



Surface Pro

Demo Guide



This guide is designed to help you win new Microsoft Surface Pro 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 (see page 3), 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

Welcome to Surface Pro (30 sec)

Speaker Script

What is Surface Pro? (30 sec)

The new Surface Pro is the result of customer feedback. It takes what people loved about previous Surface Pro devices and makes it even better. Let’s look at how it benefits you and your employees.

- The most versatile laptop we’ve ever made.
 - Enables your people to stay secure and productive from anywhere.
 - 96% of Surface users say it makes them more productive (+8% over Apple products).²
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 - Allows your people to adapt to the Modern Workplace—which includes mobile working, hot desking and remote collaboration.
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 - Makes communication and collaboration easier.
 - Powerful enough to support demanding apps.
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 - Over 800 new custom parts using 99% of the space inside the device.
 - Improved battery life—now up to 13.5 hours¹ (35% more than the iPad Pro).
 - 1.7x the computing power of an iPad Pro.³

¹Testing 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




²Surface and Workplace Satisfaction / Engagement Study, PSB

³Based on information available on the 10.5 in iPad Pro in 2017

Actions / Why It Matters / Audience Emphasis

Actions	Why It Matters
Greet customers, standing with the Surface Pro.	Microsoft Surface has a clear purpose—to build devices that empower every person and organization to achieve more. This belief informs our design and innovations.

Audience Emphasis




 <h4>IT professionals</h4> <p>Surface Pro enables employees to work the way they need to work for the modern business, with mobility and security in mind.</p>	 <h4>Business decision-makers</h4> <p>Surface Pro enables employees to get the most out of your organization’s investments in workplace modernization, offering your employees the versatility, mobility, and power today’s employees need to stay at maximum productivity.</p>	 <h4>Tech and engineering</h4> <p>Surface Pro was redesigned based on feedback to be the most versatile device ever made. With over 800 new parts, this device offers the mobility and versatility you know from previous iterations, but with added longer battery life and more power.</p>
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Tour the hardware

Speaker Script

Surface Pro Hardware

Surface Pro is the best device on the market for productive working wherever your people are. Let’s take a closer look at what Surface Pro has to offer.

- Lightweight, versatile, and secure.
 - Be fully productive, anywhere.
 - Long battery life—up to 13.5 hours¹ without charging.
 - 93% of Surface users say the hardware makes them feel like their company is investing in them (+14% over Apple).²
- 
 - Superior security and simple integration offered by the full Microsoft ecosystem.
- 
 - Mobility and connectivity: capture notes, sketches and ideas anytime, anywhere.
 - 50% more battery life than Surface Pro 4, and 2.5x the computing power of the Surface Pro 3.
- 
 - All-in-one laptop, studio, and tablet.
 - BGA SSD for a 50% reduction in storage footprint vs. the Surface Pro 4.
 - Run professional-grade software effortlessly—including resource-intensive software like CAD.




¹Testing 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

²Surface and Workplace Satisfaction / Engagement Study, PSB

Actions / Why It Matters / Audience Emphasis

Actions	Why It Matters
Hold up the Surface Pro and show the device off.	Microsoft created a new category in 2012 and hasn’t stopped innovating since. While the form factor remains consistent between then and now, the new Surface Pro has just kept getting better while never forgetting that design isn’t just about good looks—it’s about developing a beautiful device that is at its core flexible and versatile enough to support work however and wherever it needs to happen.




Audience Emphasis

		
IT professionals	Business decision makers	Tech and engineering
The new Surface Pro is a beautiful and versatile device, one that is portable to support your mobility strategy and needs, but powerful enough to run full professional grade software.	The versatile design and powerful performance allow for greater creativity and productivity from your most talented teams wherever they need to work—in the office, on the road, or at their client’s office.	The most versatile laptop—laptop, studio, tablet, all in one device. Mobile, portable and with the power to run heavy software, like CAD. Battery life that lasts up to 13.5 hours, your team can make an impact with design and function.

Uncompromising performance

Speaker Script




Let’s talk about Surface Pro performance.

- 20% faster than Surface Pro 4.
 - 44% more battery life than Surface Pro 4.
 - Connect to Surface Dock for 2x 4K external display.
 - Easy charging with Surface Connect port.
 - Significantly quieter operation than the Surface Pro 4.
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 - Your people need a fast, versatile, and capable device to run business critical apps anytime, anywhere.
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 - Incredibly thin with high performance on the go.
- 
 - 7th Generation Intel® Core™ Processor.
 - 16GB RAM.
 - 1TB hard drive storage.
 - Passive m3 and i5 thermal solutions for silent performance.
 - Run professional grade apps anywhere—including CAD.
 - 17% more CPU and 20% more GPU performance (as determined by benchmarking with 3DMark Ice Storm and Geekbench).

