How to use this presentation

Microsoft Surface

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.

Last Update: August 26, 2020

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

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Microsoft Surface

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

Microsoft Surface Modern Solutions Program

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The purpose of this deck:

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

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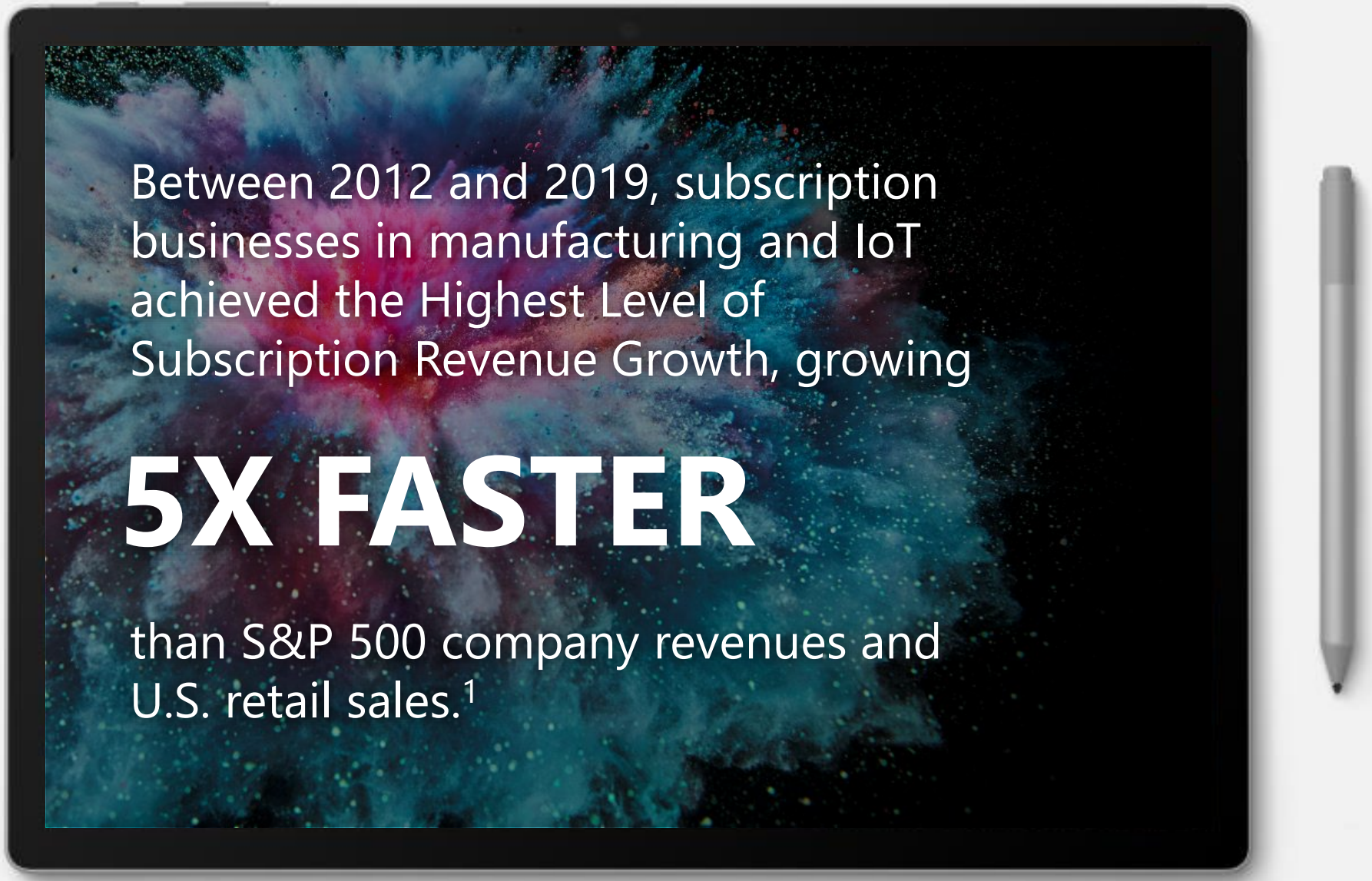

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Introducing Microsoft Surface Device-as-a-Service

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.*

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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.

