

Turn employees into change agents for business transformation

SurfaceCopilot+PCs integrate hardware and software to maximize AI impact and drive change



Introduction

Business leaders are under unprecedented pressure

The business landscape is shifting below your feet, but you're still expected to drive growth, increase sales, and protect your profit margins. AI is disrupting everything, but you still have to compete. Meanwhile, you're expected to reskill and retain a motivated, productive workforce—a workforce that's always keeping an eye out for better opportunities to advance.

As you grapple with internal and external pressures, you also need to think about transformation—like all your competitors are doing right now. But how can you focus on decisions that will impact the next five years while you're preoccupied with the next quarter's numbers?

Turn your biggest disrupter into your biggest opportunity

While AI can make business leaders nervous, it also presents them with a unique opportunity to redefine how their businesses run. That's why 38% of leaders expect to redesign their business processes with AI within 5 years.¹ Forward-thinking companies are learning that AI is more than just a tool for personal productivity—it's an opportunity to accelerate business transformation.

“82% of leaders say
this is a pivotal year to
rethink key aspects of
strategy and operations.”

– 2025 WorkTrend Index Annual Report,
Microsoft ¹





Devices that help drive organizational change

AI can help amplify users, enabling them to summarize meetings, write better emails, or find files faster. But while your top performers are transforming their own work, they could also be spearheading that transformative effect across your organization. That's where Surface comes in.

Surface was built for the next wave of AI-powered work. It integrates advanced AI capabilities directly into hardware and software to maximize the impact of Copilot. When you put so much power in the hands of your hyper-performers, it turns each one of them into a catalyst for change, multiplying productivity, innovation, and impact across the workforce. It becomes a driver for meaningful organizational change.

By supercharging the Microsoft ecosystem, Surface helps ideas flow with reduced friction and complexity. An AI-enhanced experience of Windows connects teams, lifts standards, and inspires change, pushing the business forward and enabling transformation across the organization.

The AI gap is real. It's growing. But Surface can help.

Why are some companies thriving with AI when many aren't? Let's now look at the three major barriers that business leaders are facing today, and how Surface can help you overcome them.

People aren't AI-ready

With worldwide spending on AI forecast to reach \$632 billion in 2028,² visionary leaders are placing huge bets on AI. They've allocated resources, optimized their strategies, and set an ambitious pace. And yet many of them won't see the returns they expect. Because they're not investing in the most crucial piece of the puzzle: their people.

When it comes to AI, your people truly are your secret power—provided they're ready. They need the right tools and skills to deliver on your AI vision. They need confidence and motivation. Today, 44% of business leaders say their employees lack the expertise to act on their AI goals.³ And if your people aren't AI-ready, there goes your transformation.

An AI-enhanced workforce

Surface Copilot+ PCs start with the notion that devices have a bigger job to do than just make individuals more productive. They combine precision-engineered hardware with rich AI experiences to make every user a multiplier for scalable ideas and innovation. These experiences inspire the change makers in your organization, enabling them to elevate the people around them.

With Surface and Microsoft 365 Copilot, your teams don't just adopt AI. They apply it with impact—in meetings, workflows, and decisions that count.

- From Recall⁴ to Live Captions⁵ to Click to Do,⁶ AI-powered tools improve efficiency and enhance interactions
- Microsoft-designed hardware and software deliver optimal experiences across Windows, Copilot, and Microsoft 365
- Premium experiences like responsive touchscreens, flexible form factors, and digital inking⁷ boost agility and ingenuity

AI is creating complexity

Only 20% of business leaders believe their organizations are prepared for AI transformation.⁸ Despite all the investment and effort, everyone else is still experimenting instead of scaling.

And just like them, you're facing increasing pressure from all sides as you try to deploy. Your executive suite is losing patience. Your competitors all seem to be moving faster than you. Your investors are asking harder questions. And your teams are looking to you for direction that you simply don't have.

Without a clear path from experimentation to execution, you risk much more than stalling progress—you risk losing your edge to companies that scale smarter and quicker.

Cutting through the complexity

Surface Copilot+ PCs are intended to scale with your ambitions and are engineered to maximize the full Microsoft AI ecosystem. Advanced processors (including a powerful NPU), on-device AI, and power-optimized designs streamline your journey to a state of continuous AI innovation and invention.

With AI at its core, Surface is designed to create high-performance conditions for productivity to soar and innovation to surge.

