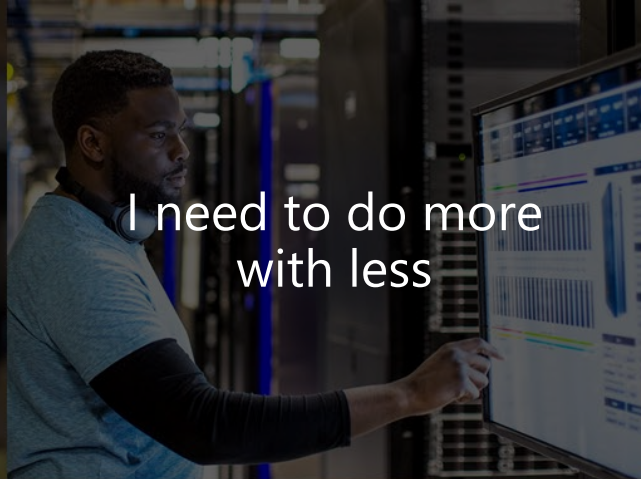


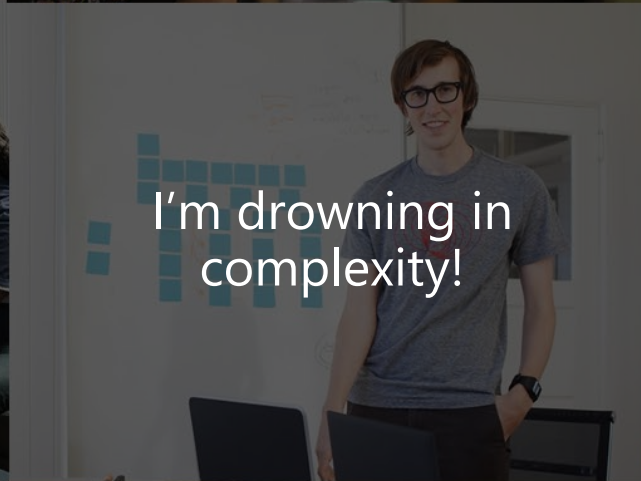
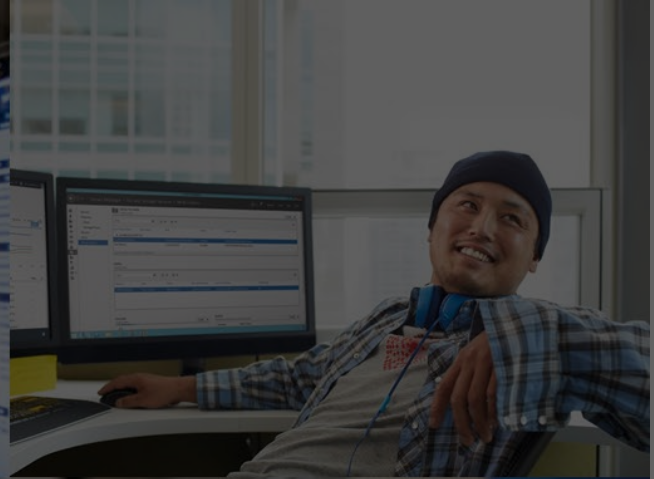




