



# Surface Laptop

## Demo Guide





This guide is designed to help you win new Microsoft Surface Laptop 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...

# Outline

## 1. Welcome to Surface Laptop

*What is Surface Laptop?*

Surface Laptop offers the perfect balance between style and speed, for those in your business who prefer a traditional laptop.

## 2. Tour the hardware

*Beautifully designed*

Make an impression with luxurious touches, such as the Alcantara® keyboard or one-handed opening. Elegant, lightweight design provides next-level comfort.

*Performance*

Performance and portability with a 7th Generation Intel® Core™ processor and up to 14.5 hours<sup>2</sup> of battery life.

*Versatility*

Go from laptop to desktop in seconds with Surface Dock. Create faster and navigate naturally with the interactive touchscreen. Collaborate more efficiently with advanced multitasking features like Snap, Task View, and virtual desktops.

*Best of Microsoft*

Built by Microsoft to provide the best, most secure experience of Office and Windows.

<sup>2</sup>Testing 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

## Welcome to Surface Laptop

### Speaker Script

Microsoft set out to create the best laptop on the market. That meant building it around the way people work, making it intuitive, powerful, and versatile.

- Microsoft considered every detail in the design of Surface Laptop. It's ultra-light and portable, but also beautiful to look at, so employees have a device they're proud to work with.



- 7th Generation Intel® Core™ processor and up to 14.5 hours of battery life let your employees work faster, for longer.<sup>2</sup>



- When you're working with clients, your devices represent your organization—the design and power of Surface Laptops help you give the best impression of your organization's capabilities.

- The lightest laptop in its class, weighing just 2.76 pounds, making it the perfect device for mobile working
- It's designed to look and feel luxurious, using high-end materials like Alcantara® for the Signature Type Cover.
- The touchscreen makes interacting with the Surface Laptop completely intuitive and adds a high-end touch when using the laptop in front of clients.

<sup>2</sup>Testing 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

### Actions / Why It Matters / Audience Emphasis

#### Actions

Greet customers, standing with the Surface Laptop.

#### Why It Matters

Professionals shouldn't have to sacrifice speed for style when choosing a laptop. Surface Laptop is designed to offer both; it's a powerful, portable laptop with a premium design, that lets your employees work seamlessly.

It's the best choice for employees who want a powerful, beautifully designed device, but prefer to work with a traditional laptop.

#### Audience Emphasis



#### IT professionals

The Surface Laptop gives users the ability to work effortlessly, from anywhere, thanks to a powerful 7th Generation Intel® Core™ processor and over 14 hours of battery life.



#### Business decision-makers

Your employees can work in the way that best suits them. Transform Surface Laptop into a desktop in seconds using the Surface Dock\*, or use the touchscreen to interact and create intuitively.


Surface Laptop performs well, but it looks good doing it, too. It's the perfect machine to get internal teams excited about working with new technology and present your organization in the best light with clients.

\*Sold separately

## Beautifully designed

### Speaker Script

Microsoft thought of everything with the Surface Laptop design, refining every detail to create a laptop that's a pleasure to work with and a point of pride to show off to clients.

- Thinner than a MacBook Pro 13", Surface Laptop is the lightest in its class. 
- Microsoft made careful design choices that make Surface Laptop effortless to use. Open the laptop with one hand, thanks to the perfectly balanced body, and type in comfort and style on the Signature Alcantara® covered keyboard.
- With edge-to-edge display and ultra-thin bezel, your teams will have more space to see their ideas come to life.
- Four beautiful colors to choose from: Platinum, Burgundy, Cobalt Blue, and Graphite Gold.
- The first Omnidirectional Speaker on the market is discreetly hidden beneath the keyboard, giving you radiant, omnidirectional sound to keep the emphasis on sleekness.

### Actions / Why It Matters / Audience Emphasis

#### Actions

Show the outside of the device, closed to show the width. Then show you can effortlessly open the device with one hand.

#### Why It Matters

Your organization needs devices that make an impression. Employees want laptops they're proud to work with and be seen using when they're out of the office. They need devices that make an impression on clients and reflect your company's commitment to quality.

They need devices that deliver excellent performance, and look good doing it.

Surface Laptop is a powerful, prestigious device, and it's designed to look like one, combining luxury and functionality in every detail.

#### Audience Emphasis



##### IT professionals

The new Surface Laptop balances power and premium materials for unprecedented performance in a laptop its size.

It's designed to look good, but also to be functional. You can connect to all your devices

with USB 3.0, full-size SD card, and the first USB-C port in the Surface family. Or use the Surface Dock\* to move from laptop to desktop working in seconds.



##### Business decision-makers

Hundreds of tiny, meticulous touches and bold design choices add up to a beautifully stylish device that makes an unforgettable impact, impresses clients and fills end users with pride.

\*Sold separately

## Performance

### Speaker Script

Working hard has never been this easy. Surface Laptop gives employees the tools they need to work to the best of their ability: the power to do the job, the speed to get it done quickly, and the all-day battery life to do more of it.

