allocate over 40% of their core IT spend to AI-related initiatives.<sup>3</sup>



<sup>3</sup> [Top 10 Worldwide IT Industry 2024 Predictions: Mastering AI Everywhere](#), IDC, November 2023.

## Powerfully productive technology

As traditional constructs of work shift—across how, what, and where work occurs—technology has become the new center of productivity. Employees’ devices are with them at every step. Productivity-enhancing technology helps increase efficiency, fading into the background rather than clamoring for attention with disruptions like a drained battery, slow performance, or poor connectivity. Through the right technology, employees can better collaborate, find new solutions, and use time more effectively.

**60%** of employees say they don’t currently have the right capabilities to get their work done.<sup>4</sup>

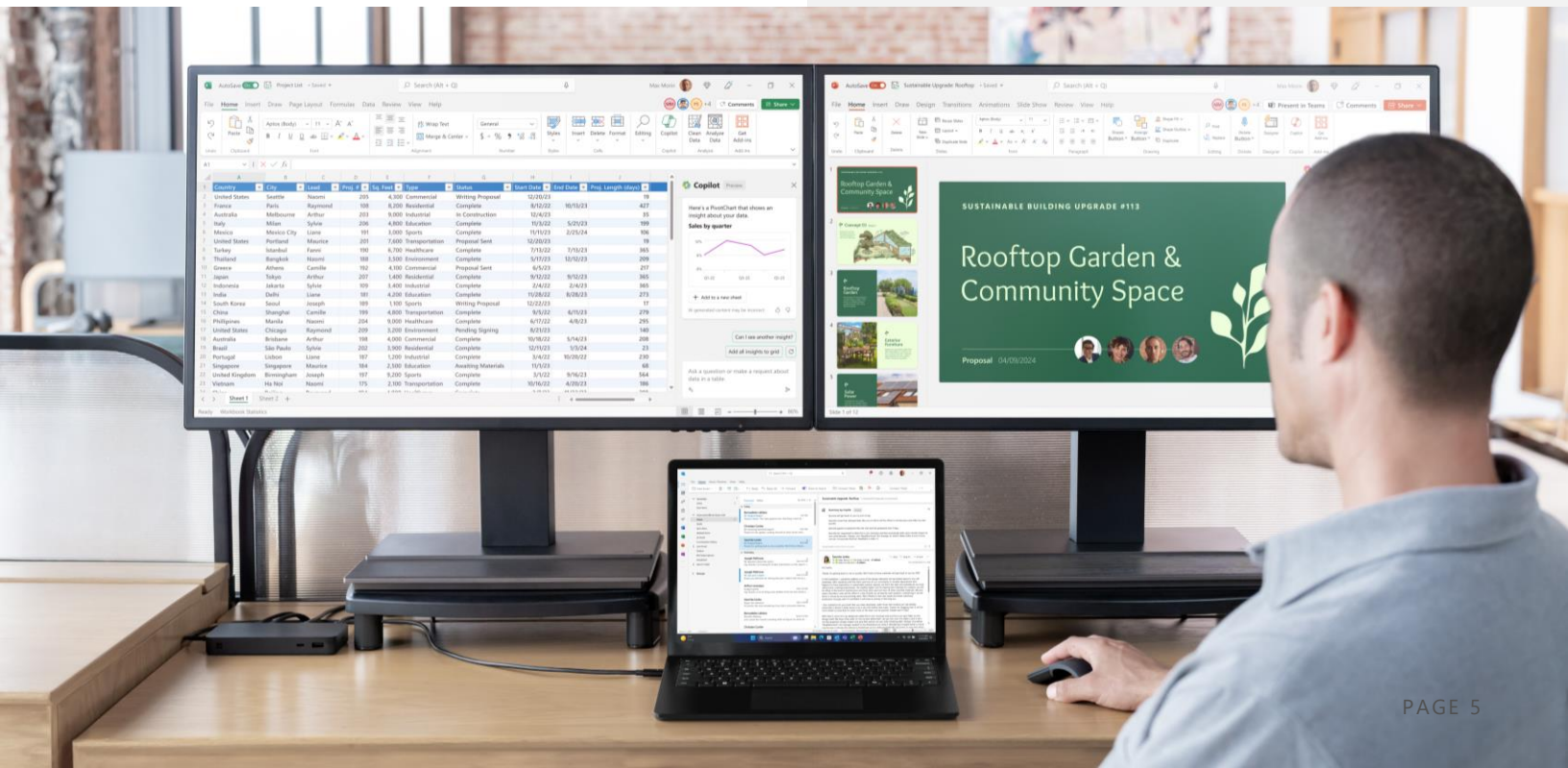
<sup>4</sup> “Forrester’s 2023 Generative AI Jobs Impact Forecast,” Forrester, August 2023.