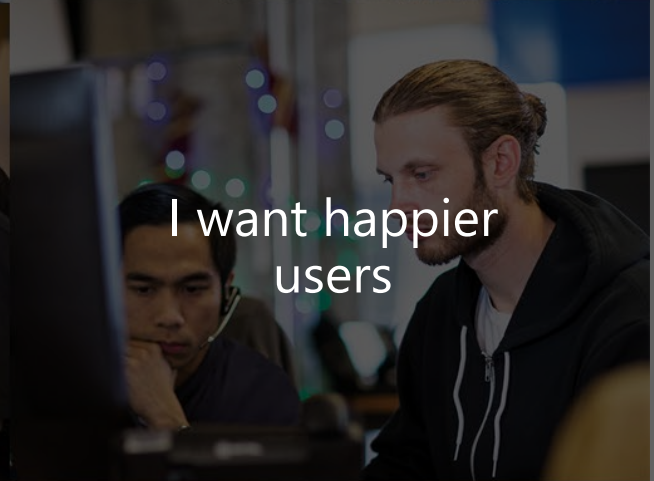
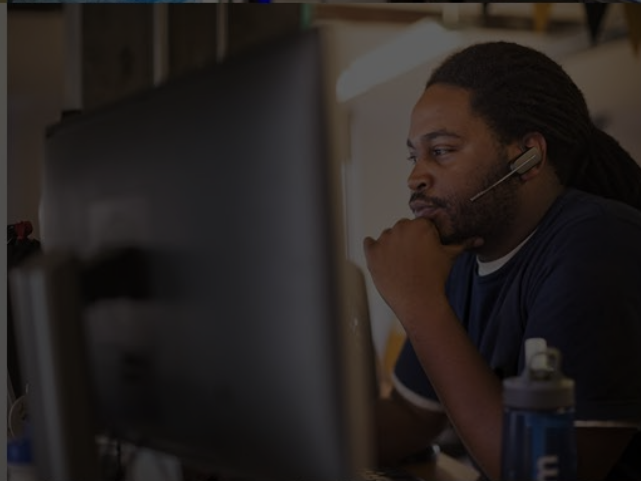
Help me keep  
safe and secure



I need to do more  
with less



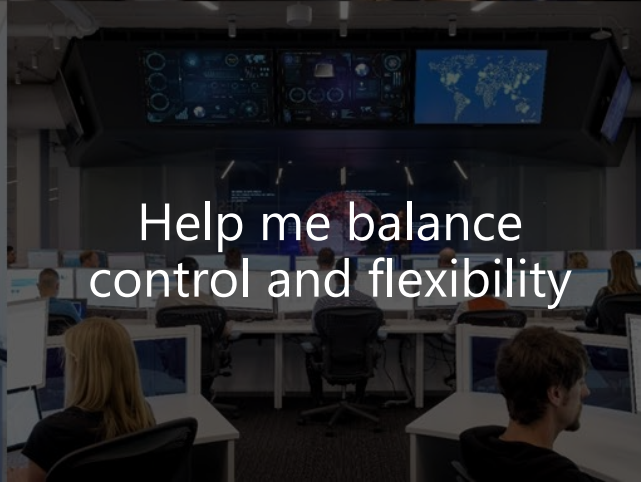
I'm drowning in  
complexity!



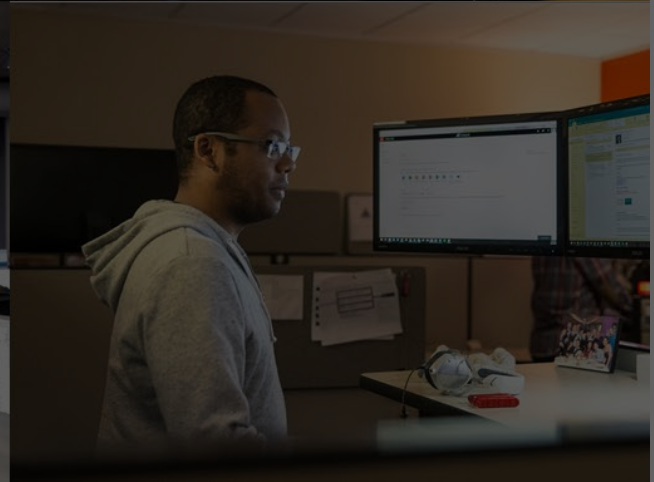
I want happier  
users

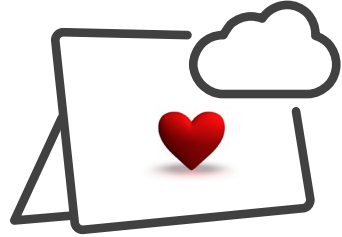


I want to be  
more strategic



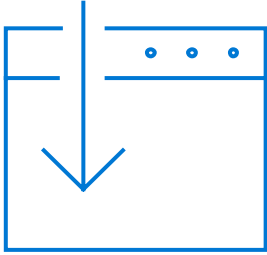
Help me balance  
control and flexibility





