



Surface Book 2

Demo Guide





This guide is designed to help you win new Microsoft Surface Book 2 business with a simple yet compelling demo. Over the next few pages you'll find a demo structure with key selling points to highlight with your buyer. We've clearly signposted the different audience segments with icons, to help you quickly tailor your pitch to your audiences' wants, needs, and concerns, and support it with no-nonsense facts and benefits.



Audience coding



IT professionals:

Heads of IT, CIOs, CTOs



Business decision-makers:

CEOs, CFOs, C-suite Managers,
Heads of Marketing, Heads of Sales...



Tech and engineering:

Senior Designers, Architects, Engineers

Outline

1. Welcome to Surface Book 2

What is Surface Book 2?

Discuss how Surface Book 2 adapts to the way your employees work, so they can be more creative and productive. The most powerful Surface ever. Four versatile modes of use.

2. Tour the hardware

Processing power

Four times more powerful than the original Surface Book. Handle all your business-critical software.

Beautifully designed

No more bulky, unsightly desktops. Surface Book 2 packs a lot of processing power, but it looks sleek too.

Versatile

A robust laptop, a powerful tablet and a portable studio—Surface Book 2 adapts to the way your teams work and create.

Dazzling display

Easy and enjoyable to use. PixelSense™ display. Make the most of your work.




Safe and secure

Work securely from anywhere. Windows Hello. Constantly updated security.

Welcome to Surface Book 2

Speaker Script

The original Surface Book was a game-changer when it was introduced in 2015—slim, versatile, and powerful. Now Microsoft has used customer feedback to build on that success and make the Surface Book 2 the most powerful Surface ever.

- 
 For starters, it has up to 4x more power than the original Surface Book.
- 
 We've kept the same versatile format, so employees can work in four modes—tablet, laptop, studio and view mode.
- 
 Enables your people to stay productive and secure anywhere.
- All the connections needed for devices and accessories, including a new USB-C port—the first in the Surface family.
- 96% of Surface users say it makes them more productive (+8% over Apple products)¹
- Powerful enough to support even the most demanding apps.
- Improved battery life—now up to 17 hours³
- Speed through intensive tasks in Dassault SOLIDWORKS, Autodesk Revit, Adobe Premiere Pro[®],* and other desktop software.

¹Surface and Workplace Satisfaction / Engagement Study, PSB

³Testing conducted by Microsoft in April 2017 using preproduction Intel Core i5, 256GB, 8 GB RAM devices. Testing consisted of full battery discharge during video playback. All settings were default except: Wi-Fi was associated with a network and Auto-Brightness disabled. Battery life varies significantly with settings, usage, and other factors

*Sold separately

Actions / Why It Matters / Audience Emphasis

Actions

Greet customers holding the Surface Book 2.

Why It Matters

The original Surface Book was a game-changer when it was introduced in 2015—slim, versatile, and powerful. Now Microsoft has used customer feedback to build on that success and make the Surface Book 2 the most powerful Surface ever.

Audience Emphasis



IT professionals

The most powerful Surface ever, with up to 4x more power than the original Surface Book (with NVIDIA discrete graphics) and up to 17 hours of battery life. It has the capacity to run all the professional-grade software you need for your business.

Two sizes: a new 15" or a 13.5" PixelSense™ display.



Business decision-makers

Surface Book 2 has four versatile modes of use—tablet, laptop, studio, and view mode—so you get more out of your organization's investments in workplace modernization. Your employees have the versatility, mobility, and power they need to stay at maximum productivity.



Tech and engineering

The Surface Book 2 is built to handle professional-grade software, on the go as well as at your desk.

It's a robust laptop, tablet, and portable studio in one. Premium materials and up to 17 hours of battery life let you create anywhere without sacrificing performance.

Processing power

Speaker Script

If you need intensive, professional-grade software to get the job done, and the mobility to do it from anywhere, the Surface Book 2 is designed for you, with the processing power you need to work efficiently and run all your business-critical software.

- The New Surface Book has 4 times more processing power than the original.



- That high performance comes from high-speed Intel® processors, blazing NVIDIA® graphics and lightning-fast storage.
- It's a portable powerhouse—we've packed in the latest generation dual-core or quad-core Intel® Core™ i5 and i7 processors, and up to 16GB of RAM.



- Runs intensive, professional-grade desktop software* like Dassault SOLIDWORKS, Autodesk Revit, and Adobe Premiere Pro®.*
- The quad core processor can power through projects, even while running demanding applications like Adobe Premier Pro.



- All the memory you need for your for programs, apps, photos, videos, and files—up to 1TB of SSD⁶

*Sold separately

Actions / Why It Matters / Audience Emphasis

Actions

Greet customers holding the Surface Book 2. Open it and turn it on so they can see the screen and keyboard.

