

SURFACE STUDIO– INTERNAL SELLER Q&A

<p>Most of the core industries we’re targeting (engineering, creatives) have made significant investments in specific software. What 1P and 3P apps do we have available to support Surface Studio/Surface Dial?</p>	<p>Surface Dial features a range of tools to help people be more productive without interrupting their creative workflow, including applications such as BlueBeam, Sketchabe, Staffpad, Siemens NX, Smith Micro’s MoHo, Drawboard, Mental Canvas and Spotify available immediately. The Surface Dial SDK is available now and we’re excited to see what developers come up with.</p>
<p>I’m a multinational company with worldwide offices. Will we sell/ship to markets outside the US?</p>	<p>Surface Studio will launch initially in the US with other markets to follow in 2017</p> <p>To ensure we meet customer demand and partner expectations, we are taking a measured and phased approach to Surface Studio’s commercial roll-out. In coming weeks, we will have more to share about Surface Studio availability through Surface Authorized Distributors and Resellers.</p>
<p>This is proof Microsoft is entering the AIO category – how is it better than current AIOs on the market at a lower price point?</p>	<ul style="list-style-type: none"> • Surface Studio really is a new class of device. It offers new kinds of input and flexibility that exceed those of traditional high-powered desktops and transform your desk into a creative studio. • Surface Studio sets a high bar in its power and screen quality. It’s one of the thinnest screens ever built at 12.5mm thin with the most accurate color. • The custom-tuned springs in the Zero Gravity Hinge allow you to move effortlessly from Desktop Mode to Studio Mode, making the display feel weightless. • But what really sets it apart is how it comes alive in Studio Mode with pen, touch and Surface Dial immerse people in their creative process.
<p>What markets are Surface Studio available in?</p>	<p>Surface Studio will launch initially in the US with other markets to follow in 2017.</p> <p>To ensure we meet customer demand and partner expectations, we are taking a measured and phased approach to Surface Studio’s commercial roll-out. In coming weeks, we will have more to share about Surface</p>

	Studio availability through Surface Authorized Distributors and Resellers.
When will units be available for customers?	Units will be available at scale in Q1 CY17. Focus for sales in Q2 is to drive pre-orders through our channel partners.
How do businesses pre-order and/or purchase Surface Studio?	To ensure we meet customer demand and partner expectations, we are taking a measured and phased approach to Surface Studio's commercial roll-out. Surface Studio will be available for pre-order through four authorized US resellers – CDW, Insight, SHI and Whitlock – and through Microsoft Store Order Desk. It will begin shipping in limited quantities this holiday with increased volume to businesses in early 2017.
What are the SKUs and pricing for Surface Studio?	<ul style="list-style-type: none"> • Core i5, 8GB RAM, 1 TB, NVIDIA GeForce GTX965m 2GB GDDR5 Memory – \$2,999 USD ERP • Core i7, 16GB RAM, 1 TB, NVIDIA GeForce GTX965m 2GB GDDR5 Memory – \$3,499 USD ERP • Core i7, 32GB RAM, 2 TB, NVIDIA GeForce GTX980m 4GB GDDR5 Memory - \$4,199 USD ERP
What is hero SKU?	Depends on level of performance required by customer. We'll learn more about SKU positioning over the next few quarters as we understand customer demand.
Verticals – what's our play for retail, potential w/construction/design/build firms?	We see a tremendous opportunity with a number of industries that have teams who will benefit from Surface Studios unique ability to shift from desktop into Studio Mode. We also see benefit for industries/companies that using collaboration and data visualization scenarios offered by this form factor.
How do we see Surface Studio pulling through sales of other Surface devices and services like Office, Skype for Business?	Surface Studio is a new form factor that helps bring to life investments made in Microsoft cloud services like Office and Skype for Business. The unique angling of the cameras on Surface Studio offer enhance the experience for Skype for Business calls. The 28" screen size makes Power BI graphics come to life. Office is developing specific scenarios for Surface Dial that make it even faster to use.
Where do account teams go to show customers Surface Studio?	Demo units will be available in Microsoft Stores immediately after announcement. We are in the process of making additional demo units available in EBCs, MTCs and select regional sales offices in Q2.

<p>How do we address business customers who buy thru consumer outlets like Stores, Best Buy? How can we get visibility into them to ensure repeat (larger) purchases go thru reseller & account team is involved?</p>	<p>Customers have the choice to purchase through multiple channels. Encourage your customers to pre-order through the channel that best suits their needs.</p>
<p>Do we have revenue targets for Surface Studio?</p>	<p>Surface Studio sales accrue to all Surface device metrics</p>
<p>How do businesses pre-order and/or purchase Surface Studio?</p>	<p>To ensure we meet customer demand and partner expectations, we are taking a measured and phased approach to Surface Studio's commercial roll-out. Surface Studio will be available for pre-order through four authorized US resellers – CDW, Insight, SHI and Whitlock – and through Microsoft Store Order Desk and begin shipping in 2017 Calendar Q1. Please visit Surface.com/business for more details</p>
<p>Are there any offers on Surface Studio or Surface Dial?</p>	<p>Customers who pre-order Surface Studio will receive a Surface Dial at no extra charge, which ships in the first quarter of 2017, while supplies last.</p>
<p>Why was [partner X] not selected as a Surface Studio reseller?</p>	<p>We have limited product capacity to support demand for this new category of product and have only authorized 4 US partners to pilot the launch of this device at this time.</p>
<p>What do we tell a customer who wants to buy a Surface Studio through a reseller who is NOT one of the four authorized partners?</p>	<p>At this time, we are only taking orders through four authorized resellers in the US - CDW, Insight, SHI and Whitlock – and through Microsoft Store Order Desk</p>
<p>When can [Partner X] start selling if they are not one of the four authorized resellers??</p>	<p>We anticipate production to increase over the next 6 months which would allow us to open the channel beyond the current pilot partners.</p>
<p>What should I as a PSE do if my reseller has a large Surface Studio customer opportunity that needs to be fulfilled ASAP?</p>	<p>Talk to your PMM</p>