Selling Microsoft Surface to Engineering and Architecture Departments

Challenges

- Supplying their team with the proper technology to perform their unique job functions
- Need to collaborate with group projects
- Would like to have conference calls from afar
- Need peace of mind for lost devices and passwords

The Ideal Device

- Has the ability to do 3D sketching
- Offers graphics cards
- Is high-powered for computer-aided design
- Is lightweight and portable making it easy to carry, yet powerful enough to handle demanding tasks
- Can run programs they know and trust: Adobe's Creative Cloud, Autodesk's AutoCAD, and more
- Seamlessly transitions from worksite to classroom/office
- Has long, all-day battery life
- Has HD cameras for documentation
- Stays connected while being remote

Main Objections and How to Handle Them

"We're using another brand."

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

- Direct access: Your team can access their data and programs remotely without having to launch a separate VPN.
- Compatibility: All your engineering and design apps and programs will continue to work with Surface. No need for additional software purchases or development.
- Run full applications: Your engineers 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.

"Upgrading to new devices is expensive."

Surface devices are built on customer feedback. They are constantly upgrading their devices to meet the demands/wants of consumers. And considering all the technology packed into these devices, it's well worth the investment.

"Our students don't want to carry a ton of devices around."

With Surface Pro, your Engineering students will no longer need to juggle tablets, laptops, and other devices. They can use Surface in tablet mode or in laptop mode.

"We need advanced computing and bigger specs."

The Surface products have all the specs your students and faculty needs and all have discrete graphics cards with up to 2TB storage on select devices.

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VS. **Recommended Devices**

Surface Pro 9

With a virtually edge-to-edge 13" PixelSense™ touchscreen, engineers will have more screen space to work on their projects. Ultra-lightweight and versatile, the Surface Pro 9 enhances productivity with lightning fast performance.

Surface Laptop 5

For engineers that prefer a clamshell design, they should consider the Surface Laptop 5. The Laptop 5 can handle all the software programs commonly used by engineers. The Surface Laptop 5 provides fast performance thanks to the 10-Core 12th Gen Intel® Core™ processors..

Surface Studio 2+

Engineers love the striking 28" PixelSense® touchscreen display and the Zero Gravity Hinge gives them the perfect angle for their work. The Studio 2+ also has brilliant color and graphics with a powerful 11th Gen Intel® Core™ i7 11370H processor.

Upsell Opportunities

Surface Pen

For Engineering students and faculty to work effectively, this is a must-have accessory. They can draw right on their screen with the Surface pen. From ergonomics to user experience, Microsoft built these pens to serve a purpose, and that is to get deeper into the work. Engineers will appreciate the ability to draw out sketches, make mistakes, erase them, and draw them all over again

Surface Dial

Here's another multi-purpose tool that Engineering students and faculty are going to love—the Surface Dial. It was designed to optimize the way users work and create. They can modify line thickness, use it as a protractor tool, and take on-screen drawing to the next level by picking it up and placing it anywhere on the screen for maximum efficiency. It works with three simple gestures but opens a new world of creativity.

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