

How to use this presentation



This presentation is to support the Surface Modern Solutions Partner Enablement Program and PSSs as they present on Surface devices and program details.

This deck is strictly Microsoft and qualified partner confidential.

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For questions, or to check for the latest version please email: teamsms@microsoft.com

Device-as-a-Service (DaaS) training deck

Microsoft Surface Modern Solutions Program



The purpose of this deck:

Display a thorough understanding of Device-as-a-Service and how it creates upsell and cross-sell opportunities.





Between 2012 and 2019, subscription businesses in manufacturing and IoT achieved the Highest Level of Subscription Revenue Growth, growing

5X FASTER

than S&P 500 company revenues and U.S. retail sales.¹

Introducing Microsoft Surface Device-as-a-Service

Device-as-a-Service is a subscription offering that allows partners to provide their customers with flexible, sophisticated technology solutions at fixed monthly rates.

End customers gain access to the latest Microsoft and Surface technology, without significant and expensive up-front investments.*



Microsoft Surface Device-as-a-Service (DaaS) is a comprehensive partner-led marketing program that enables partners to sell software-led solutions focused on the productivity and collaboration of end users, not just the hardware they use.

Participating partners will offer premium Surface devices with the latest Microsoft software, to create a completely integrated solution that leverages the power and scalability of the entire DaaS ecosystem to maximize the value to end customers.



A Microsoft Surface DaaS solution delivers results

Better customer relationships

1.8x more lifetime value is gained when using a customer subscription relationship, compared with a transactional based relationship.¹

Higher return on investment

171% return on investment gained over three years when Microsoft 365 Enterprise is being used on Microsoft Surface devices.²

Improved employee productivity

Microsoft 365 powered Surface devices saved users 2 hours daily in terms of efficiency and productivity.²



¹ Huang, L. Mainelli, T., Brothers, R. and Middleton, S. (2018). IDC PCaaS MCS, Worldwide Results, IDC

² Maximizing Your ROI From Microsoft 365 Enterprise With Microsoft Surface, A Forrester Total Economic Impact™ Study Commissioned By Microsoft, July 2020

Enhancing the Surface experience for customers and providing big opportunities for partners

Traditional procurement

Limited ability to customize and upgrade

Time and capital investment in device upgrades/changes

Upgrade cycles are heavily delayed and overdue

Surface Device-as-a-Service



IT teams can focus on high-value tasks and strategic business initiatives



Moving from CapEx to OpEx reduces upfront costs and increases predictability and scalability



Enjoy the latest, cutting-edge software and hardware from Microsoft



Ongoing contracts build loyalty between customers and partners

Zero-touch device deployment

Up-to-date cloud applications and security from Microsoft

One predictable, monthly payment for devices, software, accessories, and services

Device-as-a-Service

Microsoft Partner support services

The latest Surface devices

Longer-lasting, higher-value commercial customer partnerships



Devices

- Surface Pro X
- Surface Pro 7
- Surface Pro 6
- Surface Book 3
- Surface Hub 2S
- Surface Laptop 3
- Surface Go 2



Software

- Microsoft 365
- Dynamics 365
- Azure Cloud Services
- First- and third-party software



Accessories

- Surface Pen
- Type Cover
- Arc Mouse
- Dial
- Surface Headphones
- Surface Earbuds
- Surface Dock



Services

- Imaging
- Asset tagging
- Warranty
- On-site support and more

How end customers benefit



Productive employees

Employees can collaborate from anywhere, using up-to-date devices and software.



Efficient resources

IT staff costs can be reduced and employees can focus on core activities, not IT support.



Predictable costs

Costs are based on a monthly subscription, with a fixed fee, which reduces upfront investment, increases cash flow, and is tax friendly.



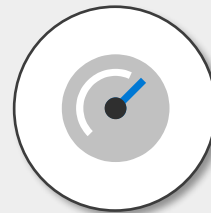
Enhanced IT security

Sensitive data is better protected, using the latest Microsoft security services.



Simplified IT

Hardware, software, and support services are brought together.



Faster deployment

Zero-touch deployment means devices can be configured and deployed with minimal effort.



Lead the market

Using the latest hardware and software provides employees with the tools to become more agile and market leading.