- Advanced processors with powerful NPUs enable on-device AI
- AI-ready platform for modern and future workloads
- Seamless integration with evolving AI tools and workflows for continuity
- Scalable performance right from day one
- Turns Copilot from an assistant into an accelerant across teams, workflows, and decisions



AI can create security issues

Momentum can become a vicious cycle. You're moving fast, but every step forward adds new exposure—to your data, your customers, and your reputation. As the risks multiply, they slow down the very innovation AI was meant to unlock.

Today, 72% of developers believe that current regulations are inadequate to address future challenges⁹—placing the security burden squarely on your business. You're answerable to stakeholders who expect to have it both ways—they want innovation, but also resilience.

And your security posture is no longer just an IT issue—it's a boardroom concern, because one blind spot could result in a breach, burnout, or backlash. And in a competitive AI race, you don't want to be the one who moved fast but broke trust.

Security as a business advantage

We start with a radical notion: that security should be an enabler of innovation, not an obstacle. Surface devices aren't just secure; they're expressly designed to remove the friction and complexity that slow down transformation. With built-in Microsoft security across identity, access, data, and device—and full alignment with Microsoft 365 compliance tools—you get a platform that protects you while you scale.

With the most powerful Windows security and innovation-friendly protection that's simple to manage, Surface lays the foundation for agile AI initiatives to launch, thrive, and scale.

- Microsoft security at every layer from chip to cloud¹⁰
- Supply chain security and platform integrity
- Powerful Windows security protection that evolves with your AI workloads
- Built-in compliance and zero-trust alignment with Microsoft 365¹¹
- Simple configuration and lifecycle control with no trade-offs





4 ways to turn high performers into change agents

The most effective path to business transformation isn't via AI tools. It's via the trailblazers in your organization who can deploy those tools to elevate others—a ripple effect that spreads outward across your entire business, pushing it forward. Here's how Surface can help you turn individual capability into organizational momentum.



Equip the catalysts first

Identify the people already driving change: the early adopters, team influencers, and power users. Then empower them with Surface Copilot+ PCs that enhance collaboration and help their ideas flow freely.



Make security a springboard, not a speedbump

Engage your security and compliance teams early—not just as gatekeepers, but as strategic enablers. Frame Surface's end-to-end protection as a foundation for trusted innovation, not a barrier to progress.



Train for application, not just access

Offer role-specific sessions that teach trailblazers how to use Surface to maximize the Microsoft AI ecosystem in workflows that matter. Demonstrate how they can scale their impact across the business.



Share success to build momentum

Capture and share stories of how empowered employees are using Surface to transform meetings, decisions, and outcomes.

Speed up your journey to the next stage of your business

Make Surface your strategic partner in driving organizational change. Optimized for the future, Surface Copilot+ PCs integrate advanced AI capabilities directly into hardware and software—so your business can move ahead and stay ahead, even as workplace AI evolves. When it comes to AI, you've already got the vision; Surface helps you realize it by:



Empowering your best people to elevate others around them



Providing a path to scalable, high-impact performance



Maintaining momentum with security that encourages innovation

To learn more, get in touch with your sales rep today

Footnotes

1. Work TrendIndex Annual Report 2025, "[2025: The Year the Frontier Firm Is born](#)," April 23, 2025.
2. IDC, "[Worldwide AI and Generative AI Spending Guide](#)," August 2024.
3. Bain & Company, "[AI: The Ambitions Are Bold, but the Talent Is Scarce](#)," February 2025.
4. Recall (preview) requires Windows Hello Enhanced Sign-in Security. Available in the European Economic Area later this year. Optimized for select languages [English, Chinese (Simplified), French, German, Japanese, and Spanish]. Content-based and storage limitations apply. Enterprise license required for some policy-enabled management controls.
See [aka.ms/copilotpluspcs](#).
5. [Live Captions](#) with translation for video and audio subtitles into English from 40+ languages available now on Copilot+ PCs with Snapdragon® X Series processors and on other devices starting early 2025. Translation from 27 languages into Chinese (Simplified) coming later this year. [Learn more](#).
6. Copilot+ PC experiences vary by device and market and may require updates continuing to roll out through 2025; Recall and Click to Do will be coming to European Economic Area later in 2025. See [aka.ms/copilotpluspcs](#).
7. Surface Slim Pen sold separately. Software license required for some features.
8. Kearney & Egon Zehnder, "[Seventy-three percent of business leaders are ill-equipped for AI transformation, citing limited time, people, and funds, new report from Egon Zehnder and Kearney reveals](#)," 2024.
9. TechDay SecurityBrief, "[Research highlights AI as major data privacy threat for developers](#)," 2024.
10. Shield sensitive information including user credentials from chip-to-cloud with Microsoft Pluton, Windows Hello, and BitLocker to protect against data loss and theft.
11. Sold separately. Software license required for some features.