Microsoft Surface | DMWL Blog post

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| **Title** | Steering through uncertainty with Microsoft Surface |
| **Meta description** | Microsoft Surface is helping businesses face challenging headwinds by improving employee collaboration and productivity, driving efficiency for IT, and consolidating hardware demands with premium devices. |
| **Keywords** | Microsoft Surface, Microsoft 365, Windows 11, IT, productivity, device deployment, device management, hybrid work, employee experience |
| **Body**  [Word count: 994] | Businesses everywhere are facing headwinds like never before. Hybrid work, changing employee expectations, economic conditions—they’re all coming together to create significant challenges for organizations at every scale.  The numbers are clear:   * According to the IMF, global growth is expected to slow from 6.0% in 2021 and 3.2% in 2022, down to 2.7% in 2023.1 * 48% of employees and 53% of managers report that they’re already burnt out at work.2 * 75% of tech leaders fear competitive displacement if they fail to keep pace with digital innovation.3   Businesses are responding to these challenges by looking for ways to do more with less. At Microsoft, we believe that technology powers what’s possible by driving new value. It unlocks the potential in every employee and organization to make the most of their existing resources and bring out the best of business.  “Doing more with less doesn’t mean working harder or longer. It means applying technology to amplify what you can do and ultimately what an organization can achieve amid today’s constraints.” –[Satya Nadella, CEO of Microsoft](https://www.linkedin.com/pulse/doing-more-less-microsoft-cloud-satya-nadella/)  [Microsoft Surface for Business](https://www.microsoft.com/en-ca/surface/business) brings together the best of Microsoft to deliver transformative technology experiences across the organization. From frontline workers to the IT teams who keep hardware functioning and secure, devices designed by Microsoft help businesses optimize every part of their technology stack to achieve more with less.  By empowering employees, streamlining IT, and maximizing device budgets, businesses get more value when they invest in Surface. **Empower your people to thrive** Organizations only perform as well as their employees. After the last few years, leaders need to find new ways to re-energize their workforces. That means human-centered technology experiences that are smooth, engaging, and delightful. Employees who feel valued and empowered also tend to stick around, which provides a significant edge in a tight job market.  An elevated employee experience doesn’t just alleviate stress. It also makes a difference for the bottom line. According to [IDC](https://query.prod.cms.rt.microsoft.com/cms/api/am/binary/RE55ZJ0), each Surface device provides up to $3,108 in productivity and retention benefits over three years.4  **Collaboration that works**  Teams brainstorm solutions better and faster when they collaborate through premium video and audio experiences. [Windows 11 Pro](https://www.microsoft.com/en-us/windows/business/windows-11-pro) enhances video calls across the Surface lineup. Meanwhile, [Surface Pro 9 with 5G](https://www.microsoft.com/en-us/surface/business/surface-pro-9) takes it further with AI-powered calling features like Automatic Framing and Eye Contact enabled by its new Microsoft SQ® 3 processor featuring the Neural Processing Unit.  **Do more every day**  By optimizing technology for the [Microsoft 365](https://www.microsoft.com/en-ca/microsoft-365/business) apps that teams use every day, Surface drives greater productivity for employees. High-performance devices contribute to more effective multitasking while all-day battery life5 keeps work going, even when outlets are few and far between.  **Inspire your best work**  Versatile form factors inspire people to do their best work, adapting to diverse needs, skill sets, abilities, and workspaces. On-screen inking unlocks creativity, while adaptive accessories ensure that everyone can contribute. From [sleek, compact 2-in-1s](https://www.microsoft.com/en-ca/surface/business/surface-pro-9) to the 28” [Surface Studio 2+](https://www.microsoft.com/en-ca/d/surface-studio-2-plus/8vlfqc3597k4?activetab=pivot%3aoverviewtab), Surface devices cover a wide spectrum of work settings and worker needs. **Put time back in your IT team’s day** A dispersed workforce delivers new possibilities for teams, but it also introduces new challenges for IT. One of their most important roles is keeping company, employee, and customer data secure. When hybrid work is the norm, hands-off and cloud-driven device deployment and management eliminate roadblocks.  