Build your bundled solutions



Firstline

- Mobile care workers
- Field technicians
- Case workers
- First responders
- Facilities operators

From \$XX.xx / month

- Surface Go
- Keyboard case
- Headset
- Microsoft 365
- Proactive monitoring/patching

Mobile sales representatives

- Pharmaceutical sales reps
- Assistant district attorneys

From \$XX.xx / month

- Surface Pro X
- Extended Warranty
- Carry case
- Headset
- Microsoft 365
- Proactive monitoring/patching

Customer relationship managers

- Wealth advisors
- Insurance adjustors
- Physicians
- Retail store managers
- Athletics directors

From \$XX.xx / month

- Surface Pro 7
- Extended Warranty
- Microsoft 365
- Carry case
- Headset
- Proactive monitoring/patching

Information workers

- Senior managers
- Consultants
- Office workers

From \$XX.xx / month

- Surface Laptop
- Extended Warranty
- Microsoft 365
- Carry case
- Headset
- Proactive monitoring/patching

Executives

- Financial directors
- Legislative staff
- Principals
- School admins
- Professors

From \$XX.xx / month

- Surface Studio 2
- Extended Warranty
- Microsoft 365
- Carry case
- Headset
- Proactive monitoring/patching

Engineers, designers, researchers

- Investment analysts
- Product designers

From \$XX.xx / month

- Surface Book 2
- Extended Warranty
- Microsoft 365
- Monitor, keyboard, mouse
- Headset
- Proactive monitoring/patching

How does DaaS benefit customers?

Now even small businesses can enjoy the benefits of digital transformation with:

- Reduced upfront capital expenditures in favor of a predictable, monthly fee
- Improved technology experiences for employees with the best of Microsoft on Surface devices
- Ongoing support and advice from a trusted IT partner
- IT simplification and speed
- Elimination of obsolete hardware and software



How does DaaS benefit partners?

Upsell and cross-sell opportunities

- Opportunity to increase revenue for your business
- Upgrade customers before they reach obsolescence
- Combine additional software, services, and support to complete your customer offering
- No need for inventory or exposure to credit risk

First-to-market opportunities

- Establish a unique differentiator and competitive advantage
- MMD is specific to Microsoft enterprise customers, but this enablement engine provides partners with the support to build custom GTM offerings

Deepen relationships

- Engage customers over an extended period of time for potentially greater lifetime value (i.e., create “stickier customers”)