Why It Matters

Microsoft had a clear goal in mind with the Surface Book 2: To give users the ability to work with powerful, demanding software, wherever they want to.

The Surface Book 2 is designed to accomplish more than you would think possible from a portable device.

Audience Emphasis



IT professionals

The new Surface Book 2 runs professional-grade software with high-speed Intel® processors, blazing NVIDIA® graphics and lightning-fast storage. It also delivers up to 17 hours of battery life, so you can work on projects anywhere.



Business decision-makers

Take big ideas anywhere. Up to 1TB of lightning-fast SSD⁶ for all your programs, apps, photos, videos, and files.




Tech and engineering

Runs intensive, professional-grade desktop software* like Dassault SOLIDWORKS, Autodesk Revit, and Adobe Premiere Pro®, without being tethered to your desk.*

Beautifully designed

Speaker Script

Microsoft redesigned the computer for the modern workforce. That means form and function go hand-in-hand to create a laptop that's powerful, portable, and that employees are proud to use.

- Create effortlessly with the high-precision, all-glass trackpad and full-size, backlit keyboard. 
- Hinge design has been optimized to improve single-handed opening and reduce bouncing in open position.
- 5 mega pixel front facing camera/ 8 mega pixel rear camera helps you stay in touch.
- Microsoft included all the ports your team relies on, so they can use it for anything. They've included an SD slot card and a USB-C port, which supports USB 3.1 Gen 1 (5Gbps) as well as DisplayPort Alternate Mode.
- The USB-C port will provide up to 15W charging capacity for external devices and will accept charge from USB-C docks and power adapters.²
- Display designed for touch and Surface Pen.*
- Designed to instill pride in the user—93% of Surface users say the hardware makes them feel like their company is investing in them (+14% over Apple)¹

¹Surface and Workplace Satisfaction / Engagement Study, PSB

²Surface Book 2 will charge from USB-C solutions at any wattage but will charge more efficiently with supply of higher wattage. It may discharge when under load and available power is insufficient.

*Sold separately

Actions / Why It Matters / Audience Emphasis

Actions

Show the outside of the device closed to show the width. Point out the ports.

Why It Matters

Microsoft packed a lot of processing power into a small, sleek package. Employees are no longer tethered to a bulky desktop computer—the Surface Book 2 packs a lot of processing power but is versatile enough for employees to use on the move.

Audience Emphasis



IT professionals

The new Surface Book 2 balances power and premium materials for unprecedented performance in a laptop its size. Connect to all your devices with USB 3.0, full-size SD card, Surface Dock,* and now the first USB-C port in the Surface family.



Business decision-makers

The Surface Book 2 is powerful and versatile, but it's sleek and lightweight, too. Every feature is designed to boost productivity and provide employees with a device they're proud to use.



Tech and engineering

Run all the professional-grade software you need for your business, without being held back by bulky, unsightly desktop computers.

Versatile

Speaker Script

Microsoft builds devices around the way people use them, so the Surface is designed to work the way your teams work.

- Laptop mode. Get productive with a full-size keyboard and large trackpad, or use the interactive touchscreen.
- Tablet mode. Detach the stunning PixelSense™ display to transform Surface Book 2 into a thin and powerful quad-core Intel® Core™ i7 tablet you can take anywhere.
- Studio mode. Fold Surface Book 2 into studio mode to draw and sketch in a comfortable, natural position.
- View mode. Detach the screen with the push of a button, turn it around, and reattach to share content and presentations.
- Talk to Cortana whether you're at your desk or at the Whiteboard with a dual-mic array.



- 91% say Surface helps them better express creativity (+9% over Apple products).¹
- Take presentations to the next level. Windows Story Remix brings together photos and videos with a soundtrack, theme, and cinematic transitions. Take it further by adding 3D objects and draw on them with Windows Ink.



- Use the accessories to work even more naturally. Use the Surface Pen to write, draw, and shade naturally with over 4,096 pressure points, low latency, and new tilt functionality.
- Use Surface Dial* on screen for easy access to drawing tools so you can transition seamlessly through tasks.

¹Surface and Workplace Satisfaction / Engagement Study, PSB
*Sold separately

Actions / Why It Matters / Audience Emphasis

Actions

Show how the device transforms into different modes.
Show the use of Surface Pen and Dial on OneNote.

Why It Matters

Surface Book 2 is designed to fit into and enhance the way you work and make the most of all your software.
You're no longer confined to working and creating on your device as just a laptop. You can draw plans and sketch ideas in studio mode, share concepts in tablet mode, make tweaks and use demanding apps in laptop mode, and deliver your final presentation in view mode.
And with the suite of Surface accessories, you can work even more naturally.

