



Reimagining Workflows with an AI-enabled Hardware Ecosystem



As businesses grow,
AI-enhanced PCs can help
balance agility and security,
nimbleness and stability,
function and form

When you're a small or medium-sized business trying to scale, every choice feels like a balancing act. Should you invest or wait? Move fast or stay safe? Think out of the box or think about your investors, customers, and employees? These days, with advancements in AI, this balancing act can be a lot easier to manage. You can grow while retaining the energy and spirit that made you successful. AI-enabled PCs align with the way you work, easily scale for tomorrow, and hinder threats without hindering business growth. **Start by placing business-grade, cost-effective AI in the hands of all: Microsoft Surface Copilot+ PCs.**

With Surface Copilot+ PCs, your teams can harness the speed, security, and flexibility of cutting-edge hardware to rethink business as usual and unlock a whole new world of AI-driven computing. These devices provide smooth performance and adaptability to conduct tasks wherever they happen—on-device or in the cloud—while minimizing complexity.

With AI, you're ready for
tomorrow, not just today

Businesses that put AI-enabled PCs in the hands of their people won't be just keeping up. They'll be future-proofing their organization, ensuring they stay competitive in an ever-changing and increasingly complex world.

Small and medium-sized businesses need to stay nimble and bold while becoming steady and safe. This e-book is the guide to doing both, using Surface Copilot+ PCs to help your business scale without compromising.



Unlike large enterprises, your business simply doesn't have the luxury of a large IT budget. You need technology that grows with you now and adapts to whatever comes next

Surface Copilot+ PCs are built to evolve with your business and grow as you grow. Of course, adopting and harnessing new technology isn't always straightforward, so let's take a closer look at how AI-enabled hardware can transform the way your teams work.

In a recent post, PwC identified six types of team members who can benefit from AI-capable PCs¹. These categories create a way for leaders to envision the possibilities for transforming various roles within the business. Let's explore each team member, the challenges they're facing today, and how Surface Copilot+ PCs can **unlock their full potential, transform productivity, and drive business impact**.

Team members for Surface Copilot+ PCs

A  The Frontline Worker <i>aka the "Everyday Employee"</i>	B  The Offline Worker
C  The Regulated Data User	D  The Designer
E  The Developer	F  The Executive and Power Worker



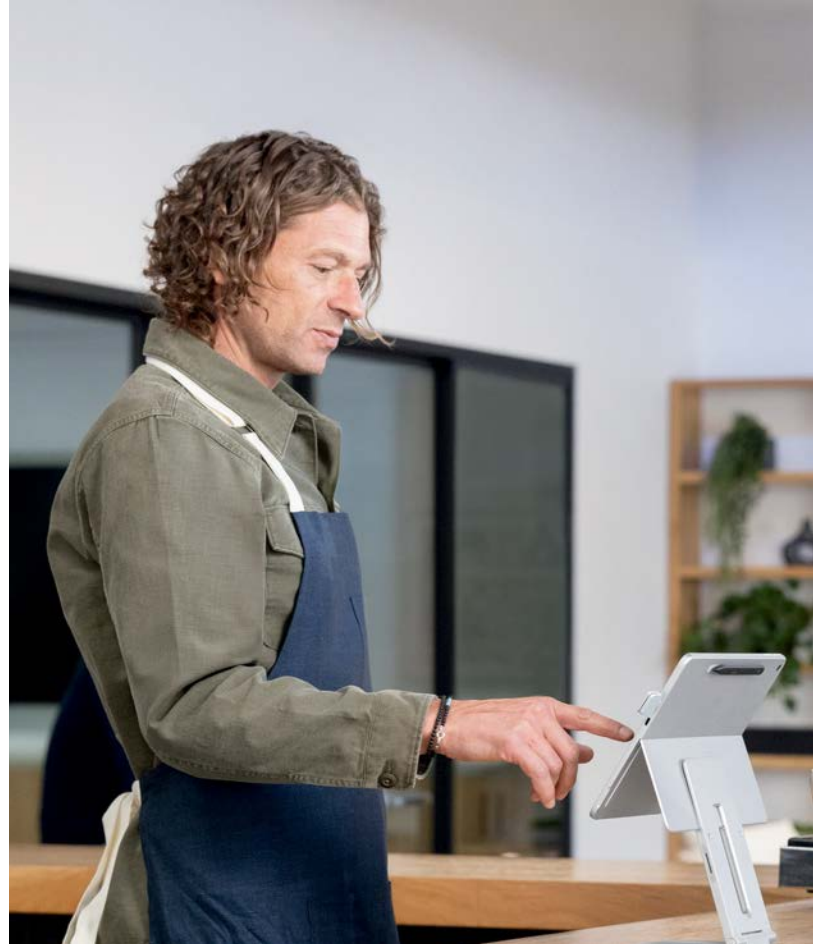
¹PwC.com (2025, April 1)
[How AI hardware personas can unlock workforce efficiency](#)



