



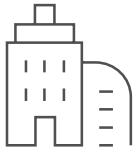
Microsoft Surface for Business

Commercial and consumer differentiation

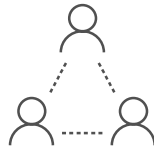


Introducing Surface for Business

Our vision for bringing differentiated value to our commercial customers



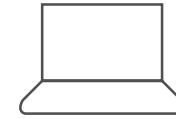
Introducing Surface for Business to reflect the unique experience we deliver to commercial customers



Commitment to driving deeper integration with the Modern Workplace and warranty teams



Differentiated commercial and consumer pricing and configurations



Surface Pro 6 for Business and Surface Laptop 2 for Business are the lead offerings



Device and portfolio naming convention updates to be reflected across sales, marketing, and web properties

1

Distinct consumer and commercial configurations and prices

2

More device and business benefits for commercial customers

3

Updated messaging including "for Business" in device and portfolio positioning



How we message “Surface for Business”

Beginning with the October 2018 launch, we will implement our Surface for Business descriptor across our new products.

Our Surface for Business differentiation combines our hardware, software, and services.

This will be our consistent messaging across media, in our partner and customer presentations, and internal communications.

Portfolio description

Surface for Business

- Surface for Business family
- Surface for Business portfolio
- Surface for Business devices

Product description

Surface “X” for Business

- Surface Pro 6 for Business
- Surface Laptop 2 for Business
- Surface Studio 2 for Business
- Surface Go for Business
- Surface Book 2 for Business



The Surface for Business value proposition

Unique commercial SKUs available on Surface Pro 6 for Business and Surface Laptop 2 for Business

Windows 10 Pro

Comes standard on Surface for Business products—offering advanced security protections, enterprise manageability, and enhanced productivity tools

Advanced Exchange¹

In addition to the standard hardware warranty, commercial customers get Advanced Exchange—a warranty service with expedited device replacement, at no additional cost*

8th Gen Intel Core processors

A unique commercial chipset for the i5 SKUs means higher-performance made possible by the latest commercial-grade (i5-8350U), quad-core 8th Gen Intel® Core™ processor*

Ready for Microsoft 365**

Additionally, business customers can choose to pair Surface with Microsoft 365—which represents a complete, intelligent solution for our commercial customers to empower everyone to be creative and work together, securely

¹ Currently available on Surface Pro 6 for Business and Surface Laptop 2 for Business models

**Sold separately



Windows 10 Pro's value to enterprise customers

All Surface for Business devices ship with Windows 10 Pro

Single sign-on and more control over devices

- Azure Active Directory* Join
- Domain Join + Group Policy
- MDM client
- Windows AutoPilot

Control over when and how to update devices

- Deferred updates
- Windows Update for Business

Easier ways to acquire, deploy, and configure business apps

- Microsoft Store for Business
- Assigned Access
- Client Hyper-V
- Remote Desktop

Peace of mind over lost devices and passwords

- BitLocker
- BitLocker To Go

*Sold separately



Modern management for every business

Empowering customers to improve the deployment, management, and security of their Surface devices

Streamlined deployments

- First device manufacturer to offer Windows AutoPilot
- Developed in conjunction with the Windows team
- Empowered by the Cloud Solution Provider community

Modern management

- Manufactured for device enrollment within Azure Active Directory
- Use Intune Device Wipe if Surfaces are lost, stolen, or repurposed
- Surface is available now as a Microsoft Managed Desktop device

Best-in-class security

- Adheres to all Windows 10 security standards
- Windows Hello biometric authentication
- Automatic risk mitigation and reduction of IT complexity

*Sold separately



Premium support with Advanced Exchange

Advanced Exchange is included with Surface Pro 6 for Business and Surface Laptop 2 for Business at no additional cost

The Advanced Exchange warranty service provides an expedited device replacement and reduces downtime by sending the customer a device before they ship back the defective unit.

Keep your device until you receive a new one

Without Advanced Exchange:

Send the broken device before receiving a new one

With Advanced Exchange:

Receive a new device before sending the broken one back

Receive the new device faster

Without Advanced Exchange:

5-8 business days (varies by country) to get a new device (after sending the broken one back)

With Advanced Exchange:

3-5 business days (varies by country) to get a new device (before sending the broken one back)