## Agile operations

Another key to resilience is reducing complexity. Think of how a container ship loaded with cargo is more difficult to maneuver than when it’s empty. Resilient businesses have nimble operations, are able to quickly adapt with new approaches, and can charge in a new direction when the moment calls for it, striking while the iron is still hot. Without agile operations, when groundbreaking technology bursts onto the scene, the business may not be able to integrate it seamlessly. And when a company can’t pivot in a new direction quickly, it can easily fall behind competitors.

**32%** of global business and technology professionals intend to invest in emerging technologies to drive innovation.<sup>5</sup>

<sup>5</sup> “Human-Centric Practices Form the Basis for the Next Evolution of IT,” Forrester, September 2023.



## Cyber resilience

Cyberthreats are one of the biggest inhibitors of modern business. No matter how agile the operations or how innovative the culture, if a company suffers a damaging breach due to security vulnerabilities, business can grind to a halt. IT leaders need to enable the workforce to securely connect from anywhere, so that sensitive data remains protected while collaboration is encouraged. They also need to ensure their company can bounce back from future cybersecurity incidents while minimizing the potential impact to operations.

# 74%

of security decision-makers reported their organization's sensitive data was potentially compromised or breached in the last 12 months.<sup>6</sup>

<sup>6</sup> "[Top Cybersecurity Threats in 2023](#)," Forrester, April 2023.

## A culture of innovation

Business resilience also calls for an organizational mindset that encourages experimentation, makes space for creativity, and removes boundaries to innovation. When employees aren't afraid to try something new—including emerging AI technology—they're able and excited to accept change. They spend less time reacting to the shock of transformation and more time blazing new paths into the future.

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By 2030, generative AI will influence more than

# 11 million

US jobs.<sup>7</sup>

<sup>7</sup> "[Forrester's 2023 Generative AI Jobs Impact Forecast](#)," Forrester, August 2023.

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## How AI PCs enable resilience

So how have businesses who stay ahead construct these building blocks of resilience? Modern devices can help, delivering powerfully productive technology that supports agility, innovation, and cyber resilience.

Microsoft Surface delivers AI PCs that help you build a more resilient business through:

- **Versatility and adaptability**, helping remove friction, increase employee productivity, and adapt to how employees want to work so they can unlock new abilities and new ways to solve problems
- **Power and performance** that increase efficiency, creating time and space for employees to be more proactive in planning for the next big moment
- **Security and manageability** advances that enable IT leaders to stay ahead of the curve (and the competition), while strengthening defenses against ongoing cyberthreats
- **Future-readiness** that paves the way for seamlessly integrating new technologies as they arrive to take advantage of new opportunities

36%

of surveyed organizations attributed increased business resilience to their use of Surface, linking their ability to maintain consistent and uninterrupted business operations to Surface.<sup>8</sup>



<sup>8</sup> IDC, [A Business Value White Paper](#), commissioned by Microsoft September 2022 | Doc. #US49453722 - IDC Research Study conducted from surveys and interviews between December 2021 – February 2022. All respondents were IT decision-makers at large organizations (250-5,000+ employees) representing organizations from the United States, Australia, India, Spain, France, United Kingdom, New Zealand, and Germany. Cost and savings findings based on average cost and time estimates provided directly by respondents; actual costs and savings may vary based on your specific device mix and deployment. For the detailed study, click [here](#).

## Versatility and adaptability

Modern devices adapt to any circumstance or work style. They fade into the background so users can stay in the flow of their work. By delivering versatility and adaptability, modern devices can enable more agile operations and responsive solutions to new challenges. Beyond that, devices that increase employee satisfaction influence retention, keep innovative thinkers with the company and maintain consistent business operations.

Surface devices are designed to be both versatile and adaptable to meet the diverse needs of the modern workforce. Whether employees prefer typing on the ergonomic keyboard, using the responsive touch display, or fluidly inking with the digital pen, there are plenty of options for interaction with Surface. And accessibility options like different pen grips and adaptive touch enable more employees and ensure a consistently satisfying work experience.

Studio-quality microphones, speakers, and cameras also ensure seamless collaboration. Employees can focus on brainstorming and engaging with teammates rather than fixing patchy audio or squinting at blurry visuals.