Team Member A

The Frontline Worker aka the “Everyday Employee”

Sales reps, customer support agents, retail associates, healthcare workers, and many others rely on technology to do their jobs—but outdated systems can slow them down, especially as customer numbers grow. On the other hand, PCs with on-device AI are engineered to support frontline workers’ needs and improve customer experiences. Businesses can now automate repetitive tasks on their PCs, enabling workers to focus their time on customers instead of technology. **Surface Copilot+ PCs equip frontline workers with the tools to become “Instant Info Integrators.”**



Team Member B

The Offline Worker

In low-signal environments where cloud connection isn’t possible, offline workers like field technicians, warehouse employees, and sales teams still need access to full features and functionality to get the job done. **That’s where Surface Copilot+ PCs change the game, enabling offline workers to become “Off-the-Grid Operators.”** Local AI compute and small-language models (SLMs) can now unlock tasks that were previously tied to the cloud. For example, your users can easily look up information like operating procedures or use AI-assisted inspection tools to identify problems and drive insights while in the field.

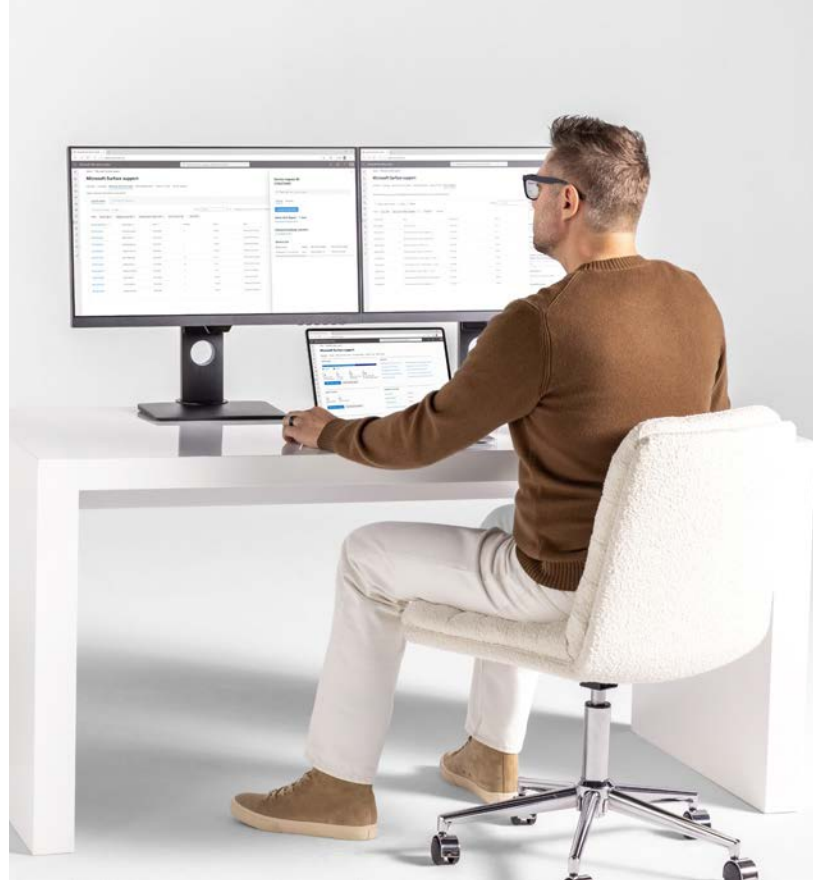




Team Member C

The Regulated Data User

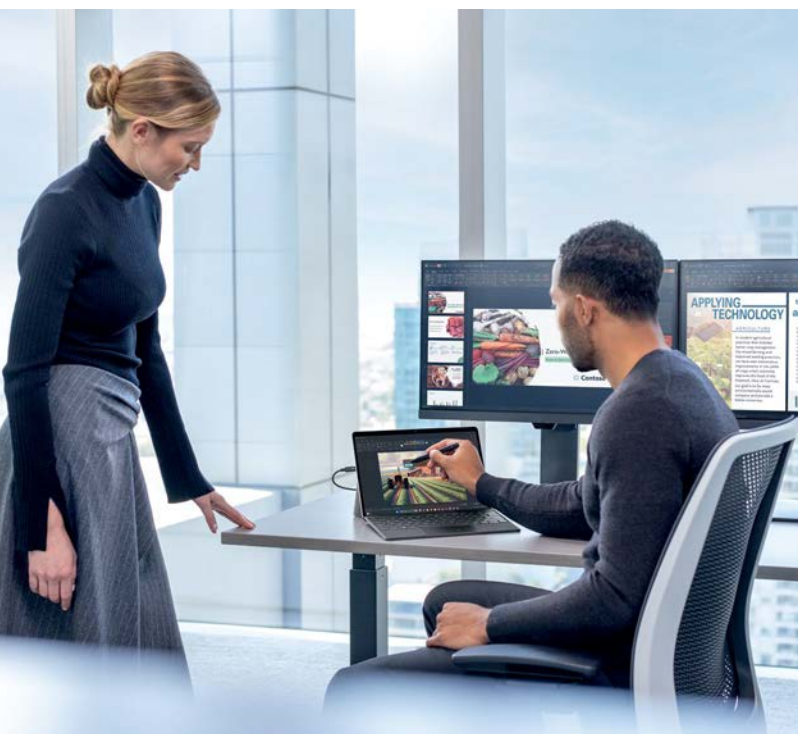
With regulations and compliance laws tightening worldwide, protecting sensitive data is more critical than ever. Whether you operate in healthcare, financial, or legal space, security shouldn't be a luxury for smaller businesses. Especially when it's easy to secure not just your devices but your entire business. **Surface Copilot+ PCs empower your workers to become "Confidential Data Stewards,"** giving them greater control over their data as well as the flexibility to choose where data is processed. Whether operations are conducted on-device or in the cloud, built-in security features at all layers of the Microsoft ecosystem support compliance goals while giving businesses room to innovate with AI.



Team Member D

The Designer

Creatives such as graphic designers, video editors, and marketing pros want to move fast, but that's only possible if their tech keeps up. Slow performance, lag, and crashes turn inspiration into frustration, especially when handling large files, complex visual effects, and multilayer projects. **Surface Copilot+ PCs equip designers with the tools to become "Creative Visionaries,"** with high-powered processors, true-to-life displays, quality screens, and AI-capabilities. These devices allow your business to take full advantage of upcoming AI-powered creative tools and software that deliver superior performance by running directly on the device.





Team Member E

The Developer