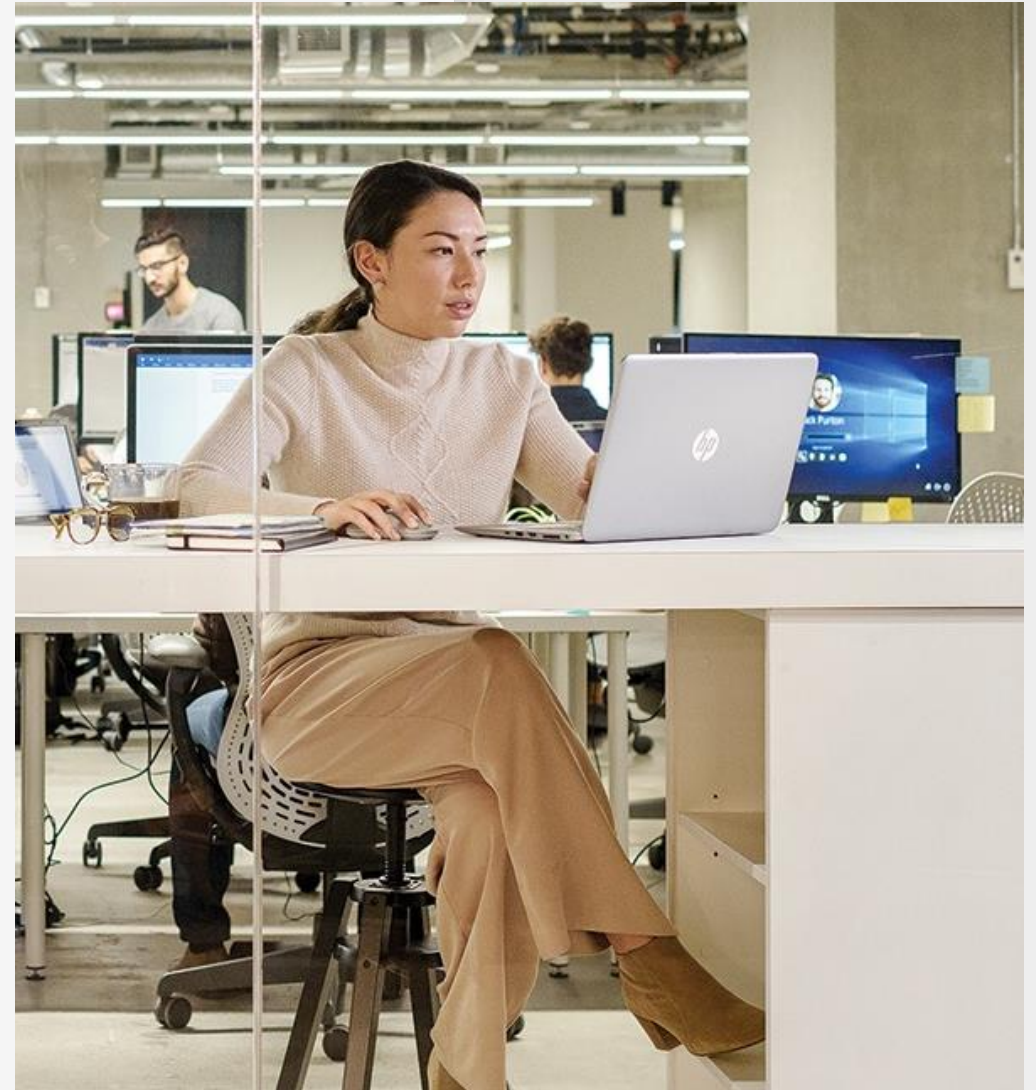
Providing the tools of the modern workplace

Modern workplace

DaaS provides the devices that organizations need to meet the challenges of the modern workplace as they arise, using a service adapted to cope with constant change—based on people, not hardware.

Zero-touch deployment

Through zero-touch deployment, devices are preloaded, highly protected, and optimized according to the clients' needs upon arrival. Risk-based access is predefined based on user profile.



Time to tell your DaaS story

We have a full toolkit of assets that can be used across various part of the customer journey and “through partner” communications, specific to the programs created to date.

All of these can be used as they are, amended, or completely re-created dependent on requirements.

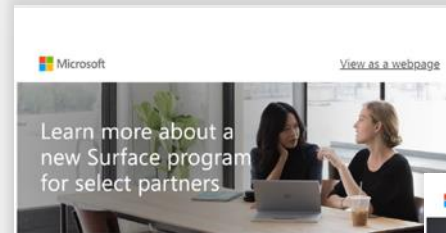
[Add link to individual market]



Windows Autopilot Cookbook: Surface Edition

Windows Autopilot with Surface
Proof of Concept Setup Guide

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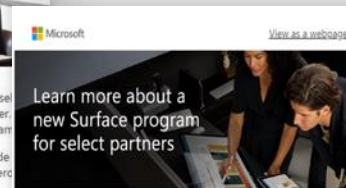


Microsoft recently launched a pilot program designed to help partners sell the full Microsoft Modern Workplace—hardware and software—together. We need your help in nominating and recruiting partners for this program.

The Surface Modern Deployment Pilot is designed to help partners guide their clients to Microsoft's Modern Workplace. The pilot will focus on Zero Touch Deployment, which combines the power of Surface-as-a-Service, Autopilot, Azure Active Directory, Intune, and Office 365. This bundled solution provides compelling long-term benefits to both you and partners. Microsoft will provide comprehensive onboarding and training specifically designed for partners' needs, and they'll receive the knowledge and support needed to communicate the best of Microsoft. Essentially, we'd like to create a closer relationship with partners and invest in their long-term success.

This is an exciting new program with free personalized sales and technical training, and we're only offering it to a select few. We need your help in identifying partners you think would be successful.