AI on Surface devices take this a step further, with improved transcription accuracy and vocal clarity, plus automatic framing and background blur for meetings.



### Reed innovates with Microsoft Surface to improve working life

The largest family-owned recruitment business in the world digitized its workforce to improve flexibility, agility and convenience for staff. It invested in transformation across end user devices, and the underlying platforms—including upgrading its staff’s end-user devices with 4,000 new Microsoft Surface devices for co-members.

[Read the full case study](#)

**35%**

of surveyed organizations connected higher employee retention with the use of Surface devices.<sup>9</sup>

<sup>9</sup> IDC, [A Business Value White Paper](#), commissioned by Microsoft September 2022 | Doc. #US49453722 - IDC Research Study conducted from surveys and interviews between December 2021 – February 2022. All respondents were IT decision-makers at large organizations (250-5,000+ employees) representing organizations from the United States, Australia, India, Spain, France, United Kingdom, New Zealand, and Germany. Cost and savings findings based on average cost and time estimates provided directly by respondents; actual costs and savings may vary based on your specific device mix and deployment. For the detailed study, click [here](#).



## Power and performance

Modern work requires powerful devices that can keep up with the relentless pace of business and perform under the weight of heavy workloads. They help employees get into flow where the most productive work gets done with space for planning and strategizing. They also incorporate exciting and new technologies like AI on endpoint to encourage further innovation.

Powerful processors—including neural processing units (NPUs) to handle demanding AI workloads—keep employees’ work running smoothly. The long-lasting battery charges and durable design of Surface devices meet performance needs so employees can be more productive.

### The benefit to IT teams

It’s not just the end user that sees benefits from power and performance. A high-performing device typically means less troubleshooting for IT. Plus, Surface devices are designed to be easily repairable, with an expanded service network, so IT teams can keep devices working at peak levels for longer.

Surface devices yield direct productivity gains of almost

# 28 hours

per device per year, which represents a **39% efficiency** in these areas compared with other devices.<sup>10</sup>

## Peel Region improves productivity and collaboration with Microsoft solutions

Peel Region in Canada wanted to modernize its technology. It adopted a suite of Microsoft solutions, including Microsoft Surface Pro devices, to improve employee efficiency and provide exceptional service to residents.

“I’ve seen firsthand the benefits of using Microsoft technology,” says Peter Parsan, Chief Information Officer for Peel Region. “It has increased employee efficiency with a seamless and user-friendly system, which allows our employees to focus on their daily interactions with their colleagues and clients.”

[Read the full case study](#)



<sup>10</sup> IDC, [A Business Value White Paper](#) commissioned by Microsoft September 2022 | Doc. #US49453722 - IDC Research Study conducted from surveys and interviews between December 2021 – February 2022. All respondents were IT decision-makers at large organizations (250-5,000+ employees) representing organizations from the United States, Australia, India, Spain, France, United Kingdom, New Zealand, and Germany. Cost and savings findings based on average cost and time estimates provided directly by respondents; actual costs and savings may vary based on your specific device mix and deployment. For the detailed study, click [here](#).