Software developers, data analysts, and engineers are looking for their technology to help alleviate busy work and enable them to focus on higher-value tasks. Slow execution times and other hardware bottlenecks put the brakes on momentum, innovation, and critical thinking. **Surface Copilot+ PCs enable developers to become “Technical Wizards,”** unlocking on-device AI execution, real-time coding assistance with GitHub Copilot, and high-performance processing that keeps up with modern development workloads. Experimenting with SLMs directly on their devices, developers can test, refine, and optimize AI-driven applications faster and with more control than ever before.



Team Member F

The Executive and Power Worker

Time is the ultimate currency for business decision-makers, consultants, and strategists, as they juggle the needs of growth, staff, customers, and investors. But slow systems, information overload, and manual tasks take precious time away from focusing on what matters. **Surface Copilot+ PCs can turn Executives and Power Workers into “AI Business Accelerators,”** using AI-enhanced tools like Microsoft 365 Copilot to retrieve key insights and streamline tasks in Outlook and Teams.



How growing businesses can transform each “Team Member of Today” into a “Team Member of Tomorrow” with a single device that addresses their evolving needs: Surface Copilot+ PC



Team Members of “Today”	Core Benefits of Copilot+ PCs						Team Members of “Tomorrow”
	Improved Device Functionality	Reduced Application Latency	Offline AI Performance	Increased Data Privacy/Security	Improved System Performance	AI-Powered Software Ecosystem	
A The Frontline Worker	\$\$	\$\$\$	\$	\$	\$\$	\$\$	 The Instant Info Integrator
B The Offline Worker	\$\$\$	\$	\$\$\$	\$	\$\$	\$\$	 The Off-The-Grid Operator
C The Regulated Data User	\$\$	\$	\$\$	\$\$\$	\$	\$\$	 The Confidential Data Steward
D The Designer	\$\$\$	\$\$	\$	\$	\$\$\$	\$\$	 The Creative Visionary
E The Developer	\$\$	\$\$	\$	\$\$	\$\$\$	\$\$\$	 The Technical Wizard
F The Executive and Power Worker	\$\$	\$	\$	\$\$	\$\$	\$\$\$	 The AI Business Accelerator



ROI potential to persona:
Low
High
\$
\$\$\$

*Includes battery life, cooling system, microphone, camera

Aligning Surface Copilot+ PCs to employee needs

No matter where or how your teams work, devices matched to their real-world needs can boost their engagement and productivity. Surface Copilot+ PCs come in a range of form factors and processors to support diverse types of users and use cases. That flexibility enables employees to thrive even while their responsibilities keep changing. Instead of different devices for different jobs, all they'll need is one powerful, adaptable Surface Copilot+ PC. With the right technology in place, you can fully embrace AI and elevate your teams across your company.

