



# Empowering Teamwork for the Athletics Department

The Athletics Department is constantly on the go and needs devices that can keep up with them. They need to be able to watch footage and identify areas of improvement. They also need to be able to share notes and footage effortlessly. The staff in this department will range from coaches and assistant coaches, to facilities managers and their assistants.



## Challenges the Athletics Department Faces:

- Maintaining continuous communication with coaches, players, and new recruits
- Empowering staff with technology to recruit and manage athletes
- Keeping team strategies, footage, and notes organized and easily accessible
- Using technology that supports a top-of-the-line athletics program to ensure booster sales are high and they're recruiting the best talent



## Their Ideal Device:

- Is lightweight and portable making it easy to carry, yet powerful enough to handle demanding tasks
- Has long battery life
- Has HD cameras for footage documentation
- Transforms technology into a differentiator for better player management and recruitment



## Important Questions to Ask the Athletics Department:

- Is your current product also your everyday device?
- Does your staff carry one device or two or more?
- Are your athletes expected to do classwork on the road?
- What software programs do you use?
- Wouldn't it be nice to be able to project from your 12.3" screen to a 50" or 85" screen simultaneously?
- Does your device need to be pen-enabled?



## Main Objections and How to Handle Them:

### “We already have laptops.”

Surface Go or Pro does everything a laptop can do without the bulk or weight. It runs on powerful Intel® processors to keep up with the most demanding day. But even better than laptops, snap off the magnetic Type Cover and you have a touchscreen for note-taking with Surface Pen. Plus, the Surface Pro can transform from laptop to tablet simultaneously making it easily adaptable to the way you need to use it. Frankly, it’s a combo that can’t be beat.

### “We’re using another brand.”

Other brands are good for some things, but Surface offers users much more.

- **Direct access:** Your team can access their data and programs remotely without having to launch a separate VPN.
- **Compatibility:** All your programs will continue to work with Surface. No need for additional software purchases or development.
- **Run full applications:** Your coaches no longer need to be hampered by incomplete versions of software. Surface allows them to run full-featured versions of the programs they rely on.

### “Our students and coaches don’t want to carry a ton of devices around.”

With Surface, your athletics faculty and students will no longer need to juggle iPads, laptops, and other devices. They can use the Surface Go 3 or Pro 9 in tablet or laptop mode.



## Recommended Products:

Microsoft Surface is the Official Sideline Technology Provider and Laptop of the NFL—used by players, coaches, and refs.



### Surface Go 3

If your Athletics department is looking for a device that can be used as a 2-in-1 that is smaller than the Pro 9, recommend the Surface Go 3. It features a 10.5” touchscreen and users can write their plays naturally on the screen.



### Surface Pro 9

The Surface Pro 9 is a popular option among Athletics departments. With a virtually edge-to-edge 13” PixelSense™ touchscreen and a dynamic refresh rate up to 120Hz, the Pro 9 allows for faster writing and is compatible with the Surface Slim Pen 2.



### Hub 2S

Pair the Surface Pro 9 with the Hub 2S for the ultimate viewing experience. Do your users want to review that play that their team just executed? Go from the sidelines to the locker room and review it on the big screen, with either the 50” or the 85” model. The Hub 2S allows users to draw, write notes, and more. The Hub 2S is a total game changer.