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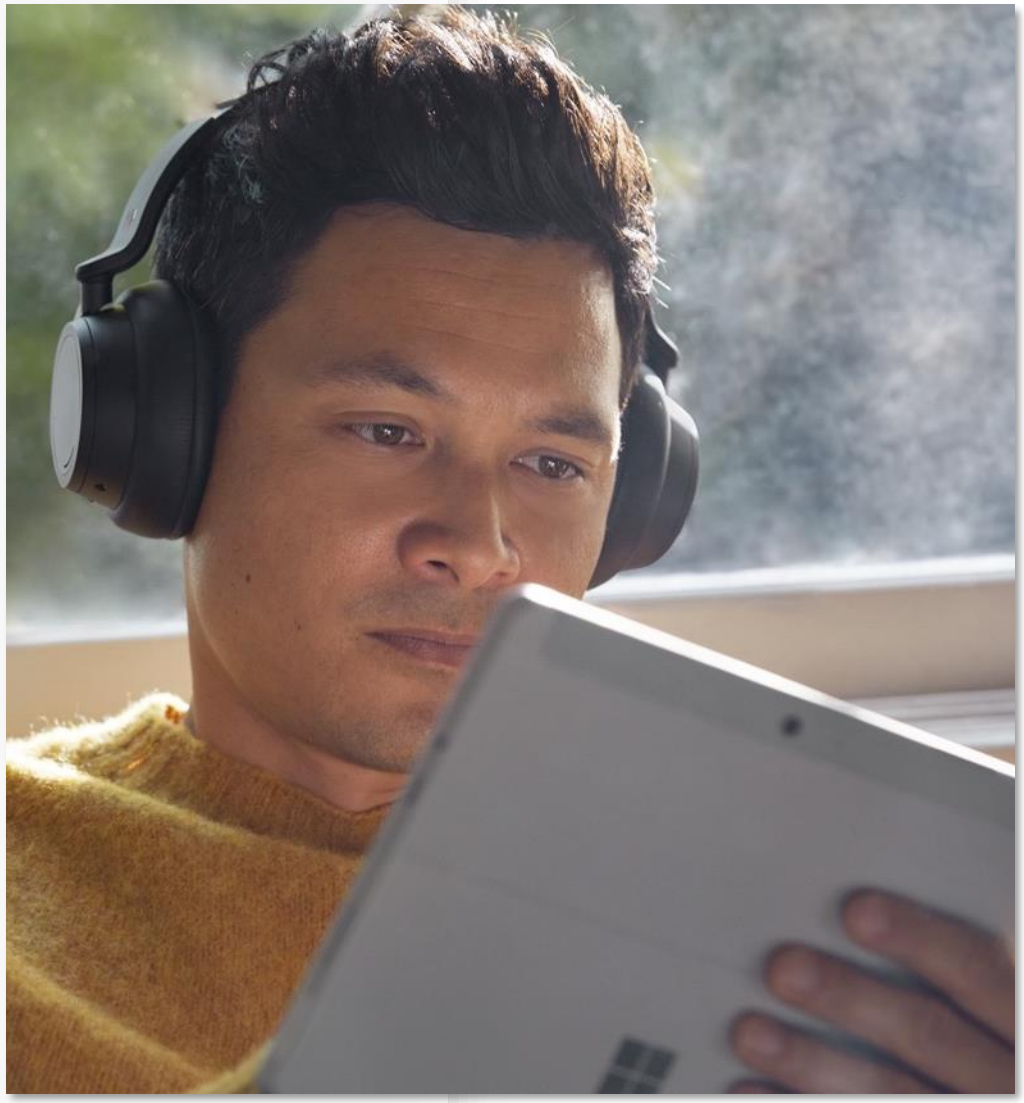
A Microsoft Surface DaaS solution delivers results

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

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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