## Security and manageability

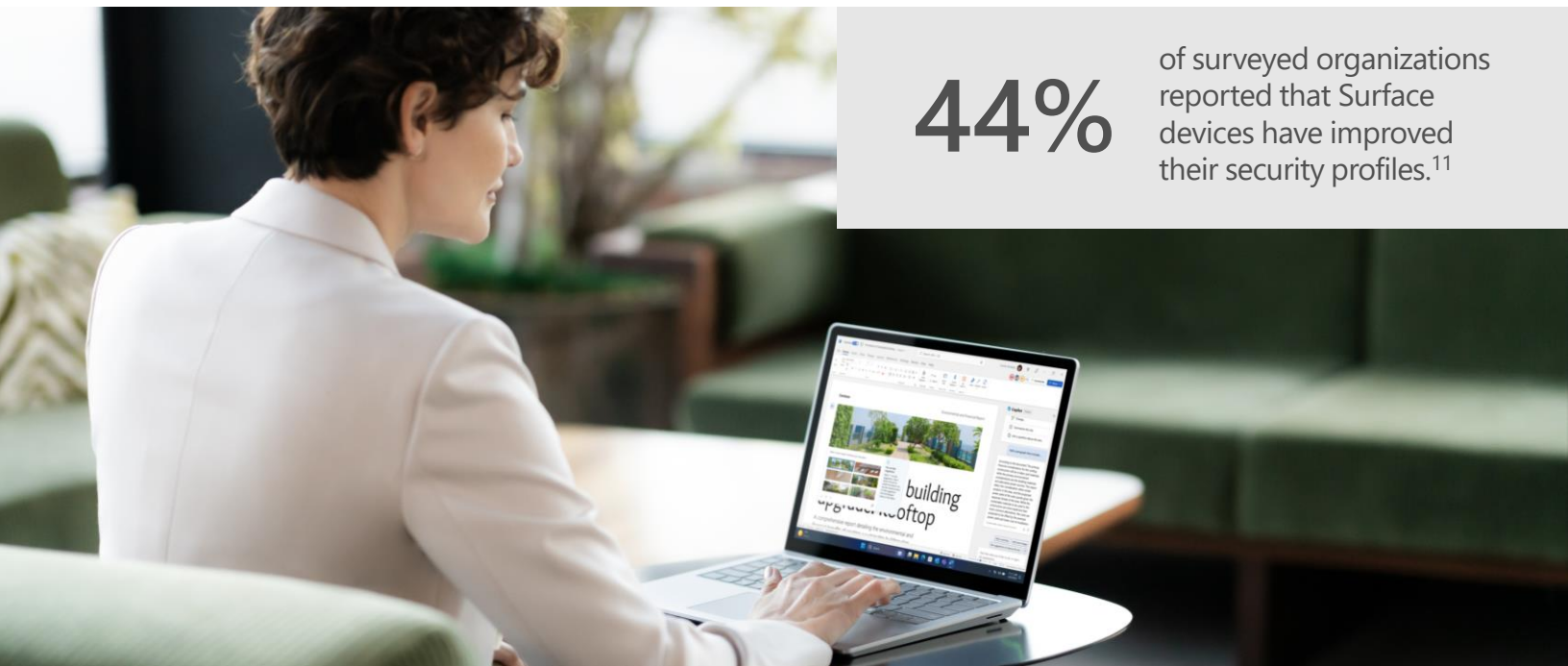
Cyberattacks are growing more sophisticated by the day, with ever-evolving attack methods and far-reaching consequences. Secure devices ensure critical data remains safe limiting the impact to work and building a culture of cyber resilience.

Surface devices have a foundation of built-in protection. Microsoft minimizes security risk during assembly and continuously evaluates and monitors supplier security across the supply chain. Data stays safe with firmware security features like BitLocker encryption, Secure Boot, and Firmware Attack Surface Reduction (FASR). Meanwhile, cloud-based protections like Microsoft Defender for Endpoint\* help prevent, detect, investigate, and respond to more

advanced threats, working in the background to protect the organization.

### The benefit to IT teams

Devices that help reduce the day-to-day burden of security and manageability on IT leaders help free up time for more strategic work focused on the future. Surface Management Portal and Surface IT Toolkit work together to simplify remote management, performance monitoring, and device troubleshooting. And AI innovations—including Copilot, the AI assistant—mean IT teams can find answers to problems quicker and respond to new challenges faster than before, reducing time spent on mundane management tasks.



44%

of surveyed organizations reported that Surface devices have improved their security profiles.<sup>11</sup>

\* Sold separately.

<sup>11</sup> IDC, [A Business Value White Paper](#), commissioned by Microsoft September 2022 | Doc. #US49453722 - IDC Research Study conducted from surveys and interviews between December 2021 – February 2022. All respondents were IT decision-makers at large organizations (250-5000+ employees) representing organizations from the United States, Australia, India, Spain, France, United Kingdom, New Zealand, and Germany. Cost and savings findings based on average cost and time estimates provided directly by respondents; actual costs and savings may vary based on your specific device mix and deployment. For the detailed study, click [here](#).

## Future-readiness

New technologies tend to develop rapidly and make a sudden impact on arrival. Take AI, for instance. Resilient businesses don't just need to adapt to the market changes that AI is creating. They also need to embrace and integrate emerging technologies into their workflows so they can stay out ahead of their competitors. AI enhancements bring productivity gains, saving teams effort on mundane work like searching for information or note-taking in a meeting, so that they can focus on delivering work that transforms the business. And who knows what new innovations are just around the corner, waiting to shake up our working world once more?

Surface AI PCs are designed to work seamlessly with the wider Microsoft ecosystem, which means investing in an extensible platform that can help incorporate emerging technology down the road. Stay on the cutting edge by investing in modern devices equipped with future-forward capabilities. And cloud-connected devices make it easier to upgrade with new features as they become available.