Actions / Why It Matters / Audience Emphasis

Actions	Why It Matters
Hold the Surface horizontally to show the width.	The new Surface Pro offers versatility without compromising the ability to run the software that powers your business. Whether it’s running professional-grade software like CAD, or simply allowing your top employees to work all day from the road, the Surface Pro combines mobility and power your modern workplace depends on.

Audience Emphasis


		
IT professionals	Business decision-makers	Tech and engineering
Performance and mobility are central to the new Surface Pro—we let your teams leave their desks, work from anywhere, and still run the programs they depend on, so they won’t miss a beat.	Performance and mobility ensures your team can capture their ideas wherever they are, so you don’t miss out on creating from anywhere.	Run full apps and professional-grade software with a 7th Generation Intel Core processor, 16GB of RAM and up to 1TB of storage.


The experience


Speaker Script

Let’s look at the Surface Pro experience.

From start-up on, the new Surface Pro was designed to work around you and your team:

- Instantly capture ideas with secure, instant-on architecture.
 - Windows Hello facial recognition sign-in.
 - 91% say Surface helps them better express creativity (+9% over Apple products).²
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 - 3x faster than using a password to log in.
 - TPM chip for enterprise-level security.
- 

 - Password-free sign-in enhances security (no more post-it notes or unencrypted text messages with passwords).
- 




 - Smart enough to differentiate between identical twins.
 - Instant on technology and Windows Hello starts device 3x faster than a password-based sign-on.

²Surface and Workplace Satisfaction / Engagement Study, PSB

Actions / Why It Matters / Audience Emphasis

Actions	Why It Matters
Log into the device.	A highly mobile device that doesn’t slow you down when an idea strikes. From start-up on, the new Surface Pro was designed to work around you and your team.




Audience Emphasis

<div></div> <div>IT professionals</div> <div>TPM chip for enterprise security and enterprise-grade protection with Windows Hello face sign-in.</div>	<div></div> <div>Business decision-makers</div> <div>Security you can depend on and an experience your teams will love from start-up on.</div>	<div></div> <div>Tech and engineering</div> <div>Logs you in 3x faster than a password so you can start creating without missing a beat.</div>
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Display

Speaker Script




Let’s take a look at Surface Pro’s stunning display features.

- Striking 12.3” PixelSense™ display with stunning color and brightness to encourage creativity and pride in presentation.
 - Paper pad-style aspect ratio for intuitive reading and writing.
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 - Reduced inking latency with PixelSense™ Accelerator.
 - Enhanced palm block and detection algorithms.
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 - Two color profiles can be toggled dependent on user preference.
 - The Enhanced setting enhances overall mid-tones and color contrast, without affecting the natural appearance of skin tones.
- 
 - 267 PPI resolution (2736x1824).
 - 10-point multi-touch.
 - Windows Hello infrared and front-facing 5MP cameras hidden in the bezel.

Actions / Why It Matters / Audience Emphasis

Actions	Why It Matters
Show the screen and desktop image.	Ultra-responsive 12.3-inch 2736 x 1824 display, designed to make writing and reading as natural an experience as using physical print.


Audience Emphasis

 <div>IT professionals</div> <p>Beyond beautiful design, this is a device that makes it easy and a joy to create with.</p>	 <div>Business decision-makers</div> <p>A beautiful display that puts your team’s work in the perfect light when presenting to clients.</p>	 <div>Tech and engineering</div> <p>12.3” PixelSense™ display features 267 PPI resolution, 10-point multi-touch, and 3:2 aspect ratio.</p>
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Cameras, speakers and microphone

Speaker Script




Let’s look at features for remote collaboration and conferencing.

- 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.
 - Wi-fi 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.
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- Microphone, speakers, and cameras designed to make the most of Skype for Business and other audio-visual conferencing platforms.
 - 5.0MP front-facing camera with 1080p Skype HD video.
 - 8.0MP back-facing autofocus camera with 1080 video.
 - 1.6W Stereo speakers with Dolby® Audio™ Premium.
 - 15% clearer sound than the Surface Pro 4.

Actions / Why It Matters / Audience Emphasis

Actions	Why It Matters
Open the kickstand and pull out the type cover.	With two 1080p full HD cameras and microphones, the Surface Pro is an ideal device for business communication and collaboration. And when coupled with Skype HD Video, users can enjoy clear, uninterrupted video conferencing free from digital artefacts and compression.

Audience Emphasis

		
IT professionals	Business decision-makers	Tech and engineering
Provides flexibility to teams collaborating remotely.	Help your teams to stay in contact when working on a project or servicing clients.	Premium connectivity with 5.0MP front-facing camera with 1080p Skype HD video; 8.0MP rear-facing autofocus camera with 1080p Full HD video; Dual microphones; 1.6W Stereo speakers with Dolby® Audio™ Premium.

Hinge and Kickstand

Speaker Script

Let’s look at Surface Pro features that support different workstyles.

- Next-generation hinge with reworked resistance curve lets your team work comfortably from any position.
- Studio mode enables a comfortable and immersive creative experience.



- Full 165-degree range of motion to match an architect’s drafting desk.