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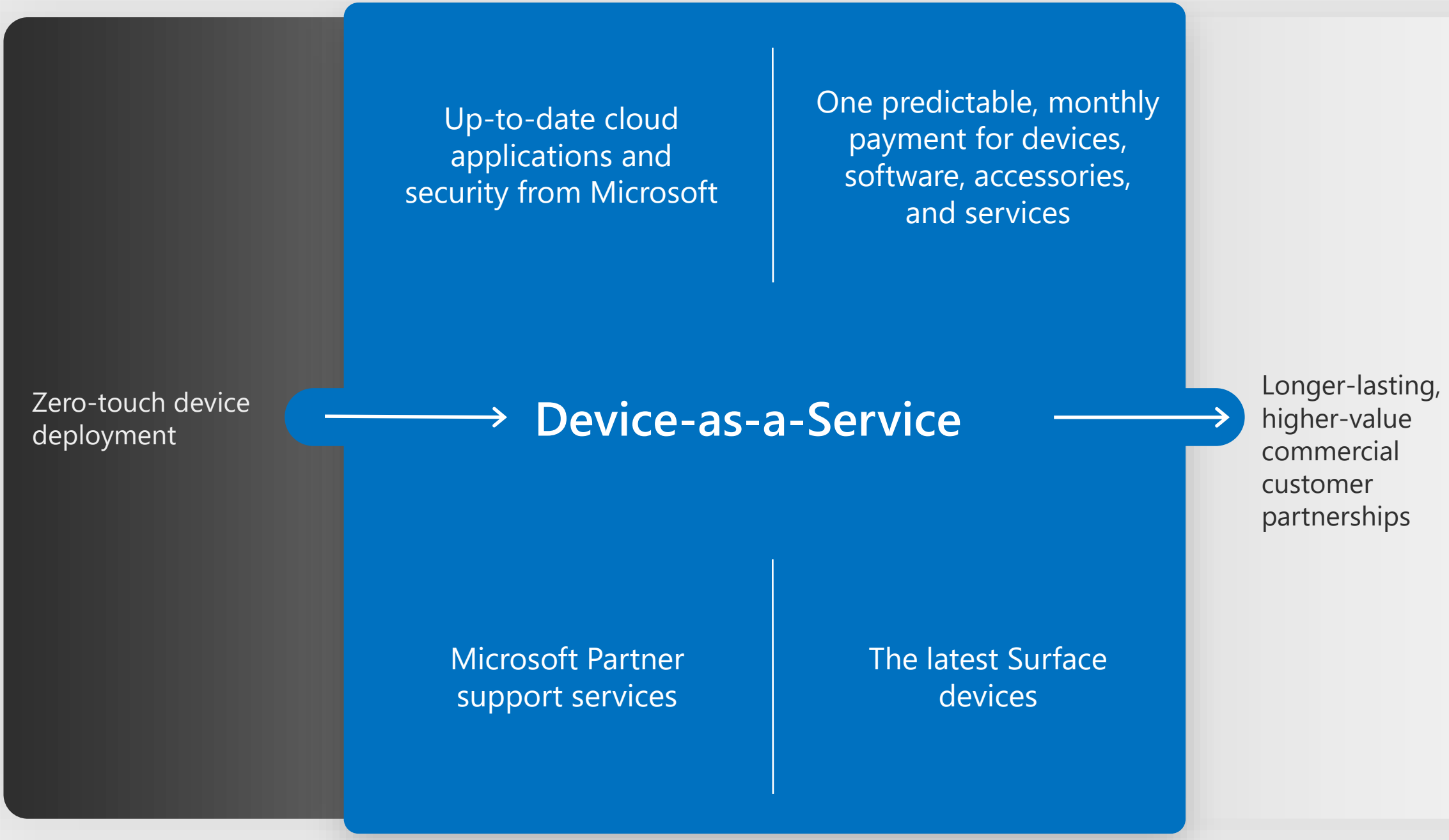

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Devices

- 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

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How end customers benefit

Productive employees

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

Predictable costs

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

Simplified IT

Hardware, software, and support services are brought together.

Lead the market

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

Efficient resources

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

Enhanced IT security

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

Faster deployment

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

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Example only

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

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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

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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”)

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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.

