



The 3 L's of Surface Laptop

A learning tool for Microsoft Reseller Alliance partners



The three L's for Laptop

Three distinct focus areas:

Luxurious design

Focus on the elegant, lightweight look and feel of the device, and that Surface Laptop can be ordered in a choice of beautiful colors.

Establish the importance of making a professional first impression for most commercial users, and specially the professional services market, for whom this device is a perfect fit.

Employees feel more valued and appreciated when given a beautiful, premium device and can become some of your business's best advocates.

Logical choice with Windows 10 Pro

Focus on the importance of the pairing the device and the operating system—they truly bring out the best in one another.

Talk about the benefits of using the entire Microsoft ecosystem on a device that was built to run this OS and the M365 apps.

Instil confidence with military-grade encryption and password-free biometric logins on the most secure OS Microsoft has ever developed.

Easy deployment, MDM and premium aftersales service make this the logical choice for savvy ITDMs.

Latest Microsoft technology

Focus on the battery life, processing ability, camera and speakers. The hardware 'under the hood' that makes the technology easy to use and easy to forget about because it 'just works.'

Suggest the ease with which work can be shared, captured and collaborated on using accessories and the ultra-responsive touchscreen. Skype calls that feel natural make it easier to collaborate across borders and time zones.

Surface Laptop with Windows 10 Pro for Business: The three L's



Latest Microsoft technology



Luxurious design



Logical choice with Windows 10 Pro



Luxurious design that leaves a lasting impression

Hundreds of tiny, meticulous touches and bold design choices add up to a beautifully stylish device that makes an unforgettable impact, impresses clients and fills end users with pride.

- **Grab and go mobility:** Surface Laptop is the lightest in its class, thinner than a MacBook Pro¹ and weighs just 2.76 pounds.
- **Designed to be seen:** Users can take pride in their personal devices with the choice of four beautiful colors.
- **All the versatility you've come to expect from Surface:** Transform your laptop into a full desktop PC with Surface Dock.³

- Our research shows that 74.5% of business owners feel that technology reflects their brand and is key to impressing and winning customers.²
- While 75.5% of them believe that equipping their employees with innovative technology shows their appreciation to their people.²

"I love it. It looks great. It's slim, shiny, pretty but in a really good way. I guess the word I'm looking for is *professional!*"

US lawyer

1. Surface Laptop (14.47mm/9.97mm) vs. MacBook Pro 13" (14.9mm)

2. Microsoft Windows Customer Segmentation Research July 2016

3. Sold separately

Logical choice with Windows 10 Pro: Built to work together

Together, Surface Laptop and Windows 10 Pro give your company a strong foundation for faster, better, more collaborative and more creative digital-first workflows.

In other words: the modern workplace.

The best of Microsoft:

- **Easy to deploy:** IT managers can standardize departments—or entire organizations—on Surface Laptop without expensive new IT investments.
- **Easy to use:** Using Microsoft 365¹ on Surface Laptop combines enterprise-level security, effortless, cloud-first workflows.
- **Easy to love:** Beautiful devices that end users want, featuring familiar Microsoft apps, backed by powerful cloud technology. The most desirable device for your workforce's Millennials, Baby Boomers, and every generation in between².

And exclusive to Surface:

Surface Enterprise Management Module (SEMM)

- Protection at a hardware level.
- IT department can turn off access to wifi, microphones, cameras, and USB ports (even within certain zones of a building).
- This level of security is especially relevant to financial services and legal professionals.



1. Microsoft M365 is sold separately
2. Surface and Workplace Satisfaction / Engagement Study, PSB



Latest Microsoft technology: Bring your people together. Bring their work to life.

Create in intuitive, new ways: With responsive touchscreen, Surface Pen¹ and Surface Dial.¹

Work on almost anything, from virtually anywhere: With the 7th Generation Intel® Core™ processor and up to 14.5 hours of battery life.²

See more sharply: 720P HD camera and ultra-sharp PixelSense™ display makes colleagues on the other side of the world feel like they are in the same room during Skype calls.

Hear more clearly: The first omnisonic speaker on the market, discreetly hidden to deliver radiant omnidirectional sound, with no added bulk or grills.

Enterprise-level security:

Windows 10 is the most secure operating system that Microsoft has ever designed.

- Biometric, password-free sign-in that users love.
- Advanced threat protection, identity protection and information protection with the Windows Defender stack.

“It's the sort of laptop that makes you wonder, 'Why can't everyone do this?'”

Devindra Hardawar, Engadget

1. Sold separately

2. Microsoft testing 2017. Battery life varies significantly with settings, usage and other factors.



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