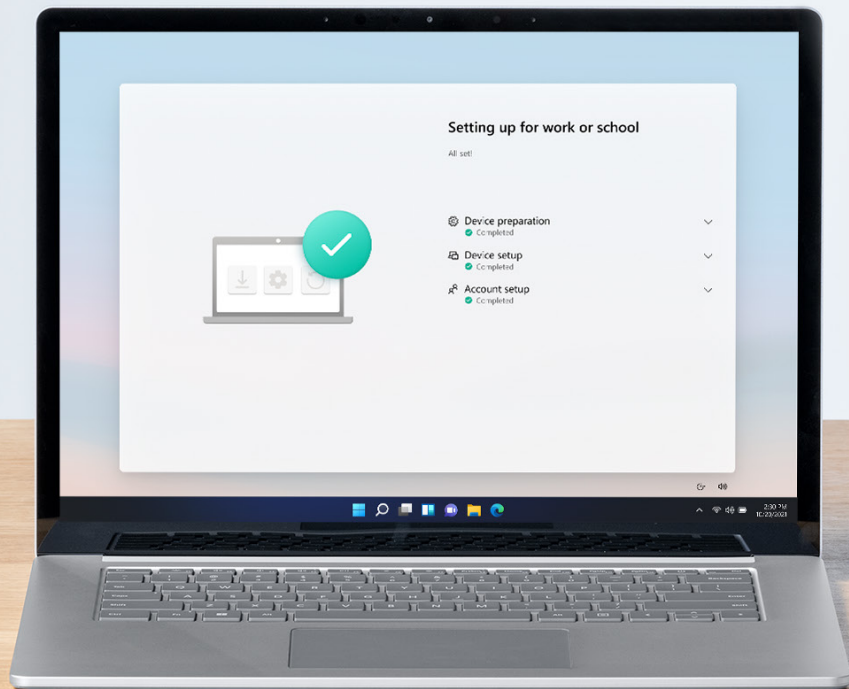


5 Questions to Ask Before Your Next Hardware Refresh



This e-book is for you if...

- You make decisions about IT and devices for your business.
- You're looking for ways to help employees be more productive and secure working from anywhere.
- You want to simplify device deployment, management, and security.
- You want to know more about the productivity, cost, and security benefits of a unified hardware and software solution, such as Microsoft 365 and Surface.



Estimated reading time:
8 minutes

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Introduction

Organizations like yours often follow a set technology refresh schedule to better facilitate budgeting and planning. However, IT leaders and buying committees are facing new challenges—most notably, evolving device management concerns and growing connectivity demands from workers who need to connect and collaborate from anywhere at any time.

Fortunately, many organizations have found new and better ways to refresh technology securely across diverse and vulnerable locations, including through “touchless” provisioning. Device management remains unpredictable when connecting hardware, software, apps, and services across a sprawling technology landscape, but Surface devices—especially when combined with the Microsoft 365 productivity suite—provide centralized management solutions to meet these challenges.

Before you make any decisions, consider the five questions in this e-book when determining how to best assess and optimize your hardware refresh strategy.

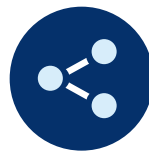


Question 1

**Do our devices help
all our employees
stay productive from
anywhere?**

How does hybrid work impact employee productivity? Research shows that hybrid work may be able to maximize individual productivity through flexibility.

That is, the flexibility of hybrid work allows employees to work in the way that's best for them, and it allows different tasks to be done at the office, at home, or anywhere. And perhaps counterintuitively, 58% of Microsoft employees who plan to spend more time in the office and 58% of those who plan to spend more time at home both cited "focused work" as a reason.¹ Now that we know that different people work better in different environments, IT can help boost productivity by working to accommodate and support those preferences.



"The use of Teams and Surface devices democratizes information and ensures that every employee is connected to the business, which helps drive outcomes more effectively."