**IT Pros love Microsoft  
Surface + M365  
because it reduces cost  
and complexity**

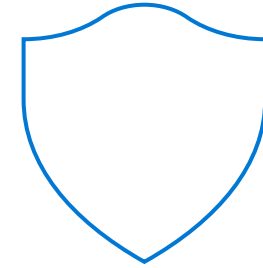




**Streamlined  
Deployment**



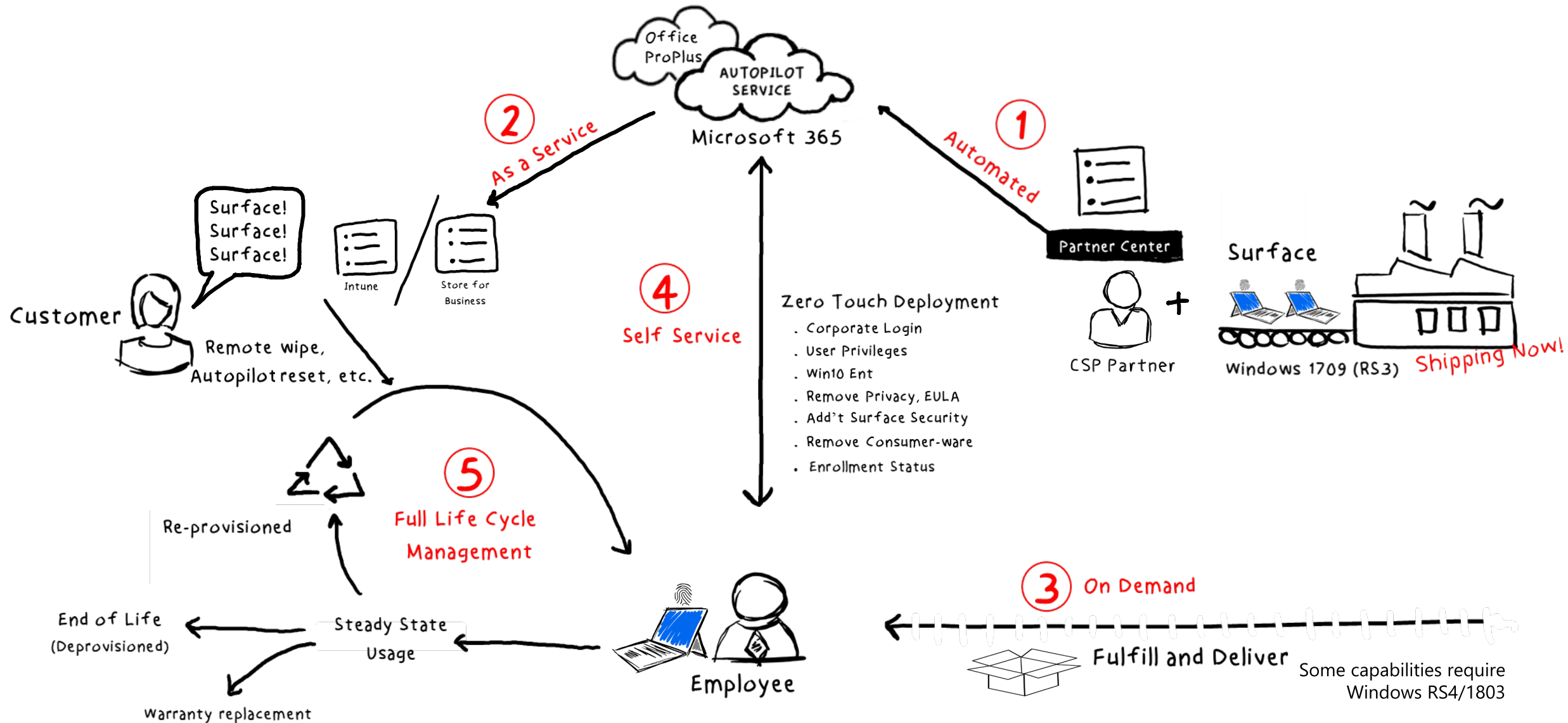
**Complete device  
Management**



**Intelligent  
Security  
+ Secure hardware**

modern

# Windows Autopilot with Surface | device life cycle management



# Windows Autopilot on Surface

End-users are immediately productive with Surface!