- Offers the versatility employees need to stay productive from anywhere.



- Breeze through tasks with a 7th Generation Intel® Core™ processor.
- Move from the office to the outside world effortlessly with up to 14.5 hours of battery life.



- Make the most of digital transformation initiatives like mobile working and hotdesking, thanks to the extended battery life.
- Make the right impression with clients with ultra-fast processing and an impressive display that lets you present your work in the best light.

### Actions / Why It Matters / Audience Emphasis

#### Actions

Open the device, start it up and log on.

#### Why It Matters

Surface Laptop combines form with function—it's a powerhouse, disguised as a thin, beautiful device. Delivering amazing performance for a device of its size, Surface Laptop enables employees to do their best work.

#### Audience Emphasis



#### IT professionals

Users have the processing power they need to complete work without being held back by crashing or lagging.

True-to-life color and sharp resolution with the PixelSense display makes the device a pleasure to work on, while Corning Gorilla Glass 3 protects your screen from everyday use.



#### Business decision-makers

Surface Laptop is a powerful device in a beautiful package, giving your team the confidence they need to perform to the best of their ability.

## Versatile

### Speaker Script

Surface Laptop gives your teams the tools they need to work the way they naturally work—faster, easier, and better than ever before.

- Navigate naturally and intuitively using the touchscreen.
- Use advanced multitasking features like Snap, Task View, and virtual desktops to share and fine-tune ideas and projects.
- Transform the Laptop into a desktop in seconds by plugging into the Surface Dock.\*



- 720 HD camera and ultra-sharp PixelSense display make the Surface Laptop the perfect device for communicating and collaborating with colleagues over Skype.

\*Sold separately

### Actions / Why It Matters / Audience Emphasis

#### Actions

Demonstrate the touchscreen, open up Skype to show the camera quality.

#### Why It Matters

Surface Laptop enables professionals to work intuitively. Navigate naturally using the touchscreen, collaborate using Skype and the 720P HD camera, or transform the Laptop into a desktop in seconds with the Surface Dock.

#### Audience Emphasis



#### IT professionals

The interactive touchscreen allows you to navigate and interact naturally, while the built-in, front-facing 720P HD camera helps you take advantage of Skype for Business to connect and collaborate.



#### Business decision-makers

Surface Laptop adapts to the way employees prefer to work. The Surface Dock allows them to switch from laptop to desktop working in seconds, while the touchscreen makes navigating fast and intuitive for those who prefer swiping and tapping.

## Best of Microsoft

### Speaker Script

Surface Laptop is designed to enhance your workflow, not disrupt it, so it's equipped with everything that makes Microsoft products great. And because it's built with Windows and Office in mind, it makes the most of your other Microsoft investments, too.

- Enterprise-grade security is included as standard, so you're always protected, regardless of the size of your organization.
- Office 365\* Trust Center takes security and compliance to the next level, designed to help you control data security, lower the costs and risks of compliance, and protect your data.
- Choose the operating system that works best for your business—either Windows 10 S or Windows 10 Pro.
- Office 365 provides flexible and familiar tools for collaboration across teams, devices, and platforms. No time wasted learning how to use new software—your employees can start making the most of their Surface Laptop straight away.

\*Sold separately

### Actions / Why It Matters / Audience Emphasis

#### Actions

Open the Laptop and make sure it's turned on, then hold it in front of you to show the customer.

#### Why It Matters

Surface products are designed with Microsoft in mind, so it's the most logical choice if you'd already invested in Windows or Office. The Laptop is built to make the most of Office and Windows, offer enterprise-grade security, and give you a choice of operating Microsoft's best operating systems.

#### Audience Emphasis



#### IT professionals

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

Choose between Windows 10 Pro and Windows 10.S—whatever works best for your business.



#### Business decision-makers

Minimize on-boarding time and make the most of your Microsoft investment with a laptop that's designed to work seamlessly with Office and Windows.

Investing in a Microsoft product means you'll have access to Microsoft's world-class specialized customer care, too.



A person wearing a dark blue crew-neck sweater over a white collared shirt is holding a dark grey Surface Laptop. The person is shown from the chest down, with their hands holding the laptop. The background is a solid dark blue color.

## Conclusion

Surface Laptop is designed for professionals who want a tool that reflects the work they do: hard-working, versatile, and carefully designed, down to the last detail.

It's a device that strikes the perfect balance between style and functionality, so users have the tools they need to do their best work in the way that suits them, using a device that looks as good as it feels to work with.

- Surface Laptop is an investment in your employee's productivity: 95% of Surface users say they have the right tools to get their job done (+2% over Apple products).<sup>1</sup>
- The demand for 'always on' working isn't going away. You need a device that meets that demand and is built around making flexible working effortless.
- "Nothing should stand in the way of bringing your ideas to life". Give your employees the ability to act on their best ideas and work to the best of their ability.

<sup>1</sup>Surface and Workplace Satisfaction / Engagement Study, PSB



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