—Scott Townend, Program Manager, Marks & Spencer

[Read the full story >](#)

¹ [Microsoft New Future of Work Report 2022](#), Microsoft, May 2022.



“We didn’t stop with the laptops. The Microsoft Surface Hubs combine with Microsoft Teams and Microsoft 365 more broadly to help to create digital collaboration spaces for our teams onsite and at home.”

—James Wood, Project Manager, Anglian Water

[Read the full story >](#)

Organizations need to make sure that they have the tools and strategies to take advantage of these insights. For example, one way to make virtual teamwork easier is by integrating multiple tools and capabilities—chat, productivity apps, and file sharing—in one shared space.

Surface devices were designed for great experiences in shared workspaces like these, especially when combined with Microsoft 365. They give teams the performance they need to connect and succeed—and that includes things like being seen and heard clearly, with Microsoft Teams calls that feel more natural and true to life thanks to superior video and audio quality.

Surface devices also have the built-in connectivity and power to handle both video calls and processor-intensive tasks at the same time. LTE-enabled Surface devices can even help users stay productive when Wi-Fi and electricity aren't available. For example, Surface Pro 9 with 5G has up to 19 hours of battery life and can charge up to 60% in about an hour with its 39W power supply, perfect for workers switching between different environments.²

Productivity improvements per Surface device over three years³

74

hours more productivity per employee

11.6

employee hours saved from increased mobility

² Specifications for [Surface Pro 9 with 5G](#), undated.

³ A commissioned Business Value Research study conducted by IDC on behalf of Microsoft, March 2022. "Business Value of Microsoft Surface Devices." IDC Research Study conducted from surveys and interviews between December 2021–February 2022. All respondents were IT decision-makers at large organizations (250–5000+ employees) representing organizations from the United States, Australia, India, Spain, France, United Kingdom, New Zealand, and Germany. Cost & Savings findings based on average cost and time estimates provided directly by respondents; actual costs and savings may vary based on your specific Device Mix and deployment. For the detailed report, [click here](#).



Surface devices can promote team flow, too. Using Microsoft Teams, workers can collaborate on ideas across devices with Surface Pen in Microsoft Whiteboard. Group inking can help capture the feel of a traditional meeting-room whiteboard when you're brainstorming, helping everyone jump into the action—whether they're at a meeting space in the office or on their own devices at home.

**Designed for hybrid work.
Built for your team.** Surface devices can empower employees wherever they work—to seamlessly connect and collaborate, stay secure, and get it all done.

[Learn how >](#)



Question 2 _____

**Are we protected
from modern security
challenges?**

Organizations have seen rapid growth across a multitude of applications, devices, and locations. That means IT teams now have to manage a much bigger digital footprint, extending well beyond the traditional office, as they work to keep data safe, manage protocols, and deploy updates securely.

These modern security challenges require a new approach—one that safeguards data everywhere it goes, with integrated protection from chip to cloud. That way employees can be productive and secure at the same time, from anywhere.

The best devices and platforms embrace this approach with security that's proactive and automated. For example, support for multifactor authentication (MFA) and biometric authentication lets organizations replace or augment passwords with fingerprint or facial recognition, increasing convenience and security. Web browsers should protect against malware and phishing by analyzing web activity, comparing attempted downloads against problematic sites, and warning users before exposure to anything malicious.

Security efficiency and savings per Surface device over three years⁴

49%

fewer security interventions
required from IT teams

34%

fewer security incidents

\$42

saved through reduced security
incident responses

⁴ A commissioned Business Value Research study conducted by IDC on behalf of Microsoft, March 2022. "Business Value of Microsoft Surface Devices." IDC Research Study conducted from surveys and interviews between December 2021–February 2022. All respondents were IT decision-makers at large organizations (250–5000+ employees) representing organizations from the United States, Australia, India, Spain, France, United Kingdom, New Zealand, and Germany. Cost & Savings findings based on average cost and time estimates provided directly by respondents; actual costs and savings may vary based on your specific Device Mix and deployment. For the detailed report, [click here](#).