Audience Emphasis



IT professionals

The Surface Book 2 makes the most efficient use of your IT investment, providing four modes of working in one device. The tablet works as efficiently as the laptop and can be used for five hours unplugged.



Business decision-makers

Take notes, sketch ideas, and share easily. Get more done with four versatile modes of use.



Tech and engineering

Take projects from start to finish with the four different modes. It works as a robust laptop, a powerful tablet, and a portable studio, and your software runs efficiently all modes, so you can switch seamlessly between them.

Dazzling display

Speaker Script

The upgraded display makes working on the Surface Book 2 easy and enjoyable.

- Make the most of your work when presenting to clients.



- Resolution of 3000 x 2000.
- Aspect ratio of 3.2 gives excellent screen quality and clear video playback.



- 412 nits of brightness gives a clear picture in any lighting, indoor or outdoor.
- 6 million pixels in the 13.5"—higher resolution than the MacBook Pro 13".
- Improved display makes it even easier read and write on the screen.



- With the new 15", experience breathtaking resolution with over 7 million pixels.

Actions / Why It Matters / Audience Emphasis

Actions

Open the device in laptop mode, log in and show screen, including the desktop image.

Why It Matters

This is the most powerful graphics performance ever from Surface—5 times the graphics performance of the original Surface Book.

This is also more than twice the graphics performance and total processing of the 13" and 15" MacBook Pro.³

Audience Emphasis



IT professionals

The Surface Book 2 uses NVIDIA discrete graphics that now come in two sizes: a new 15" or a 13.5" PixelSense™ Display.



Business decision-makers

The improved display makes working easier and more enjoyable, but also puts your work in the perfect light when presenting to clients.



Tech and engineering

Be immersed in experiences that look and feel like real life on the stunning PixelSense™ display: now available in a 13.5" or new 15" touchscreen.

³Based on current information published at <https://www.apple.com/macbook-pro/specs/> as of October 2017.

Safe and secure

Speaker Script

You and your people need peace of mind around security, so you can focus on your work without worrying.

- Camera, speakers, and microphone are all designed to enable your people to look and sound their best.
- 2x 1080p full HD cameras—front and back.
- 2x HD microphones and Dolby speakers.
- Wifi and LTE capabilities allow for remote and secure collaboration.
- 15% better audio quality and projection than the Surface Pro 4 due to the dual microphone array.



- Recover and wipe data with Intune in case of theft, loss, or damage.
- The only PC manufacturer with an additional layer of hardware security.
- Microsoft Surface Enterprise Management Mode (SEMM) lets you secure and manage Surface Pro remotely.
- Keep your people's data locked down with BitLocker.



- Windows Hello camera for secure log-in.
- Windows 10 is updated constantly with the latest security.



- TPM chip for enterprise-grade security.

Actions / Why It Matters / Audience Emphasis

Actions

Log onto the device using Windows Hello.

Why It Matters

Employees use the Surface Book 2 to work from anywhere and come together to collaborate on projects, knowing that your data is protected by the latest security features from Windows 10.

Audience Emphasis



IT professionals

Constantly updated with the latest security, so users don't have to manually update or 'health-check' their PCs.



Business decision-makers

Your team can work how they need without always worrying about security. They can work remotely, from home or in public spaces, all while keeping your sensitive data secure.



Tech and engineering

TPM chip for enterprise security, plus enterprise-grade protection with Windows Hello face sign-in.

A top-down view of a person with dark hair, wearing a dark blue shirt, sitting at a white desk. They are using a Microsoft Surface Book 2. The laptop is open, and the person is holding the tablet part of the device, which is displaying a 3D architectural rendering of a building. They are using a stylus to interact with the tablet. The desk also has a keyboard and a mouse. The background is a plain white wall.

Conclusion

The Surface Book 2 is designed for users who demand a lot of their computers.

It's designed for the user who needs the processing power to run advanced professional software, but also needs the freedom to think, work and present outside of the office.

It's designed for the videographer editing movies, the CAD engineer, the software developer coding games and creating AI, and the digital artist painting with Photoshop.

With the perfect blend of performance and versatility, the Surface Book 2 changes the game in the workplace.

- The demand for “always on” working isn’t going away.
- Your people want greater flexibility, mobility, collaboration, and performance from their computers.
- “Nothing should stand in the way of bringing your ideas to life”—certainly not poor processing power or a bulky machine.
- 95% of Surface users say they have the right tools to get their job done (+2% over Apple products.¹)

¹Surface and Workplace Satisfaction / Engagement Study, PSB



This document is provided "as-is". Information and views expressed in this document, including URL and other Internet Web site references, may change without notice. You bear the risk of using it.

This document does not provide you with any legal rights to any intellectual property in any Microsoft product. You may copy and use this document for your internal, reference purposes.

© 2018 Microsoft. All rights reserved.