Microsoft Surface

Powering Productive Work

How modern solutions empower businesses to be productive, secure, and competitive

Contents

Introduction

In the era of AI, companies that innovate are focusing on empowering employees and driving innovation using the latest technology. In this shift, many companies are recognizing that old devices lack the flexibility, security, and versatility to support modern initiatives for growth.

This e-book examines opportunities to secure and empower today's workforces and outlines the modern device strategies that make that possible.

Leaders want to know...

Innovation is key to creating business value. As competition gets tighter and the pressure to deliver value increases, business leaders are looking to answer the following key questions:

- How do we power the most productive experiences for employees so they can contribute to our innovation initiatives?

- How do we protect our organization from cyber threats while simplifying IT management

- How do we future proof our business to make it rewarding for employees and adaptable to emerging technologies?

Empower employees to reach their full potential

What's preventing employees from achieving their goals?

Modern work can take attention away from innovation

Many of today's employees—at the office, coffee shop, home, or airport—are constantly plugged into their work devices. The unending flow of emails, information, and communication creates a lot of noise in an employee's day-to-day experiences. It's common for work hours to become crowded with tasks like searching for important information, catching up on meetings, or answering a continuous influx of emails. The moment employees become engaged in one activity, their attention gets pulled to another. The result is that many employees are busy checking off many different tasks rather than being focused on unlocking new possibilities.

Employees need the tools to succeed

Tech-related issues also have the potential to inhibit an employee's success. Software updates, network outages, and security roadblocks can abruptly halt someone's daily flow or cut them off from needed resources and collaboration tools.

Additionally, older technology might not have the accessibility features to ease workflows for employees with specialized needs. Employees can't bring their ideas to life quickly and confidently without the tools they need to succeed.

What's stopping modern employees from focusing on new opportunities?

Respondents to a survey reported that:

62%

struggle with too much time searching for information in their workday.[1]

64%

struggle to find the time and energy to do their job, which impacts their innovation and strategic thinking.[1]

68%

don't have enough uninterrupted focus time during the workday.[1]

[1]Work Trend Index Annual Report. May 2023

Modern work strategy #1 Invest in tools that unlock your team's full potential

The devices employees use daily greatly impact what they can achieve. To enable an engaged workforce, modern devices should check off these two critical needs:

- Devices should be designed to use AI-enabled hardware and software to help offload repetitive but necessary tasks, so employees have more time and energy to achieve their goals.

- Devices should be intuitive and accessible so employees can maintain focus without being slowed down by tech issues.

By adopting devices that adapt to how users work, employees can commit more of their unique talent and potential to drive business objectives forward.

AI in focus: Make meetings more engaging

Poor audio and video quality can prevent effective collaboration by making participants feel unheard and unseen. AI features help sharpen the visual and audio experience to make videoconferencing collaboration more engaging. With the help of AI tools—on the device or in the cloud—employees feel seen, heard, and clear on their next steps.

Engage visually

AI video capabilities keep speakers' eyes focused on their audience, even if they need to glance at notes or reference their script.

Collaborate with clarity

AI audio features capture the speaker's voice and suppress background noises, so listeners stay engaged with the discussion.

Get it in writing and see the next steps

End users can take advantage of AI to take real-time meeting notes, highlighting important information and summarizing the next steps so participants remain present in the conversation instead of trying to make sure they don't forget key points.

Simplify IT management and strengthen security

> What are the realities facing IT in today's growing threat landscape?

Old devices can't protect against new threats

With every passing year, cyber threats are becoming more widespread and sophisticated. Over the next few years, the cost of cybercrime is estimated to rise to over 13 trillion USD by 2028.[2] Cybercriminals target digital vulnerabilities—like personal credentials and gaps in network security—to access organizational data. Once that happens, they can hold it for ransom or sell it for profit.