With Surface, organizations get a fast track to modern security. The new set of hardware security requirements that comes with Windows 11 is designed to build a foundation that's even stronger and more resilient to attacks. Surface protects endpoints and the data on them, through all phases of the device lifecycle.

Surface helps you keep your assets—human and digital—safe, without restricting access to anytime, anywhere information. With chip-to-cloud protection, Surface gives you ultimate control, proactive defense, and peace of mind wherever and however work gets done.

Better protect your business with Microsoft security enabled out of the box. Surface devices take advantage of the strongest security protocols Microsoft offers.

[Learn how](#) >



Question 3

**How easy is our
device deployment
and management?**



You need to keep all your devices current with the latest updates and protection, no matter where your people work. That's why many organizations have shifted from traditional device deployment and management to more remote and cloud-based approaches.

Technologies that take advantage of cloud deployment and management can reduce IT costs while improving employee productivity by providing devices that perform better and are always up to date.

Microsoft has helped drive those advances, pioneering a zero-touch deployment approach with Surface and Windows. With Autopilot built in, Surface devices reduce IT complexity and eliminate time-consuming corporate re-imaging by shipping and deploying straight to users' hands. Every Surface ships from the factory enabled for Autopilot (except for Duo, which is Android OS enabled). An automated, self-service approach reduces the time to get a new device up and running from hours to minutes.

The same verified identity that enables zero-touch deployment also allows new, agile methods of managing Surface from the cloud, which reduces costs, time, and effort for IT.



Device management savings and efficiency per Surface device over three years⁵

23%

fewer support tickets

46%

less time to resolve support calls per year

35+

hours of IT staff time gained

⁵ A commissioned Business Value Research study conducted by IDC on behalf of Microsoft, March 2022. "Business Value of Microsoft Surface Devices." IDC Research Study conducted from surveys and interviews between December 2021–February 2022. All respondents were IT decision-makers at large organizations (250–5000+ employees) representing organizations from the United States, Australia, India, Spain, France, United Kingdom, New Zealand, and Germany. Cost & Savings findings based on average cost and time estimates provided directly by respondents; actual costs and savings may vary based on your specific Device Mix and deployment. For the detailed report, [click here](#).