- Designed to let writers and artists rest their hand on the screen and work naturally.
- Variable friction mechanism for easy opening at low angles and greater support at high angles.



- Intelligent palm rejection can tell the difference between the user’s wrist and fingertips.
- Greater opening angle (165° vs 150° in Surface Pro 4).

Actions / Why It Matters / Audience Emphasis

Actions

Show the screen, desktop image.

Why It Matters

Physical support and comfort for the end user is paramount. And thanks to the Surface Pro’s versatility, users can take full advantage of its hinge’s 165-degree range of motion (versus the previous 150-degree range) to work comfortably from any desired position. New studio mode allows users to lay the device practically flat.

Audience Emphasis



IT professionals

A versatile form factor that helps teams create on a portable device.



Business decision-makers

Don’t let anything get in the way of your team’s creativity. The Surface Pro fits the way your teams need to work.



Tech and engineering

Microsoft created the category and has perfected the elements along the way, including making improvements on its already innovative hinge.

Pen and Ink

Speaker Script

Let’s look at Surface Pro’s advanced functionality for sketching, annotating, and drawing.

- Discover new ways to use Office 365*, and give your people the flexibility to work however and wherever they want.
- On-screen Surface Dial* support for enhanced precision and control.



- Greater sensitivity and tilt detection, which allows users to work effortlessly and stay engaged with their work.
- Let your people make their mark using the integrated Pen* and Ink functionality
- Customizable pen colors—Platinum (Light Gray), Black, Burgundy, and Cobalt Blue.



- Maintain productivity with or without a mouse and keyboard.
- Customizable pen actions for quick intuitive use.



- New Surface Pen with precision ink and eraser.
- 4,096 pressure points for accurate artistic precision.
- Reduced inking latency with PixelSense™ Accelerator (55% less latency vs Surface Pro 4).

*Sold separately

Actions / Why It Matters / Audience Emphasis

Actions	Why It Matters
Use Office with new Pen functionality.	Highlights the way Surface Devices help you get the most out of Windows 10 and Office 365.

Audience Emphasis



IT professionals

Surface Devices are built to work with Office 365. Pen and Ink helps your teams make even more of the software they already know and trust.



Business decision-makers

Let your teams create without limits and take full advantage of Office 365 programs like OneNote.



Tech and engineering

The New Surface Pen helps you to write better and faster than ever, with precision ink and a rubber eraser—4,096 pressure points so you can sketch, shade, and paint with artistic precision and 55% less latency than the Surface Pro 4.

Security

Speaker Script

Let’s look at Surface Pro’s enterprise-grade security features.



- Windows 10 is updated constantly with the latest security.
- Recover and wipe data with Intune in case of theft, loss, or damage.
- Microsoft Surface Enterprise Management Mode (SEMM) lets you secure and manage Surface Pro fleet remotely.



- Built to meet your security requirements without limiting creativity or productivity.
- Latest security updates delivered seamlessly on Windows 10, and delivered first for Surface devices.
- Keep data locked down with BitLocker.



- Highly secure device with 256-bit end-to-end encryption.
- Latest security updates with Windows 10; Windows Hello facial recognition sign-in.
- TPM chip built in at UEFI level for enterprise-grade security.
- Intune for remote data deletion and recovery in case of loss, damage, or theft.
- Microsoft Surface Enterprise Management Mode (SEMM) lets you secure and manage Surface Pro remotely.

Actions / Why It Matters / Audience Emphasis

Actions

Now let me walk you through the security features...

Why It Matters

Security designed for the Enterprise that fits within any organization’s requirements. The New Surface Pro is mobile, powerful, and built with leading-edge security in mind.

Audience Emphasis



IT professionals

The device is constantly updated with the latest security measures, so users don’t have to manually update or ‘health-check’ their PCs. They get peace of mind and are able to focus on their core deliverables. Intune also lets IT departments wipe devices that have been lost, stolen, or sent in for repairs (for an additional cost).



Business decision-makers

Surface Pro was built for your team’s security requirements, making it easy for your users to stay creative and secure.



Tech and engineering

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

Wrap up

- The demand for ‘always on’ productivity and creativity is the new normal in the Modern Workplace.
- Your people want greater flexibility, mobility, collaboration and performance.
- The answer lies in functionality that mirrors these demands.
- The new Surface Pro lets your people work securely in the places and styles that suit them best.
- “Nothing should stand in the way of bringing your ideas to life”.
- 95% of Surface users say they have the right tools to get their job done (+2% over Apple products).²

²Surface and Workplace Satisfaction / Engagement Study, PSB

Actions / Why It Matters / Audience Emphasis

Why It Matters

The New Surface Pro was designed for modern businesses looking to get the most out of what their digitally transforming organization has to offer.

Audience Emphasis



IT professionals

Highly mobile, powerful and secure.



Business decision-makers

Devices built around the unique needs of your most talented, highly mobile workers.



Tech and engineering

Power and performance in a mobile and versatile form factor.



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