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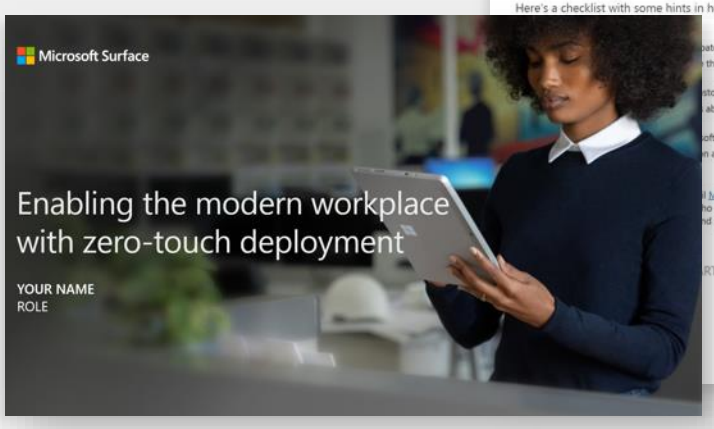
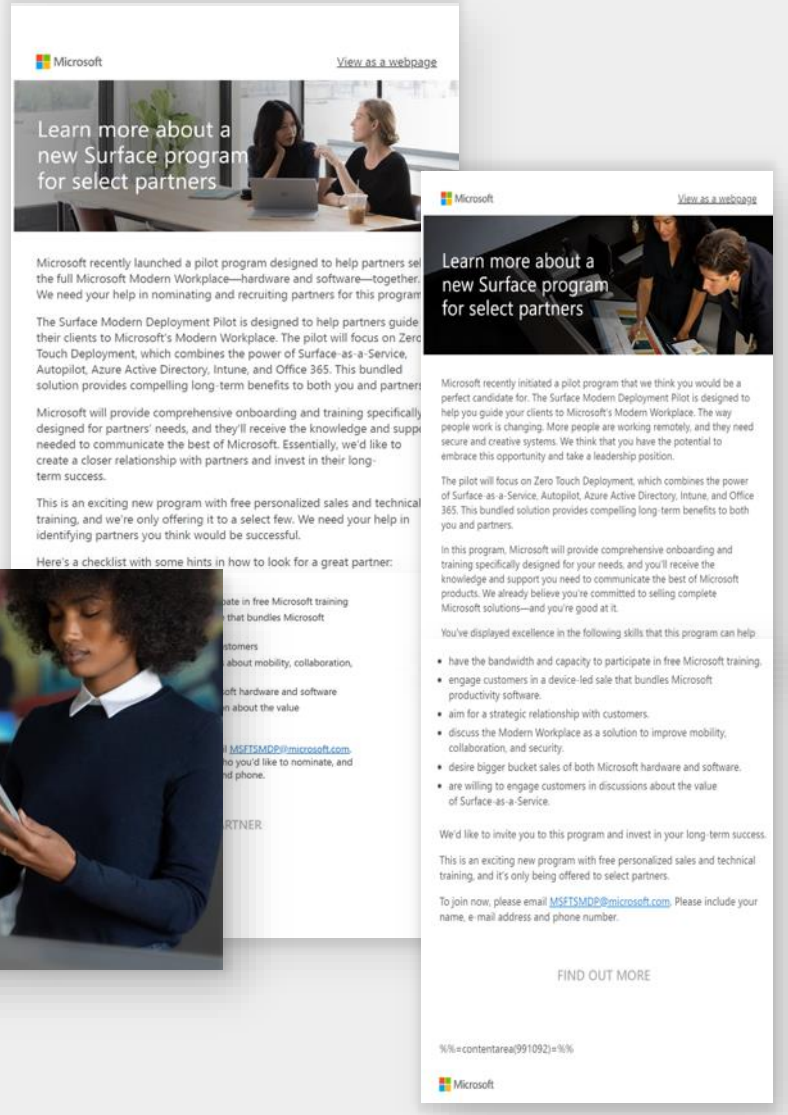
Time to tell your DaaS story

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]





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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.