Differentiation across the Surface portfolio FY19

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	Surface Go	Surface Go with LTE Advanced	Surface Pro (5th Gen)	Surface Pro with LTE Advanced (5th Gen)	Surface Pro 6	Surface Laptop 2	Surface Book 2 13.5"/15"	Surface Studio 2	
Consumer	Wi-Fi	LTE	Wi-Fi	LTE	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi	
	OS	Windows 10 Home in S mode	Windows 10 Home in S mode	Windows 10 Home	Windows 10 Pro	Windows 10 Home	Windows 10 Home	Windows 10 Pro	Windows 10 Pro
	Advanced Exchange	No	No	No	No	No	No	No	No
	Processor	Pentium Gold 4415Y	Pentium Gold 4415Y	7th gen Core m3 (not diff)	7th gen Core i5 (not diff)	i5-8250U i7-8650 (not diff)	i5-8250U i7-8650 (not diff)	i5-7300U (not diff) i7-8650U (not diff)	7th gen Core i7-7820HQ
	Config. options	4/64 (\$399) 8/128 (\$549)	8/128 (\$679)	4/128 (\$749)	8/256 (\$1449)	i5/8/128 (\$899) i5/8/256 (\$1199) i7/8/256 (\$1499) i7/16/512 (\$1899) i7/16/1TB (\$2299)	i5/8/128 (\$999) i5/8/256 (\$1299) i7/8/256 (\$1599) i7/16/512 (\$2199) i7/16/1TB (\$2699)	i5/8/256 iGPU (\$1499) i7/8/256 dGPU (\$1999) i7/16/512 dGPU (\$2499) i7/16/1TB dGPU (\$2999)	i7/16/1TB (\$3499) i7/32/1TB (\$4199) i7/32/2TB (\$4799)
	M365 readiness	No	No	No	Yes	No	No	Yes	Yes
	Surface Go for Business	Surface Go for Business with LTE Advanced	Surface Pro (5th Gen)	Surface Pro with LTE Advanced (5th Gen)	Surface Pro 6 for Business	Surface Laptop 2 for Business	Surface Book 2 for Business 13.5"/15"	Surface Studio 2 for Business	
Commercial	Wi-Fi	LTE	Wi-Fi	LTE	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi	
	OS	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro
	Advanced Exchange	No	No	No	No	Yes (no additional cost)	Yes (no additional cost)	No	No
	Processor	Pentium Gold 4415Y	Pentium Gold 4415Y	7th gen Core m3 (not diff)	7th gen Core i5 (not diff)	i5-8350U i7-8650 (not diff)	i5-8350U i7-8650 (not diff)	i5-7300U (not diff) i7-8650U (not diff)	7th gen Core i7-7820HQ
	Config. options	4/64 (\$449, \$399 EDU) 8/128 (\$599; \$549 EDU)	8/128 (\$729) 8/256 (\$829); <i>unique</i>	4/128 (\$799)	4/128 (\$1149); <i>unique</i> 8/256 (\$1449)	i5/8/128 (\$999) i5/8/256 (\$1299) i7/8/256 (\$1549) i7/16/512 (\$1949) i7/16/1TB (\$2349)	i5/8/128 (\$1199) i5/8/256 (\$1399) i7/8/256 (\$1649) i7/16/512 (\$2249) i7/16/1TB (\$2749)	i5/8/256 iGPU (\$1499) i7/8/256 dGPU (\$1999) i7/16/512 dGPU (\$2499) i7/16/1TB dGPU (\$2999)	i7/16/1TB (\$3499) i7/32/1TB (\$4199) i7/32/2TB (\$4799)
M365 readiness	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	