Organizations that rely on outdated or unmanaged devices are more vulnerable to cyberattacks than those continually updated with the latest security standards. Outdated and unmanaged tech often has unpatched flaws, weak encryption, or incompatible features that cybercriminals can exploit to gain unauthorized access, steal data, or disrupt operations. Moreover, older devices can also slow down an organization's detection and response capabilities, making them less resilient to cyber threats.

Tech complexity is driving down efficiency

Just like the threat landscape, technical complexity is also growing. IT teams use more tools than ever to manage an increasingly diverse environment of devices. Keeping every device configured and updated is a massive undertaking. IT teams are regularly inundated with service requests, updates, and deployment processes. While working on those issues, employees wait for their devices to be available again, causing downtime that impacts productivity.

Expanding threat landscape

Some IT teams are under-resourced, trying to control their device environments and keep them secure against an expanding threat landscape.

- Over a 12-month span, there was an average of over 4,000 password attacks every second—a threefold increase from the 1,287 attacks per second in the previous year.[3]

- The number of known vulnerabilities has been steadily growing to more than 192,000.[4]

[2]Estimated cost of cybercrime worldwide 2017-2028, Statista, November 15, 2023

[3]Microsoft Entra Expands into Security Service Edge and Azure AD Becomes Microsoft Entra ID | Microsoft Security Blog

[4]2023 Qualys Trurisk Research Report, Qualys Threat Research Unit, 2023

Modern work strategy #2
Adopt Zero Trust security and streamline management

To reduce downtime and reverse the growing pressure on IT teams, the contemporary workforce requires devices that are easier to secure and simpler to manage. Today, that can be achieved with two crucial steps:

- Implement a Zero Trust security model to protect against emerging threats.

- Simplify device management in the cloud so IT teams have more control over their device landscape.

What is Zero Trust?

Zero Trust is a security model that operates on the premise: "Never trust, always verify." The Zero Trust model assumes that every access request comes from an open network and follows strict verification steps to authenticate identity. It involves security practices like end-to-end encryption, segmenting access to minimize the blast radius, and multifactor authentication.

Future proof your business

What's getting in the way of fast and cost-effective innovation?

Older devices add time and cost to innovation processes

Business leaders are constantly navigating the delicate balance between day-to-day employee activities and big-picture plans for growth. Clearing the way for growth requires that businesses equip employees with tools that help them produce their best work from anywhere. However, older devices don't always have the accessibility features, processing power, or security capabilities to support rapid, cost-effective innovation.
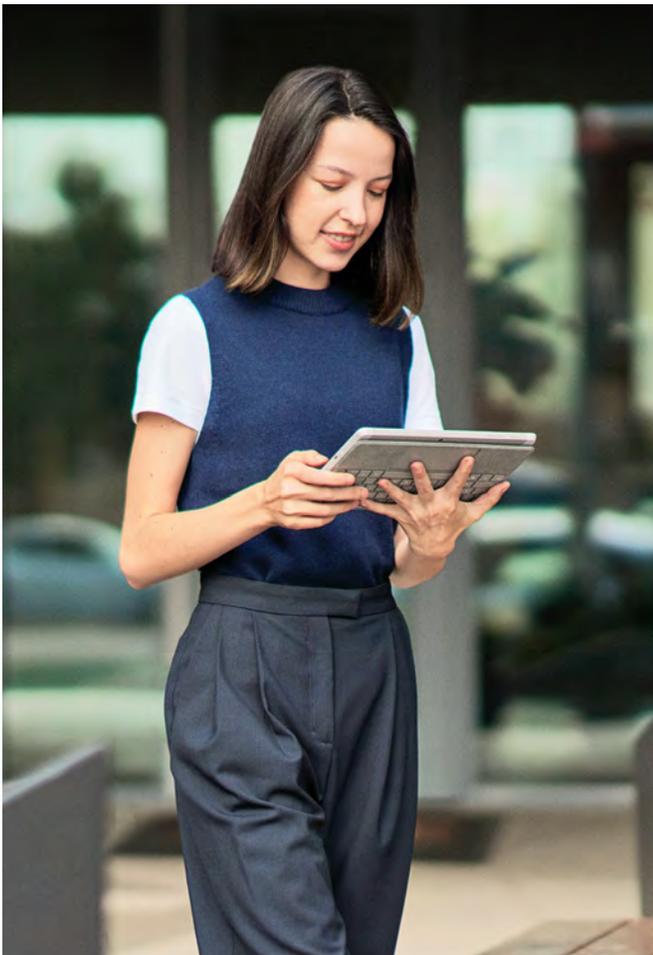
Siloed tools, frequent maintenance and repairs, and lack of chip-to-cloud security make it more time intensive and costly to push growth initiatives forward.

