

# How IT can deploy devices to drive meaningful organizational change

SurfaceCopilot+ PCs integrate hardware and software to help adopt, scale, and secure AI across the business



# Introduction

## More expectations, fewer resources

Today, AI transformation isn't just a business priority—it's an IT responsibility. And it isn't easy. You're expected to have all the answers when the technological landscape is shifting under your feet. Innovation is outpacing your infrastructure. And despite a chronic shortage of skilled IT pros, you have to acquire and retain top talent.

While you're pulling off these miracles, you're expected to streamline business processes and optimize customer experiences. You need to secure the workforce while raising their productivity. And you have to do all of the above with shrinking budgets, leaner teams, and no time to think.

## Turn your biggest disrupter into your biggest opportunity

AI may be shaking up businesses, but it's also changing the way they run. That's why 38% of leaders expect to redesign their business processes with AI within 5 years.<sup>1</sup> 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 Work Trend Index Annual Report, Microsoft



## Meet your strategic partner in driving organizational change

Surface Copilot+ PCs were built for the next wave of AI-powered work. They integrate advanced AI capabilities directly into hardware and software to maximize the impact of Copilot. And they can play a key part in helping you in your new role: making technology an innovation driver. When your hyper-performers are amplified by AI, creative new ways of working radiate across the organization. Surface becomes an enabler of ingenuity at scale.

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 have some businesses already deployed and scaled AI when many are stuck? Let's now look at the three major barriers that IT leaders are facing today, and how Surface can help you overcome them.

# People aren't AI-confident

Worldwide spending on AI is forecast to reach \$632 billion in 2028.<sup>2</sup> Businesses have earmarked 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, most employees are curious, but not confident. They look to IT for guidance and skills; they need help to support and simplify their AI workflows. Still, 63% of IT leaders today say their biggest skills gap is in AI and machine learning.<sup>3</sup> And if your workforce isn't AI-ready, IT becomes the bottleneck to transformation.

## Make AI intuitive

Surface Copilot+ PCs deliver a familiar, frictionless experience across tools and devices. They empower team members with intuitive AI capabilities like Copilot,<sup>4</sup> Recall,<sup>5</sup> and Live Captions.<sup>6</sup> Expect faster confidence-building, calmer helpdesks, and a smoother rollout.

*With Surface and Microsoft 365 Copilot, your workforce doesn't just adopt AI. They apply it with confidence in meetings, workflows, and decisions that count.*

- Microsoft 365 Copilot and Copilot+ PC performance put AI-enhanced productivity at users' fingertips
- Microsoft-designed hardware and software deliver optimal experiences across Windows, Copilot, and Microsoft 365
- Premium experiences like responsive touchscreens, flexible form factors, and digital inking<sup>7</sup> boost agility and ingenuity
- User-friendly UI and long battery life<sup>8</sup> reduce friction



# Infrastructure is inadequate

Infrastructure complexity presents a huge challenge for IT teams as they prepare their data stacks for implementing and scaling AI. That's not a surprise, considering the enormous amounts of compute power and storage that AI demands.

AI ambition is rapidly outpacing IT capacity, putting pressure on leaders like you. Your stakeholders expect you to scale and perform, regardless of whether your infrastructure is up to the task. And fragmented infrastructure just creates inconsistencies, security risks, and support headaches, all of which delay innovation and compound your costs.

## Scale with Surface

Surface Copilot+ PCs are AI-ready from the chip up; they're designed to support next-gen AI workloads. Deep platform-level integration across the Microsoft stack enables IT to maintain consistency, compliance, and performance. And flexible configurations and high-performance processors support new AI tools without disrupting your current ecosystem.

- Advanced processors with AI acceleration
- On-device AI support and developer tools enable on-device AI experiences
- Flexible configurations to match your AI strategy
- Built to scale with Microsoft 365, Intune, and enterprise security frameworks

*With AI at their core, Surface Copilot+ PCs create the conditions you need to successfully scale AI across your organization.*



# AI complicates security

The more innovation you support, the more exposure you have to manage. In fact, 53% of developers now view AI as a security risk as substantial as cybercrime.<sup>9</sup> The scarcity of cybersecurity pros makes risk management even harder. And your security posture isn't just an IT issue; it's a boardroom concern. Your stakeholders expect innovation, but they also demand resilience.

The problem is, adding more layers of security can also add more complexity. When security becomes too manual or too siloed, innovation slows, risks multiply, and compliance gaps widen. As a result, your team becomes reactive, not proactive.

## Simplify security, elevate IT

Surface simplifies endpoint protection by deeply integrating Microsoft-native security from silicon to cloud.<sup>4</sup> It supports zero-trust and scalable policy enforcement, while built-in manageability tools reduce operational drag and simplify lifecycle control. In short, Surface allows your IT team to focus on enablement instead of firefighting.

*With the most powerful Windows security and out-of-the-box protection that's simple to manage, Surface frees up your IT teams to launch and scale agile AI initiatives.*

- Microsoft security at every layer from chip to cloud<sup>10</sup>
- Built-in Intune/Autopilot support for simplified deployment
- Supply chain security and platform integrity
- Built-in compliance and zero-trust alignment with Microsoft 365<sup>11</sup>



# How Surface helps IT move the business forward

In this era of change, you're not just supporting the business; you're expected to redefine how the business runs. Surface can be a strategic partner in your new role. Simple to manage, secure by design, and optimized for performance in the Microsoft ecosystem, it removes friction across your three biggest barriers: workforce confidence, AI-ready infrastructure, and scalable security. Surface helps you drive transformation by:



Making AI accessible and empowering for your workforce



Enabling you to easily scale AI across your organization



Simplifying security and elevating your IT teams

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



# References

1. WorkTrendIndex 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. SAS, "[How to Solve the Data Science Skills Shortage](#)," 2024.
4. Copilot with commercial data protection is available at no additional cost for users with an Entra ID and an enabled, eligible Microsoft 365 or Office 365 license.
5. 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](https://aka.ms/copilotpluspcs).
6. [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](#).
7. Surface Slim Pen sold separately. Software license required for some features.
8. Battery life varies significantly based on device configuration, usage, network and feature configuration, signal strength, settings and other factors. See [aka.ms/SurfaceBatteryPerformance](https://aka.ms/SurfaceBatteryPerformance) for details.
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.