Only OEM to automatically deregister/reregister returned devices

Partner-channel enabled and ready

Sales & Support operationalized and mature and free

Commercial SKU is tuned for fastest Autopilot experience with Office Pro Plus and clean image

PKID and OS Version number on all Commercial SKUs on latest generation of products



# Streamlined deployments

Zero touch deployment through Autopilot

Partner expertise that reduces IT complexity

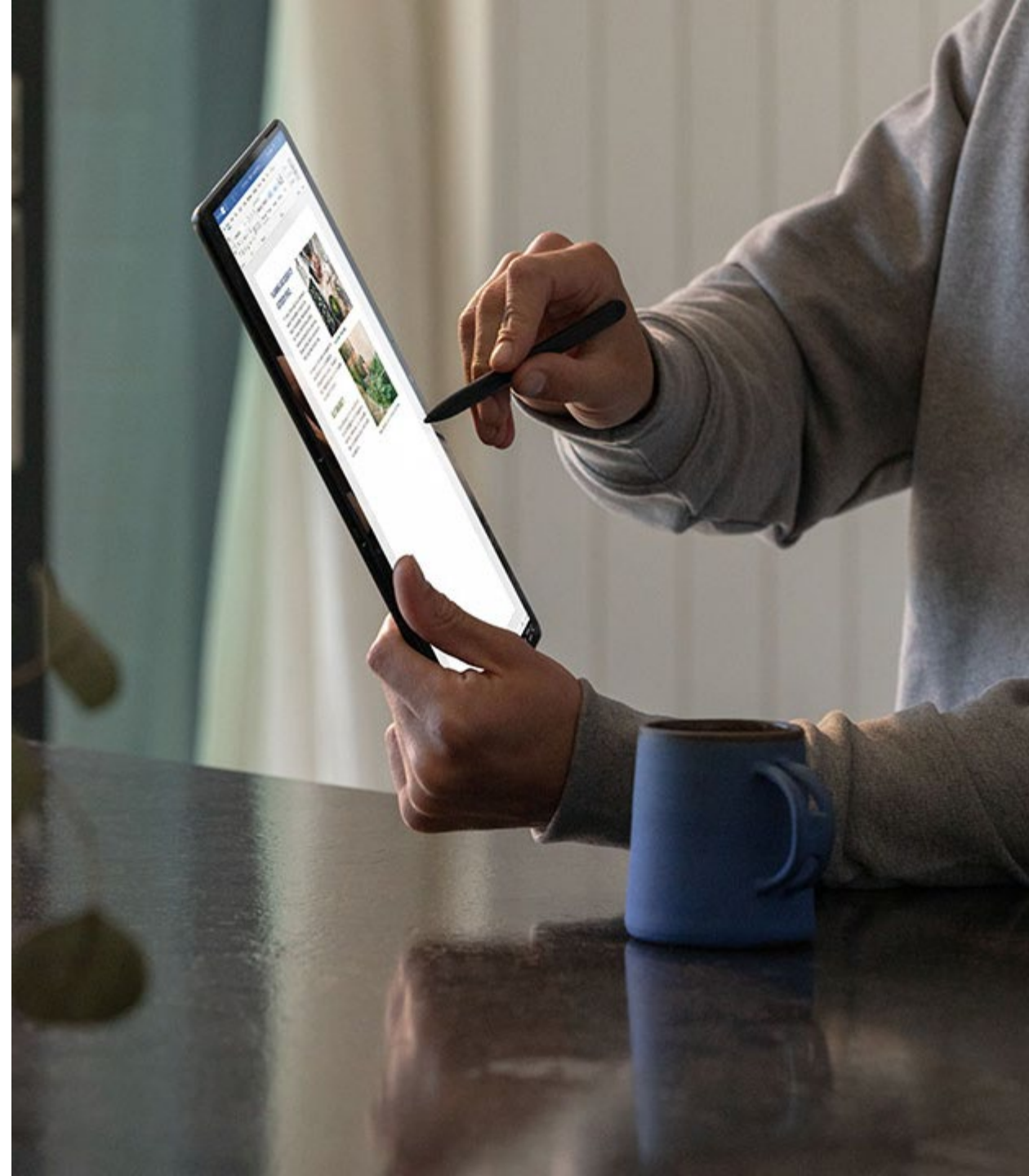
Lifecycle strategy to remotely replace and reuse