Additionally, older devices are usually less energy efficient than modern ones, making it difficult for businesses to reduce their carbon footprint and meet sustainability goals.

Lack of support for diverse ways of working

Advancements in technology, changes in the market, and evolving trends present new growth opportunities almost daily. Adapting to a constantly shifting landscape helps organizations discover new efficiencies and revenue streams ahead of competitors to stay at the leading edge of their industry. Unfortunately, older devices typically don't have the versatility to adapt to modern working methods. They lack support for input modes like inking and touch or hardware limitations preventing employees from using multiple form factors on a single device. These constraints make it harder for teams to work at peak performance and seize potentially game-changing opportunities when they come along.

Align needs with workforce

An organization's fundamental tools and processes significantly impact its ability to seize new opportunities with emerging digital and AI technologies.

According to Deloitte, organizations should strive to align their needs and desires with those of their workforce in order to unlock the new value they want to create.[5]

[5]Activating the future of workplace, Deloitte Insights, January 2023

Modern work strategy #3
Build a digital foundation for today—and the future

Given today's fast pace of innovation, organizations need people-centric tools to adapt to whatever tomorrow brings. Ideally, an organization's device fleet would allow it to:

- Save on time and costs by leveraging AI tools that help employees produce high-quality work in less time.

- Adapt to modern working styles so teams can do their best work while advancing digital innovation.

AI in focus:
### Enable AI workloads at the device level

Certain modern devices can process select AI models at the local level using real-world data.

Enable end-to-end AI experiences

Modern devices bring software and hardware together for a more efficient device-to-cloud experience. Devices that use an NPU to process AI models can improve performance for larger workloads by offloading those models from other processors like the CPU and GPU, to further improve endpoint efficiency.