Here's what to consider when choosing the best fit:

Form-factor flexibility: Laptops and 2-in-1s

Choosing the right form factor comes down to how your team works best. Laptops offer a familiar, focused workspace with a full keyboard and precision trackpad, ideal for deep work and multitasking, while 2-in-1 devices add extra flexibility, allowing employees to switch between laptop and tablet modes for notetaking, sketching, or working on the go with pen and touch input. Both options are designed for performance, security, and AI-enhanced productivity so employees have the right tools for the job. Let's take a closer look at what each form factor offers.

Form-Factor Options

A

Surface Laptop



Classic Power & Performance

- Best for professionals preferring a laptop experience with a full keyboard
- Features a large display, clamshell design



Copilot+PC

B

Surface Pro



Versatility Meets Portability

- Combines laptop power with tablet versatility
- Ideal for on-the-go professionals, creatives, and multitaskers
- Features a touchscreen, Surface Slim Pen support, and adjustable kickstand

System architecture options

Surface Copilot+ PCs offer a choice of silicon to support a range of applications, workflows, and management tools. Both options offer distinct advantages, while tools like Surface Management Portal give your IT teams the flexibility to configure and support devices in single- or blended-architecture deployments.

The mix of form factors and architectures can be tailored to meet the needs of every team member across your business and support your AI strategy.

System Architecture Options

A

x86 Architecture



Powered by
Intel® Core™ Ultra

Maximum Compatibility & Enterprise Stability

- Ideal for organizations using Windows x86 applications
- Facilitates smooth integration with enterprise IT environments
- Delivers superior graphics performance for gaming and content creation



Copilot+PC

B

ARM Architecture



Powered by
Snapdragon® processors

Efficient Performance & Battery Life

- Optimized for power efficiency
- Designed for always-on, low-power operation with seamless wake-from-sleep
- Runs key applications natively or via emulation, with FastTrack & App Assure for support





How you can guide your company on its AI journey with Surface Copilot+ PCs

Businesses usually focus on optimizing their infrastructure before rolling out new technology. **With Surface Copilot+ PCs, much of that work is already taken care of.** Available in both x86 and ARM architectures, Microsoft Surface AI-enabled devices are designed to work with your existing software while delivering next-generation AI capabilities. They come equipped with Windows 11 Pro, which provides a secure foundation with built-in protection, compliance features, and streamlined management.

Surface Copilot+ PCs are ready to deploy out of the box, but getting the most value from them requires more than just a hardware upgrade. A thoughtful strategy—one that integrates AI into everyday work and prepares employees to take full advantage of these tools—can make all the difference. The following checklist will help streamline the process and support effective adoption.



Streamlining effective AI adoption checklist

Embedding AI into your business for a competitive edge

Infusing everyday work with AI improves efficiency and frees up your teams for higher-value tasks. There's a lot more time for innovation when routine tasks and processes are automated and streamlined. Get ready for AI by focusing on these key areas:

- ☐ **Identify high-impact use cases:** Determine which teams will benefit most from AI-enhanced tools like real-time summaries, intelligent search, and automated responses. Explore using included SLMs to enhance line-of-business applications with AI.
- ☐ **Develop an AI adoption plan:** Create a structured rollout strategy to introduce AI features with maximum adoption. Prepare to answer questions about how you plan to protect privacy and security
- ☐ **Optimize productivity workflows:** Define how AI tools will support everyday tasks like email drafting, scheduling, content summarization, and reporting
- ☐ **Train teams on Copilot+ features:** Provide guidance on using on-device AI tools like Microsoft 365 Copilot, AI-enabled search, and real-time transcription

Empowering your people for successful adoption of Surface Copilot+ PCs

Preparing employees to adopt new ways of working is a key step in bringing AI into daily operations. Training, clear guidelines, and the right mindset help ensure they are ready to take full advantage of new tools:

- ☐ **Assess readiness:** Gather feedback on employees' comfort level with AI-enhanced features and identify training needs
- ☐ **Introduce key features:** Walk your teams through key features like real-time meeting summaries, content writing assistance, and predictive task automation
- ☐ **Provide hands-on training:** Offer interactive sessions to help teams understand and utilize the benefits of on-device AI.
- ☐ **Establish AI usage policies:** Define best practices for when and how to use AI tools to maximize efficiency while maintaining compliance

You don't need to be big to think big. Let's talk about how Surface Copilot+ PCs can help you succeed today and turn uncertainty into opportunity tomorrow.