



# The Accessible, Everywhere Office for the Business and Finance Department

Technology on campuses is always changing. Business and Finance Departments need to be able to access programs and notes quickly, efficiently, and securely. Their curriculum will range from finance, economics, management, accounting, marketing, public relations to entrepreneurship, and more. They need devices that are powerful enough to last all day and have full desktop applications. They'll need to word process, work in CRMs, databases, and spreadsheets, and build creative presentations. Their biggest challenge is being able to teach the newest technology and applications and being able to process big data on the latest and greatest without delays. Microsoft Surface allows for device management that drives more compelling experiences. It also has built-in protection at every layer, not just in the software, giving the faculty in the business department peace of mind.



## Challenges the Business and Finance Department Faces:

- Keeping their teams up to date on the status of multiple projects
- Keeping up with ever-changing technology
- Managing work without having to add other devices to the mix
- Hosting conference calls for meetings
- Maintaining peace of mind over lost devices or passwords
- Storing loads of data
- Compatibility between commonly used programs



## Their Ideal Device:

- Is lightweight and portable making it easy to carry, yet powerful enough to handle demanding tasks
- Shares work easily and offers collaboration
- Runs the software applications and programs that today's leading businesses require to remain competitive, efficient, and innovative
- Brings lectures and presentations to life with stunning full HD
- Keeps work and research safe with state-of-the-art Windows 10 Pro or Windows 11 Pro security
- Has a long battery life



## Important Questions to Ask the Business and Finance Department:

- What is your budget?
- What devices does your program currently support?
- Would your students prefer to carry one device instead of two or more?
- How effectively are your students getting their work done currently?
- How often do you typically replace or upgrade your laptops?
- Do your devices protect your data against the latest security threats?
- What are the challenges you faced with remote learning?
- Do you need an evaluation unit to make a determination on a recommendation?
- What is the criteria for making a recommendation? Do you have minimum specifications or warranties?
- When do you need to have your product ready to go? What is your ideal date?
- When does your budget get approved?
- Who makes the final decision?
- Does your device need to be pen-enabled?



## Main Objections and How to Handle Them:

### “We already have laptops.”

Surface Pro does everything a laptop can do without the bulk or weight. It runs on powerful Intel® Core™ processors to keep up with the most demanding day. But even better than laptops, snap off the magnetic Type Cover and you have a tablet for note-taking with Surface Pen.

### “We’re using another brand.”

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

- **Direct access:** Your team can access their data and programs remotely without having to launch a separate VPN.
- **Security:** Surface devices run on Windows 10 Pro or Windows 11 Pro, a comprehensive security solution. Windows 10 Pro and Windows 11 Pro features Windows Hello, device encryption, firewall and network protection, internet protection, parental controls/protection, secure boot, BitLocker device encryption, Windows Information Protection, and Windows Defender Antivirus.
- **Compatibility:** All your apps and programs will continue to work with Surface. No need for additional software purchases or development.
- **Run full applications:** Your students and faculty 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 faculty don’t want to carry a ton of devices around.”

With Surface, your Business students and faculty will no longer need to juggle tablets, laptops, and other devices. Surface devices are like their portable office.

### “We don’t have the capability to manage another device like tablets.”

Surface Pro is more than a tablet—it’s a powerful business device with state-of-the-art Intel® Core™ processors. Which means it easily fits standard policies/practices already in use for Windows laptops. Plus, with Surface products, students and faculty can manage all their work on one device.

### “We need a product that runs all the programs and applications that you’d find on a desktop.”

Surface devices come with Windows 11 Pro that can handle any workflow. Users will be able to run multiple apps on one screen and easily switch between them. Select devices are also available with Windows 10 Pro.



## Recommended Products:



### Surface Pro 9

With a virtually edge-to-edge 13” PixelSense™ touchscreen, users will have more screen space to utilize on the Surface Pro 9. Ultra-lightweight and versatile, the Pro 9 runs all the programs commonly used by Business departments with lightning fast performance.



### Hub 2S

Faculty and students will be able to collaborate effortlessly with the Hub 2S. Bring any presentation to life with the Hub 2S. This all-in-one device is built for teamwork and is great for hosting online meetings and for giving presentations.



## Upsell Opportunity:

### Surface Pen



This is a must-have device for anyone that likes to write on a screen. Users can handwrite notes on the screen, and just as easily flip it over to use it as an eraser. So whether they’re working on a presentation or writing notes for class, the Surface Pen will enhance any project.