Lower latency for heavy workloads

Local AI processing allows teams to process large AI data models, traditionally done on the CPU or the cloud, helping them work with greater ease while keeping data protected at the device level.
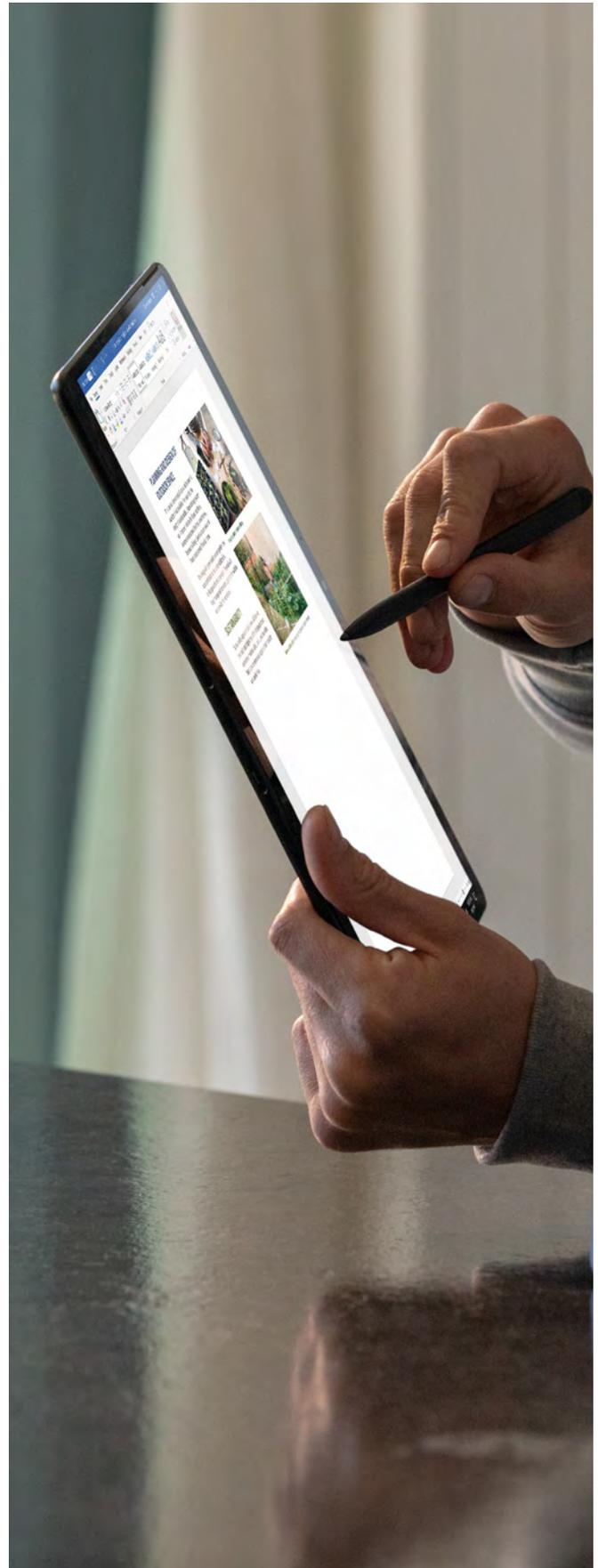
Explore the Surface portfolio

Modern challenges require modern solutions

Microsoft Surface brings software and hardware together—from device to cloud—to build an end-to-end AI experience that supports employees, IT teams, and businesses. Built for the era of AI—and designed to be human-centric—Surface devices help businesses innovate efficiently and stay agile in an ever-changing landscape.

Thoughtfully designed

Surface devices are lightweight and thoughtfully built to deliver performance and durability on technology designed to improve work. With a seamless blend of hardware and software, the device fades into the background, helping people innovate and stay in their flow.

Powerfully productive

Surface enables a new era of productivity that helps everyone unlock their full potential and drive business growth. Designed for intuitive workflows, easy collaboration, and robust security, Surface devices help employees create, engage, and stay connected with ease.

Versatile and adaptable

Surface devices are purpose-built to respond to the modern office. They offer device options to meet each employee where they are in their workflow with keyboard, touchscreen, pens, and several form factors, adaptable to any work style. This versatility empowers modern workflows in whatever way they need to happen.

Safe and secure

Rely on chip-to-cloud security, built-in Zero Trust defenses, and advanced hardware and software protections to secure your business against emerging cyber threats.

AI assistance powers productivity

Copilot in Windows 11 and Microsoft 365 speeds up time-consuming tasks so employees stay engaged with what's important.

68%
reported Copilot improved the quality of their work.[6]

64%
spent less time processing email.[6]

75%
spent less time searching for information in files.[6]

[6]"What Can Copilot's Earliest Users Teach Us About Generative AI at Work?" Microsoft, November 15, 2023

Surface enables innovation

Using modern Surface devices is proven to boost productivity, reduce tech-related issues, and increase ROI.

25h | of employee productivity gained annually.[7]

49% | reduction in helpdesk requests.[6]

$5,635 | total IT-related cost savings per device over three years.[7]

35% | reported Surface devices helped generate new revenue streams.[7]

The business landscape will always be full of challenges and changes—and the tools you use significantly impact how efficiently your business can cope. By providing teams with productive, secure, and versatile devices, you'll be better able to navigate disruptions, adapt quickly to change, and bridge the gap between day-to-day realities and future breakthroughs.

[7]IDC White Paper sponsored by Microsoft, Evaluating the Business Case of Microsoft Surface, Doc #US49453722, September 2022

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