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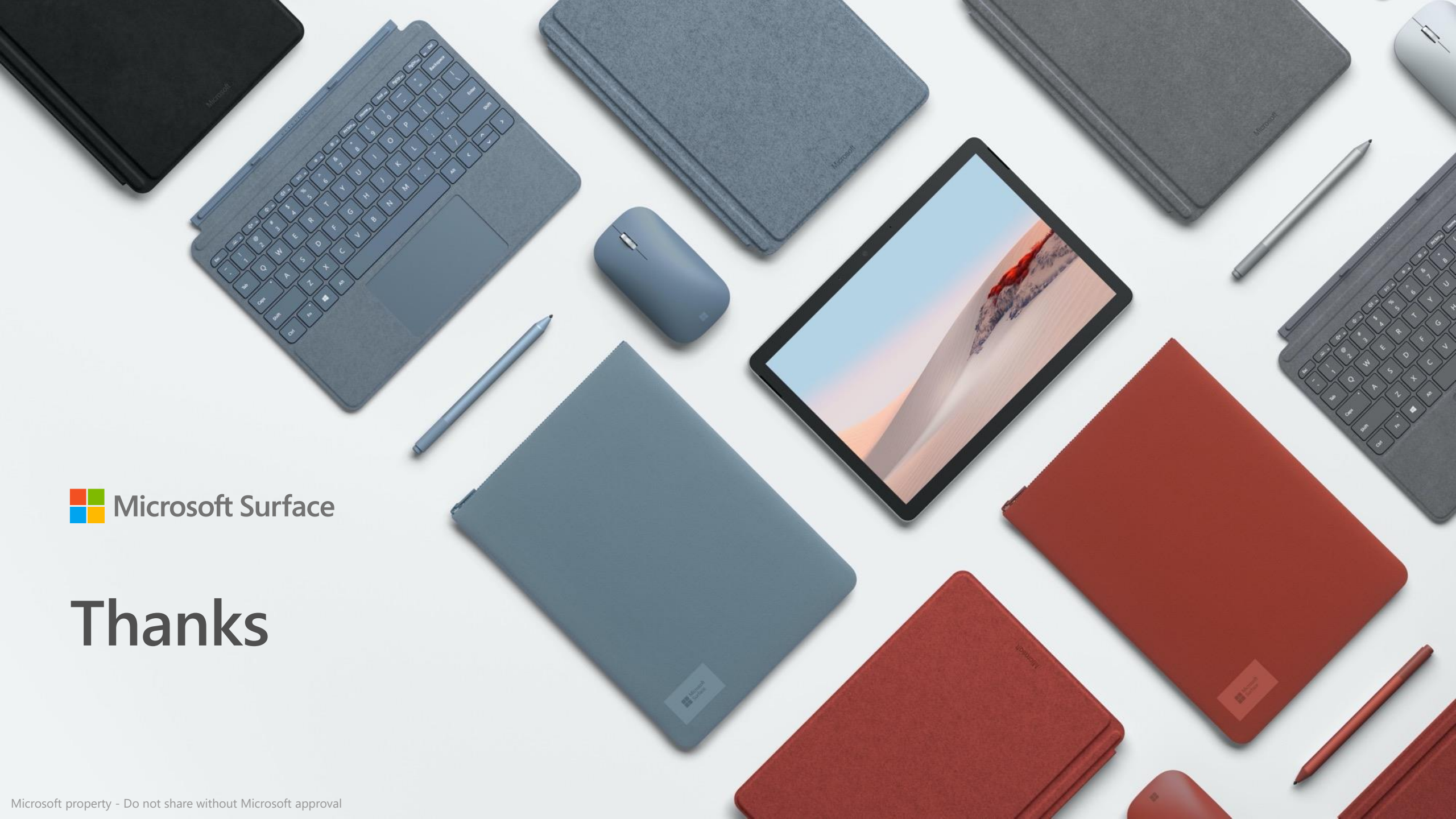

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Thanks

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Appendix

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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	

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

Distributor	Overview	More information	Contact information
Ingram	• 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	• 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	• 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

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