Here's a checklist with some hints in how to look for a great partner:



Microsoft recently initiated a pilot program that we think you would be a perfect candidate for. The Surface Modern Deployment Pilot is designed to help you guide your clients to Microsoft's Modern Workplace. The way people work is changing. More people are working remotely, and they need secure and creative systems. We think that you have the potential to embrace this opportunity and take a leadership position.

The pilot will focus on Zero Touch Deployment, which combines the power of Surface-as-a-Service, Autopilot, Azure Active Directory, Intune, and Office 365. This bundled solution provides compelling long-term benefits to both you and partners.

In this program, Microsoft will provide comprehensive onboarding and training specifically designed for your needs, and you'll receive the knowledge and support you need to communicate the best of Microsoft products. We already believe you're committed to selling complete Microsoft solutions—and you're good at it.

You've displayed excellence in the following skills that this program can help:

- have the bandwidth and capacity to participate in free Microsoft training.
- engage customers in a device-led sale that bundles Microsoft productivity software.
- aim for a strategic relationship with customers.
- discuss the Modern Workplace as a solution to improve mobility, collaboration, and security.
- desire bigger bucket sales of both Microsoft hardware and software.
- are willing to engage customers in discussions about the value of Surface-as-a-Service.

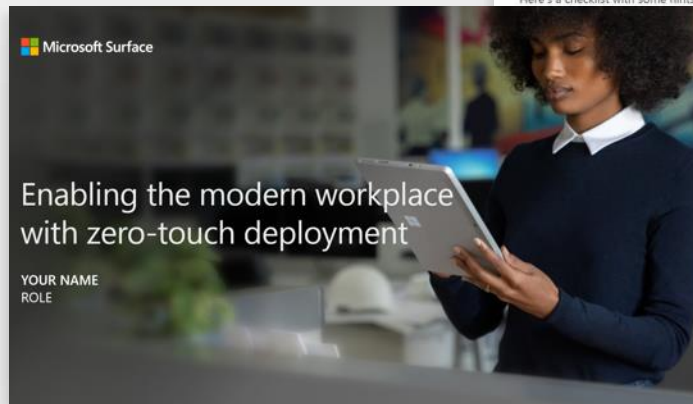
We'd like to invite you to this program and invest in your long-term success.

This is an exciting new program with free personalized sales and technical training, and it's only being offered to select partners.

To join now, please email MSSETSMDP@microsoft.com. Please include your name, e-mail address and phone number.

FIND OUT MORE

%%=contentarea(991092)=%%



ate in free Microsoft training that bundles Microsoft
customers
about mobility, collaboration,
Microsoft hardware and software
about the value
MSSETSMDP@microsoft.com
who you'd like to nominate, and
and phone.