---

IT saves over **25** minutes per device deployed<sup>1</sup>

**78%** agree they have reduced IT time and cost to deploy Surface devices vs. non-Surface devices<sup>1</sup>

<sup>1</sup>A Forrester Total Economic Impact™ Study:  
Maximizing your ROI from Microsoft 365 Enterprise with Microsoft Surface



# How far have we come?

## Windows Autopilot Scenarios

### Available in 1703

---

User-driven mode  
with Azure AD Join

Join device to  
Azure AD, enroll  
in Intune/MDM

### Available in 1809

---

Self-deploying mode

No need to provide  
credentials, automatically  
joins Azure AD

### Available in 1809

---

Self-deploying mode

Join device to AD,  
enroll in Intune/MDM

### Available in 1809

---

Windows Autopilot  
for existing devices

Windows 7/8.1  
to Windows 10

ConfigMgr task  
sequence, followed  
by Windows Autopilot  
user-driven mode

New! Hybrid Azure  
AD Join support

### Available in 1903

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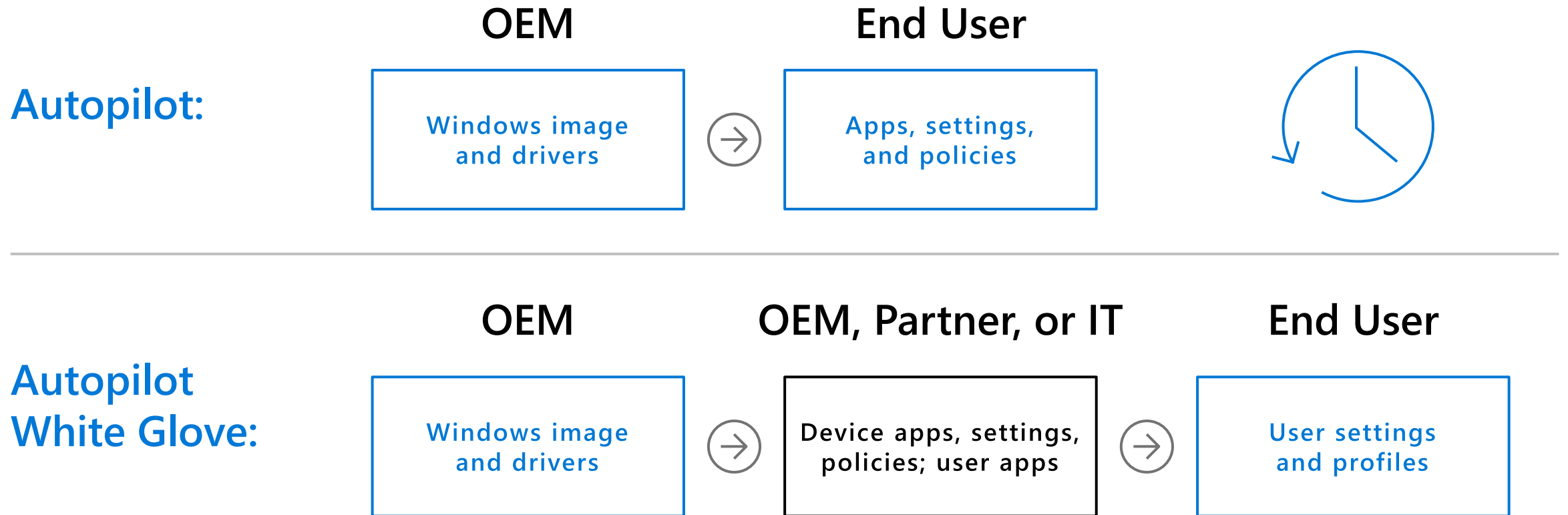
Windows Autopilot  
"White Glove"

White glove partners or IT  
staff can pre-provision  
Windows 10 PC to be fully  
configured and business-  
ready for an org or user



# Windows Autopilot

## White Glove









# Modern management

Complete device management  
from UEFI to Windows

Always up to date—automatically,  
even while asleep

Purpose built tools  
for diagnostics and tuning

**15%** reduction in device and  
application performance tickets with Surface<sup>1</sup>

**78%** agree that Microsoft Surface reduced the  
IT time and labor to manage and update Microsoft 365<sup>1</sup>

<sup>1</sup>A Forrester Total Economic Impact™ Study:  
Maximizing your ROI from Microsoft 365 Enterprise with Microsoft Surface