AI-enhanced features in select Surface devices help improve productivity and collaboration for employees, freeing up their time and giving them new tools to meet the challenges of tomorrow. Copilot goes a step further, giving employees new ways to interact with their devices to easily find answers and get more out of their technology. And AI-enabled Surface devices with integrated NPUs accelerate Copilot experiences.

People are looking for AI to assist with:<sup>12</sup>

**86%** finding the right information and answers they need.

**80%** summarizing their meetings and action items.

**77%** planning their day.

<sup>12</sup> "[Will AI Fix Work?](#)" Microsoft, Work Trend Index Annual Report, May 2023.





## Become more business resilient with Surface

Modern devices help remove friction from work, improving productivity and paving the way for innovation. Hardware, software, and emerging technologies need to work together to increase agility, streamline management and security, and deliver an employee experience that delights, rather than disrupts.

Surface devices provide IT leaders with solutions that save time and make space for creativity, both now and into the future. Partnering with Microsoft means investing in a platform that delivers future-ready devices and new capabilities. Be ready for whatever change may come and get out in front with modern devices from Microsoft Surface.

## AI PCs from Microsoft Surface

Unlock creativity and productivity with AI-enabled PCs that accelerate Copilot experiences.

### Surface Pro 10

Unlock and accelerate Copilot experiences. Surface Pro 10 with the Intel® Core™ Ultra processor delivers tablet portability and fast performance with all day battery life.



### Surface Laptop 6

Built with the Intel® Core™ Ultra H-series processor, this sleek device is designed for power, performance and longer battery life.



## Choose the right partner to help build business resilience

In a world of complex IT challenges, choosing the right IT partner can help businesses build resilience and become more proactive. A good IT partner recommends the most suitable hardware, software, and security solutions customized for the business, and reduces the need to juggle multiple vendors or solutions. A valuable IT partner has the knowledge and experience to help businesses implement productive technology, improve their operations' agility, and build cyber resilience. Ultimately, an IT partner should have their client's best interests in mind and work toward meeting their business goals.

With our partners, Microsoft designed Surface devices to help businesses adapt to an ever-changing world and stay ahead of the curve. With modern devices that are designed with versatility and performance in mind, this means IT decision-makers can feel confident investing resources in strategies and technologies that will help their businesses stay on the cutting edge.

Find a Microsoft partner: [Authorized Microsoft Resellers – Surface for Business](#)



# A checklist for building business resilience



To build resilience into your organization, you'll first need to understand if you have the operations, technology, and culture in place to adapt and innovate.

## Assessing operational resilience

Understand how ready your company is to respond to change and its strengths and weaknesses when faced with the unexpected. Reflect on the following questions:

- Has our business previously experienced unexpected events that impacted operations, such as a cyberattack or a surprise product release from a competitor?
- Were there aspects of our response we want to improve for the next unexpected event?
- What stands in the way of our ability to quickly adapt to change?
- Have there been times when we were able to innovate ahead of others? What technology, processes, or culture contributed to that innovation?
- Are we aware of potential risks that we are susceptible to?
- Is our organization ready to bring AI into its operations?

## Assessing technological readiness

Hardware, software, and emerging technologies all come together to give the workforce the tools they need to be more efficient and drive innovation. Consider these questions:

- Do we have technology in place that helps drive workforce efficiency and reduce manual effort?
- Have we provided devices that are versatile enough to help our employees work in the ways they prefer?
- Is our device fleet AI-capable? Do we need to invest in additional hardware that can incorporate emerging technologies?
- What stage of life is our current fleet of devices in?
- Do we have a clear picture of our device fleet's health and status? Do we have an easy way to install new upgrades and ensure security vulnerabilities are mitigated?
- Are our devices cyber resilient, with proactive security measures in place?
- Is our technical infrastructure complex or simple? Do each of the systems work together in a way that allows us to pivot quickly?



## Assessing your culture

Business resilience is built in part from an organization’s culture and willingness to embrace change and innovation. Consider these questions:

- ❑ How does our workforce respond to change?
- ❑ How agile are our operations? Are we able to quickly pivot in a new direction if needed?
- ❑ Have we enabled our employees to work however they’re most productive?
- ❑ What is our employees’ level of technical understanding? Do they have the skillsets needed to incorporate emerging technologies, or is further training required?
- ❑ Do we have training programs in place to ensure our workforce has the skills they need to adapt to new situations?
- ❑ Do we have processes in place to make space for innovation and pursue new ideas?
- ❑ Have we given our employees modern tools to encourage experimentation and creative expression?