Streamlined management and enterprise-level, out-of-the-box security frees IT professionals to focus on strategic initiatives rather than day-to-day helpdesk calls. As a result, businesses can expect to save up to $5,635 in IT administration costs over a three-year period when they use Surface.4  **Streamlined device deployment and management**  [Windows Autopilot](https://www.microsoft.com/en-ww/microsoft-365/windows/windows-autopilot) provides zero-touch deployment straight to employees, while [Microsoft Endpoint Manager](https://www.microsoft.com/en-ca/security/business/microsoft-endpoint-manager) enables modern, cloud-based device management and insights. As a result, IT teams get more strategic work done because they spend less time and fewer resources on administration.  **Safe and secure**  Get peace of mind knowing that the robust security built into every Surface device protects your data and intellectual property. Your business can move at full speed knowing that hardware and software combine to provide chip-to-cloud protection and proactive defenses powered by [Windows 11 Pro](https://www.microsoft.com/en-us/windows/business/windows-11-security) and built on zero-trust security principles.  **Reliability powers productivity**  Interruptions lead to frustration and broken focus. Keep business moving forward with more reliable device performance and fewer helpdesk tickets. With the combination of uninterrupted employee focus and minimal IT disruptions, Surface saves time from the front line to the back end. **Stretch your dollars further** Budgeting across a device ecosystem that includes first-party and third-party solutions is a difficult challenge. Upfront savings might appear cost-effective, but they often result in a more expensive overall spend once add-ons and accessories enter the equation. Ensuring you start from a firm technology foundation eliminates downstream expenses.  With the consolidation that Surface makes possible, businesses stand to save up to $293 per device over three years by minimizing third-party solutions, peripherals, and overall device purchases.4  **A consolidated ecosystem drives savings**  Third-party security and management solutions add significant operational expenses to a device budget—and they still might not perfectly calibrate to your PCs. By deploying devices designed for the Microsoft ecosystem, businesses ensure that their hardware aligns perfectly with their software and reduce budget pressure through consolidation.  **Fewer peripheral purchases**  Surface devices incorporate premium hardware for visuals, sound, and inputs. Between full keyboards, precision glass trackpads, HD cameras, and Studio Mics, there’s much less need for peripheral accessories like detachable webcams, external keyboards, and even mice.  **Versatile form factors for flexible work**  All Surface devices feature timeless design that makes an impact. [Surface Laptops](https://www.microsoft.com/en-us/surface/business/surface-laptop-5) and [2-in-1s](https://www.microsoft.com/en-ca/surface/business/surface-pro-9) are sleek, compact, and portable, seamlessly transitioning from the lap to the desktop. 2-in-1s take it a step further, combining laptop performance with tablet portability—eliminating the need to purchase both.  We know that circumstances are challenging for every organization, regardless of its size or mission. By minimizing cost while providing employees with premium experiences, [Microsoft Surface](https://www.microsoft.com/en-ca/surface/business) can help you navigate those headwinds and invest in business growth. |
| **Footnotes** | 1IMF, “[World Economic Outlook Report](https://www.imf.org/en/Blogs/Articles/2022/07/26/blog-weo-update-july-2022),” October 2022.  2Microsoft, “[Work Trend Index Special Report](https://www.microsoft.com/en-us/worklab/work-trend-index/hybrid-work-is-just-work),” 2022.  3Kong, “[2022 APIs & Microservices Connectivity Report](https://konghq.com/resources/reports/2022-api-microservices-connectivity-report),” 2022.  4A Business Value White Paper, commissioned by Microsoft September 2022. IDC Research Study conducted from surveys and interviews between December 2021 – February 2022. All respondents were IT decision-makers at large organizations (250-5000+ employees) representing organizations from the United States, Australia, India, Spain, France, United Kingdom, New Zealand, and Germany. Cost & Savings findings based on average cost and time estimates provided directly by respondents; actual costs and savings may vary based on your specific Device Mix and deployment.​ For the detailed study, click [here](http://www.aka.ms/SurfaceIDCWhitepaper).  5Battery life varies significantly based on usage, network and feature configuration, signal strength, settings, and other factors. See [aka.ms/SurfaceBatteryPerformance](https://aka.ms/SurfaceBatteryPerformance) for details. |