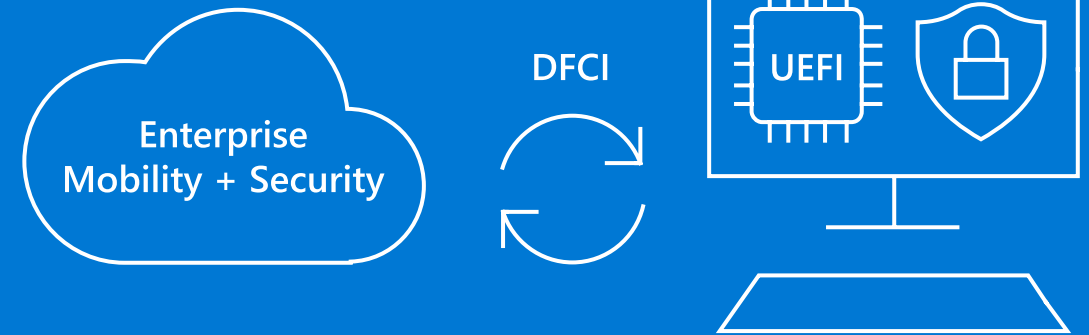
# Intune Zero-touch UEFI Management

IT can remotely manage UEFI BIOS settings w/o physical access to the device

Builds on the Surface-team-developed Surface Enterprise Management Mode (SEMM)

Automatically available to devices deployed via AutoPilot

Implemented first on Surface



# Best-in-class security

Defense in depth from silicon to cloud

Built-in Secure Hardware—Fully Enabled

Passwords elimination: Windows Hello for Business

**80%** reduction in annual security breach costs<sup>1</sup>

**50%** reduction in annual security breach volume<sup>1</sup>

<sup>1</sup>A Forrester Total Economic Impact™ Study:  
Maximizing your ROI from Microsoft 365 Enterprise with Microsoft Surface



- Intune Wipe and Retire
- Windows Defender ATP
- Windows Update for Business
- Conditional Access
- Advanced Windows Security Features
- Windows Hello for Business
- Intune UEFI Management
- BitLocker
- Secure Boot
- SEMM
- UEFI w/TPM 2.0

# Tenant Lockdown

## Surface continues to implement Microsoft 365 technologies 1st and Best

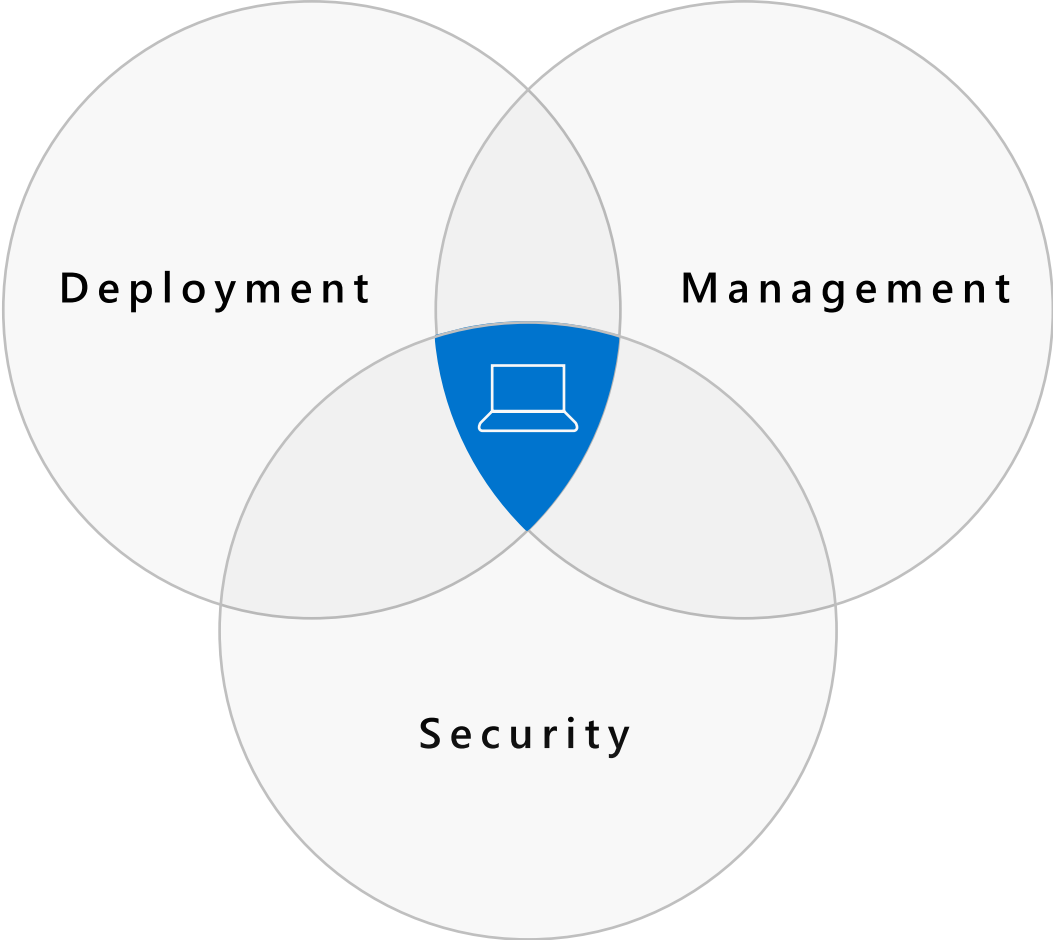
Tenant Lockdown—Ensure device remains bound to owning tenant in case of accidental reset or a theft/loss of the device