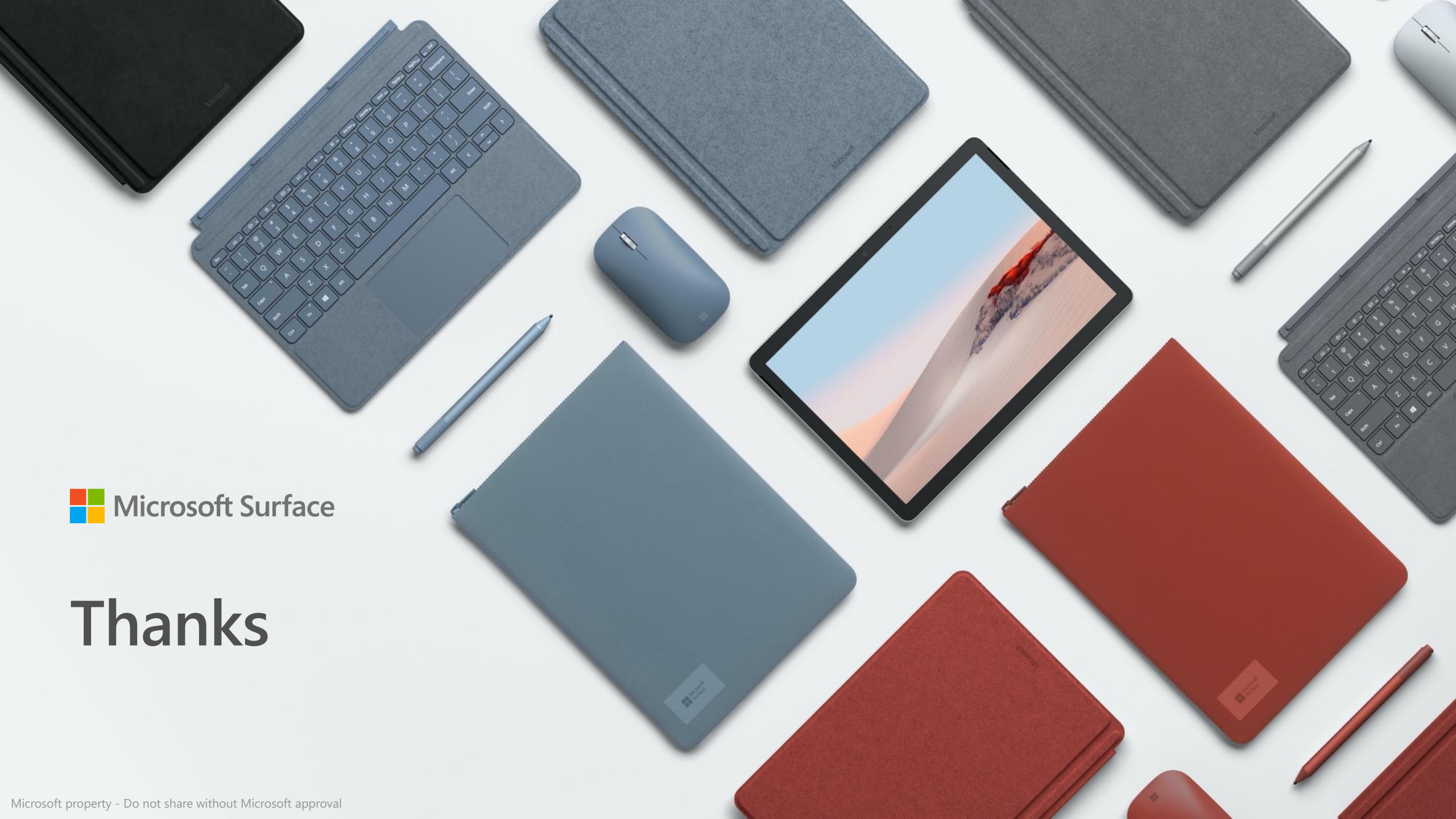
RTNER

Summary:

Device-as-a-Service is a subscription offering that allows partners to provide their customers with flexible, all-inclusive technology solutions at fixed monthly rates.

DaaS provides partners access to first-to-market opportunities paired with upsell and cross-sell opportunities created by closely aligning customer and partner relationships through a true understanding of their business.





 Microsoft Surface

Thanks

Appendix



Further reading:

Asset title	Where to find it	Why read it
Device-as-a-Service landing page	https://partner.microsoft.com/surface/device-as-a-service	An introduction to the proposition from the customer's perspective.
Device-as-a-Service templates	https://partner.microsoft.com/en-us/surface/assets#/?search=device%20as%20a%20service	

Next step: Talk to your distributor about their offering (US-specific)

Distributor	Overview	More information	Contact information
Ingram	<ul style="list-style-type: none">• Has an online portal with an all-inclusive solution• Order can be fulfilled with all points of the sale on one invoice	http://assetsprod.microsoft.com/mpn/en-us/ingram-us-surface-technology-as-a-surface-to-reseller-brief.pdf	Website: https://us-new.ingrammicro.com Email: taas@ingrammicro.com
Tech Data	<ul style="list-style-type: none">• Bundles hardware, software, and services into a single subscription price• Customers can scale up or down throughout the course of their subscription term	http://assetsprod.microsoft.com/mpn/en-us/tech-data-tech-as-a-surface-to-reseller-brief.pdf	Phone: 800-237-8931 Email: taas@techdata.com
Synnex	<ul style="list-style-type: none">• Customers choose between 24- and 36-month subscription terms• Synnex SaaS playbook contains example pricing options	https://www.synnexcorp.com/microsoft	Email: microsoftsurface@synnex.com Or surfaceautopilot@synnex.com