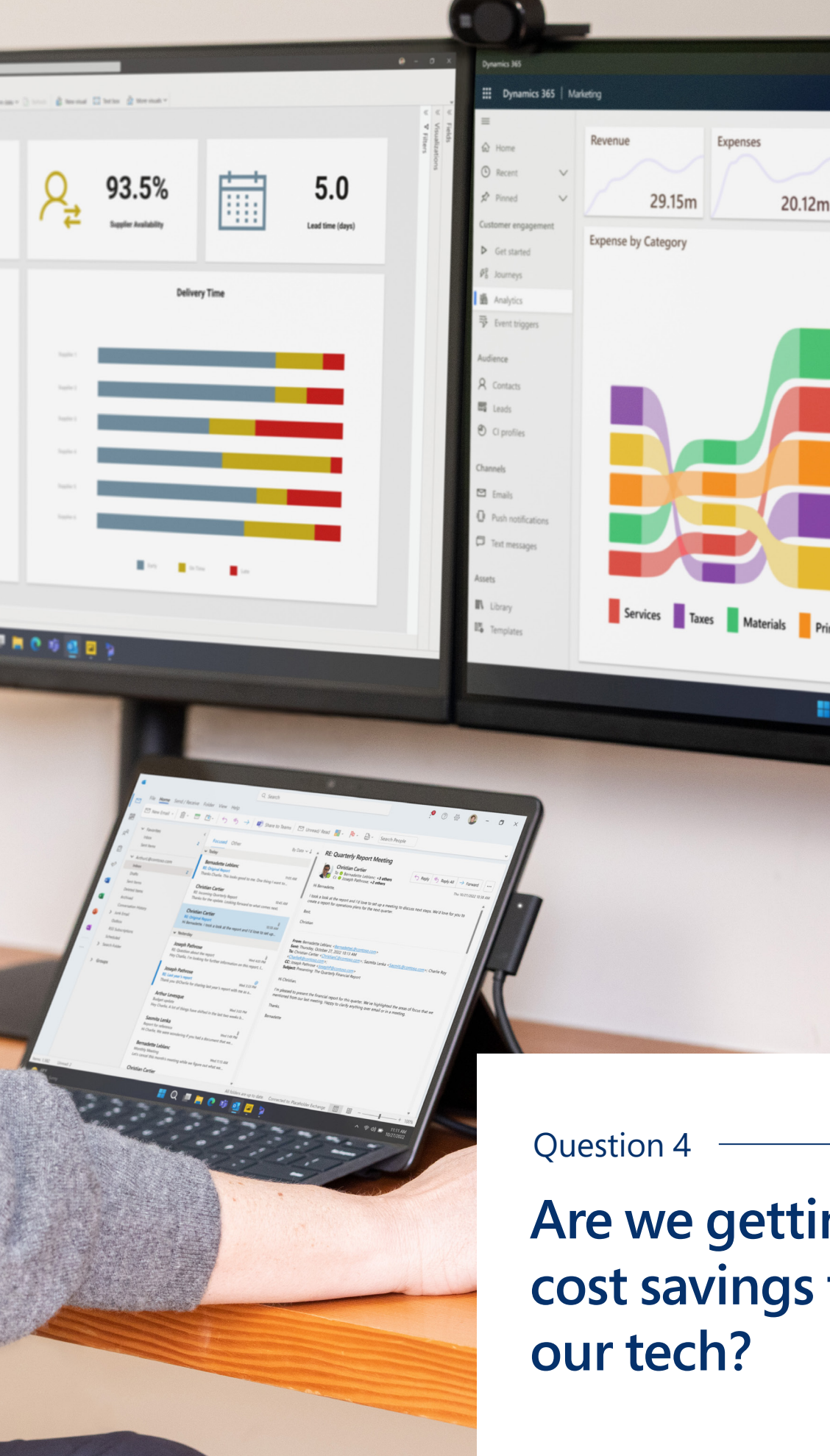
The Microsoft Surface Management Portal helps to simplify management, too, giving IT admins one place to see, manage, and support all your Surface devices at scale in Microsoft Endpoint Manager. You can easily get insights into the health and status of all Surface devices, roll out both firmware and software patches via Windows Update, and make sure each device is always up to date—automatically, even while asleep.

All of these features help IT manage the entire device lifecycle: before the device is deployed, during its use, and after it's returned to be redeployed or retired.

By simplifying device deployment and management, Surface can help IT save time, reduce costs, and better connect hardware, software, apps, and services across a distributed workforce and multiple technologies. This simplification can help IT free up budget and resources for innovation, improvements, and other activities that generate business value.

Improve IT efficiency with Surface device management. Surface devices help you do more with less—less resources, less complexity, less associated risk.

[Learn how >](#)



Question 4

Are we getting
cost savings from
our tech?

Realizing cost savings from a device refresh can be a balancing act. You want to get maximum value out of your current investments, of course, but you don't want to forego longer-term savings gained from using more up-to-date devices, such as increased productivity, simplified management, and stronger security.

Microsoft commissioned an IDC study to understand the total cost of ownership of Microsoft Surface devices for enterprises. The research centered on one key metric: ROI over 3 years of device ownership.⁶

Businesses who choose Surface aren't just seeing savings on device costs. They're unlocking new value that amplifies their employees' impact and streamlines operations.