Reset can only take place when connected to a network with no ability to create a local account

Builds in technologies from Autopilot, Azure AD and the new Intune UEFI Management







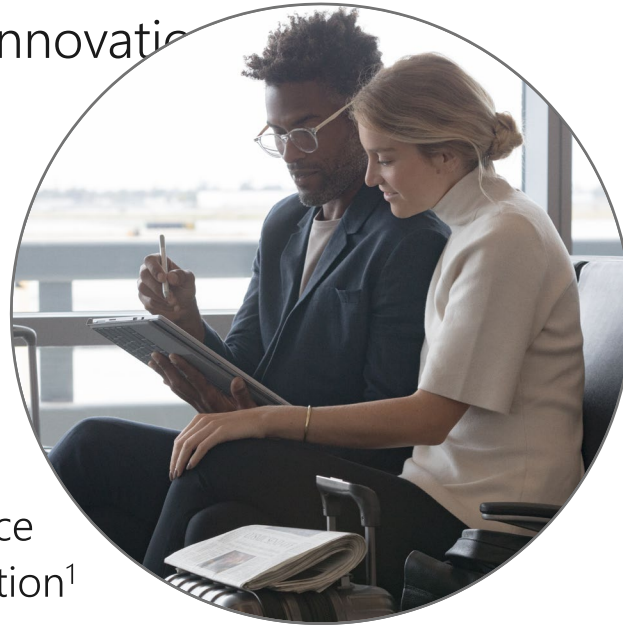
# Removing the barriers

Surface empowers productivity and innovation

Workers realized nearly **five hours**  
in weekly productivity gains<sup>1</sup>

Business decision making by senior  
leadership was accelerated by nearly **21%**<sup>1</sup>

**76%** agree that Microsoft 365-powered Surface  
devices have helped improve employee retention<sup>1</sup>



<sup>1</sup>A Forrester Total Economic Impact™ Study:  
Maximizing your ROI from Microsoft 365 Enterprise with Microsoft Surface

# Our Surface Family



## Hub

Teamwork  
without boundaries

The revolutionary all-in-one digital whiteboard, meetings platform, and collaborative computing device

## Studio

The ultimate creative studio

The most immersive and powerful Surface desktop with a 28" fully adjustable touch-screen.



## Book

Powerhouse performance

Ultimate performance in a laptop form factor with 13.5" or 15" detachable touchscreen.



## Laptop

Style and speed

The perfect everyday laptop is now even faster. Choose from two durable keyboard finishes with 13.5" or 15" touchscreens.



## Pro

Ultra-light versatile

The iconic Surface 2-in-1, now even faster and more versatile with USB-A & USB-C.



## Go

Portable power

The smallest, most affordable Surface 2-in-1 with a 10" touchscreen. Available with 4G LTE





**Thank you**