Surface for Business portfolio FY19

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	Surface Pro 6 for Business	Surface Laptop 2 for Business	Surface Go for Business	Surface Studio 2 for Business	Surface Book 2 13" for Business	Surface Book 2 15" for Business
Display	12.3" PixelSense™ Display	13.5" PixelSense™ Display	10" PixelSense™ Display	28" PixelSense Display	13.5" PixelSense™ Display	15" PixelSense™ Display
Screen resolution	2736 x 1824 (267 ppi)	2256 x 1504 (201 PPI)	1800 x 1200 (217 PPI)	4500 x 3000 (192 DPI)	3000 x 2000, (267 PPI)	3240 x 2160 (260 PPI)
Processor	Intel® Core™ 8th Gen i5-8350U Intel® Core™ 7th Gen i7-8650U	Intel® Core™ 8th Gen i5-8350U Intel® Core™ 7th Gen i7-8650U	Intel® Pentium® Gold Processor 4415Y	Intel® Core® 7th Generation i7-7820HQ	7th Gen Intel® Core™ i5-7300U dual-core 8th Gen Intel® Core™ i7-8650U quad-core	8th Gen Intel® Core™ i7-8650U quad-core
Graphics	Intel® UHD Graphics 620 (i5) Intel® UHD Graphics 620 (i7)	Intel® UHD Graphics 620 (i5) Intel® UHD Graphics 620 (i7)	Intel® HD Graphics 615	NVIDIA® GeForce® GTX 1060 6GB GDDR5 memory or NVIDIA® GeForce® GTX 1070 8GB GDDR5 memory	Intel® i5: Intel® HD Graphics 620 integrated GPU Intel® i7: NVIDIA® GeForce® GTX 1050 discrete GPU w/ 2GB GDDR5 graphics memory	NVIDIA® GeForce® GTX 1060 discrete GPU w/ 6GB GDDR5 graphics memory
Memory	8GB or 16GB RAM	8GB or 16GB RAM	4 GB or 8GB	16GB or 32GB (DDR4)	8GB or 16GB RAM	16GB RAM
Storage	Solid-state drive (SSD) options: 128GB, 256GB, 512GB, or 1TB	Solid-state drive (SSD) options: 128GB, 256GB, 512GB, or 1TB	64GB embedded MultiMediaCard (eMMC) drive 128GB solid state drive (SSD) 256GB solid state drive (SSD)	1TB or 2TB solid-state drive (SSD)	256 GB solid state drive (SSD) 512 GB solid state drive (SSD) 1 TB solid state drive (SSD)	256 GB solid state drive (SSD) 512 GB solid state drive (SSD) 1 TB solid state drive (SSD)
Battery life	Up to 13.5 hours	Up to 14.5 hours	Up to 9 hours	NA	Up to 17 hours	Up to 17 hours
Cameras	5.0MP front-facing camera with 1080p Skype HD video 8.0MP rear-facing autofocus camera with 1080p full HD video	720p HD camera (front-facing)	5.0MP front-facing camera with 1080p Skype HD video 8.0MP rear-facing autofocus camera with 1080p HD video	5.0MP front-facing camera with 1080p HD video	5.0MP front-facing camera with 1080p HD video 8.0MP rear-facing autofocus camera with 1080p HD	5.0MP front-facing camera with 1080p HD video 8.0MP rear-facing autofocus camera with 1080p HD
Weight	i5: 1.70 lbs. (770 g) i7: 1.73 lbs. (784 g)	i5 2.76 lbs. (1,252 grams) i7 2.83 lbs. (1,283 grams)	1.15 lbs (522g)	21 lbs. max (9.56 kg max)	i5: 3.38 lbs (1,534 g) i7: 4.2 lbs (1,905 g)	4.2 lbs (1,905 g)
Touchscreen	Yes (pen and Dial compatible)	Yes (pen and Dial compatible)	Yes (pen and Dial compatible)	Yes (Pen + Dial compatible)	Yes (Pen + Dial compatible)	Yes (Pen + Dial compatible)
Display mode	Laptop, Tablet, View, Studio mode	Laptop	Laptop, Tablet, View, Studio mode	Desktop, Studio	Laptop, Tablet, View, Studio mode	Laptop, Tablet, View, Studio mode
Speakers	1.6W stereo speakers with Dolby® Audio™ Premium	Omnisonic Speakers with Dolby® Audio™ Premium	2W stereo speakers with Dolby® Audio™ Premium	Stereo 2.1 speakers with Dolby® Audio™ Premium	Front-facing stereo speakers with Dolby® Audio™ Premium	Front-facing stereo speakers with Dolby® Audio™ Premium
Color options	Platinum, Black	Platinum, Burgundy, Cobalt Blue, Black	Silver	Platinum	Platinum	Platinum
Connections	1 x full-size USB 3.0 3.5 mm headphone jack Mini DisplayPort 1 x Surface Connect port Surface Type Cover port3 MicroSDXC card reader	1 x full-size USB 3.0 3.5 mm headphone jack Mini DisplayPort 1 x Surface Connect port	1 x USB-CTM 1 x Surface Connect port 3.5 mm headphone jack 1 x microSDXC card reader Surface Type Cover port	4 x USB 3.0 (one high power port) Full-size SD™ card reader (SDXC) compatible 1 x USB-C 3.5 mm headphone jack 1 Gigabit Ethernet port	2 x full-size USB 3.1 Gen 1 1 x USB-C, 2 x Surface Connect ports (base and tablet) Full-size SD™ card reader 3.5mm headphone jack	2 x full-size USB 3.1 Gen 1 1 x USB-C, 2 x Surface Connect ports (base and tablet) Full-size SD™ card reader 3.5mm headphone jack
Wireless	Wi-Fi: IEEE 802.11 a/b/g/n/ac compatible Bluetooth Wireless 4.1 technology	Wi-Fi: IEEE 802.11 a/b/g/n/ac compatible Bluetooth Wireless 4.1 technology	Wi-Fi: IEEE 802.11 a/b/g/n/ac compatible Bluetooth Wireless 4.1 technology	Wi-Fi: 802.11ac Wi-Fi wireless networking IEEE 802.11 a/b/g/n compatible Bluetooth Wireless 4.0 technology Xbox Wireless built-in	Wi-Fi: IEEE 802.11 a/b/g/n/ac compatible Bluetooth Wireless 4.1 technology	Wi-Fi: IEEE 802.11 a/b/g/n/ac compatible Bluetooth Wireless 4.1 technology Xbox Wireless built-in
Starting price	\$999	\$1,199	\$449	\$3,499	\$1,499	\$2,499
Security	Windows Hello	TPM 2.0 chip for enterprise security Enterprise-grade protection with Windows Hello face sign-in	TPM 2.0 for enterprise security Enterprise-grade protection with Windows Hello face sign-in	TPM 2.0 chip for enterprise security Enterprise-grade protection with Windows Hello face sign-in	TPM 2.0 chip for enterprise security Common Criteria (CC) EAL4+, FIPS 140-2 level 2	TPM 2.0 chip for enterprise security Common Criteria (CC) EAL4+, FIPS 140-2 level 2
LTE option	No	No	Yes	NA	No	No
Operating System	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro	Windows 10 Pro
Advanced Exchange?	Included at no additional charge	Included at no additional charge	No	No	No	No