Equipping a team with Surface devices provides up to \$8,743 in additional IT and productivity benefits per Surface device over 3 years. Combined with direct device savings of \$293, that means an organization can save up to \$9,036. With an average three-year device cost of \$3,238, Surface + Microsoft 365 provides a total ROI worth up to 2.8x the initial investment.⁶

Cost savings and ROI per Surface device over three years⁶

\$5,635

in IT administration savings

\$3,108

gains in employee productivity

Up to 2.8x

ROI on initial investment

⁶ A commissioned Business Value Research study conducted by IDC on behalf of Microsoft, March 2022. "Business Value of Microsoft Surface Devices." IDC Research Study conducted from surveys and interviews between December 2021–February 2022. All respondents were IT decision-makers at large organizations (250–5000+ employees) representing organizations from the United States, Australia, India, Spain, France, United Kingdom, New Zealand, and Germany. Cost & Savings findings based on average cost and time estimates provided directly by respondents; actual costs and savings may vary based on your specific Device Mix and deployment. For the detailed report, [click here](#).

In addition to these considerations, another way to evaluate savings for a device refresh is whether you're able to consolidate your overall number of devices. For example, a full-featured 2-in-1 device can take the place of a laptop, tablet, and desktop for a single user.

The 2-in-1 design of the Surface Book, Surface Pro, and Surface Go means employees can work their way from anywhere using fewer devices. [Surface Hub 2S](#) is a large collaboration device that can help cut costs on projectors, digital whiteboards, and other A/V technologies. [Surface Duo](#) is a dual-screen device you can hold in your hand, and it can help you consolidate phone and tablet costs into a single device.



“We could reduce complexity, the devices would be easier to manage and, ultimately, that makes the Microsoft Surface Laptops more cost effective overall.”

—Ed Spick, Director of
Information & Technology
Services, London
Metropolitan University

[Read the full story >](#)



Question 5

**Do our devices
help attract and
retain talent?**

Changes in the way we work have reshaped employee priorities, according to Microsoft research. As a result, employees' "worth it" equation—what people want from work and what they're willing to give in return—has changed.⁷ That makes this an ideal time to meet your employees (and prospective employees) where they are, with devices that engage and inspire them.

Many IT leaders are pursuing a modern device strategy that puts employee experience at the center, built for flexible and adaptable work environments—and it's an approach that can also improve employee recruitment and retention.

Research supports this, as information workers show a clear preference for flexible and hybrid work. In a global survey, 21% of respondents who had quit their jobs reported doing so because of lack of flexible working hours or location.⁸

⁷ [Work Trend Index 2022](#), Microsoft, March 2022.

⁸ [Microsoft New Future of Work Report 2022](#), Microsoft, May 2022.



"Part of the appeal of the Surface devices is they look nice; they're sleek, they're shiny. If we're replacing MacBooks that have reached end of life, replacing them with something people feel great about using makes that conversation less challenging."

—Nathan James, Head of IT Services, Future Plc

[Read the full story >](#)

So how can the right technology support these trends? Devices and tools that closely align with the way people want to work can drive engagement, creativity, and loyalty. Almost 3 in 10 employees (29%) say that receiving a new device would make them feel more positive about their work and employer.⁹

29%

of employees say a new device would make them feel more positive about work.

Surface devices enhance the way people work naturally. They're designed with flexible, personal workstyles in mind. They're also built with quality design that users can see, feel, and hear—like speakers and mics tuned for the human voice, cameras that make you feel you're there, and immersive 3:2 touchscreen displays that bring ideas to life.

And your employees can choose the right Surface device for them, including lightweight 2-in-1 devices, ultra-slim touchscreen laptops, and laptops with detachable screens, with multiple color options.

Is your organization looking for new ways to improve worker retention and recruitment?

Consider sharing this e-book with your peers in HR or talent management, to show how a hardware refresh could support those goals.

⁹ [Device Decisions: The future is hybrid: considerations for IT leaders in the changing workplace](#), Microsoft, November 2021.

The right technology for the future of work

Find out what Surface and Microsoft 365 can do for your business, whenever you're ready for your next device refresh. Take the first step and learn more today.

[Learn more about Surface](#) >

Or dive deeper into how Surface can help with:

- [Hybrid work](#) >
- [Deployment and management](#) >
- [Security](#) >



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