

Microsoft devices for Retail

Improve productivity, and exceed
customer expectations



Today's customers expect to interact
with retailers on their own terms.

A key area for growth in retail is
using technology to strengthen
customer relationships and improve
the customer experience, while also
making day-to-day operations easier
for retail sales professionals.

Microsoft Surface offers a range of
modern devices that engage customers
with your brand, and that empower
employees to make every customer
interaction a memorable one.

Create an immersive shopping experience

Cross sell and up sell with vivid imagery and an engaging interface, face to face, on the shop floor or door to door. With everything you need at your fingertips on a versatile, durable device, you'll be able to answer every request in seconds, from "what are our biggest spring trends?", to "can I get it in black?".

- Showcase every aspect of your products on the brilliant HD touchscreen.
- Surface Pro 4 screen is protected by Gorilla Glass 4, perfect for rigorous shop-floor use.
- Flexibility and versatility means staff can use it as a mobile tablet to take stock one minute, and then connect to Surface Hub to compare stock levels across all stores the next.

The most productive devices for business
[Surface.com/business](https://www.microsoft.com/surface/business)

Take multi-channel to the next level

Customers expect retail businesses and brands to provide a consistent, but personalized, multi-channel experience. They expect to have offers tailored to them, and to be able to shop in real life with the same ease and freedom of choice as they enjoy online. Surface Pro 4 and Surface Book modernise purchasing and point of sale systems, allowing you to provide a seamless shopping experience.

- Durable and lightweight design, with extensive battery life for all-day mobility.
- High-end processing power and graphical performance on Surface Pro 4 support PayPal Here and similar POS and purchasing apps.
- Surface Pen allows customers to sign for purchases, or staff to capture customer details as intuitively as on paper.



“Clients are our guests, so it is important that they feel they get the best experience in store.”

Damian Otwinowski
Retail Director, London Flagships, Aurum Holdings

Respond in record time

Facilitate streamlined communication between the depot, head office and the shop floor for faster decision-making and better product availability with the Office tools you love. Use real-time store behaviour analytics to optimise displays and promotions in less time than ever before.

Make your inventory more manageable, and free your store managers to spend more time taking care of your customers.

- Surface supports retail apps like Visicom SFA and ESRI ArcGIS, so staff can work productively from anywhere.
- The high-quality HD cameras in both the Surface and Lumia devices are perfect for capturing in-store images and sharing what ‘good’ looks like.
- Support from the full Skype for Business and OneDrive for Business enables real-time collaboration between sales reps, warehouse staff, and head office.



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