

GOODBYE DESKTOP, HELLO SURFACE

MICROSOFT AND CDW





INTRODUCTION

Working habits have changed dramatically, and irrevocably. The global health crisis has shown organisations that work is something you do, rather than somewhere you go.

Today people are as likely to work from home as they are in an office. The good news is that, as offices begin to open up once again, employees are overwhelmingly in favour of a hybrid working model. UK government figures show that 85 percent of individuals want to use a hybrid approach of both home and office working in future¹.

Our own research at CDW shows that seven out of 10 IT decision makers say their companies plan to permanently adopt some degree of remote or hybrid approaches in their future of work strategies².

This indicates that hybrid working is here to stay. Moreover, even when they are office-based, employees are no longer tied to their desks. Employees need to be equipped with the technology that can enable them to hot-desk, participate in videocalls in meeting rooms, or just collaborate over coffee. Legacy desktop computers simply won't cut it in the era of hybrid working.

Employees need devices that enable them to be as productive as possible in this new era of work. Research by Microsoft shows that more than a third (35 percent) of employees who received new devices since the onset of Covid-19 reported a resulting increase in their productivity³.

Despite this, the research found that 66 percent of employees with a work-related, company-owned laptop or tablet have been using the same device since the onset of the pandemic. This figure rises to 71 percent for frontline workers.

In addition to the fears of a productivity gap that this situation may cause, workers want device upgrades that better suit their individual needs, job roles and ways of working.



Why it's time to ditch the desktop

29%

of those employees with a work-related or company owned device say receiving a new device would make them feel more positive about their work and employer.

16%

say working on a newer device would increase their motivation for work.

61%

of these employees say having the right device for their role helps them maintain a healthy work life balance – a device that performs well helps them get all the tasks done they need to in a working day.

Microsoft The future is hybrid:
considerations for IT leaders
in the changing workplace



While most UK employees feel their current device adequately supports their role (61 percent*), one in three (34 percent) feel it could be better, more powerful or be better suited to working on the go.

This new approach to hybrid working is reflected in IT spend for 2022. Seventy-three percent of IT Decision Makers (ITDMs) now have the budget to support hybrid workers in 2022.

Thirty-five percent plan to invest in laptops, 20 percent in smartphones, and just 16 percent in desktop PCs.





GOODBYE DESKTOP, HELLO SURFACE

The Microsoft Surface family of devices is tailored for different employees with different requirements. They enable people to work seamlessly, so they can be as productive at home or on the go as in the office. Combined with Microsoft 365, the cloud-powered productivity service that empowers people, data, and systems, employees have the freedom to work how they want, where they want.

And with a device for every role, workers' needs and preferences can be taken as standard.

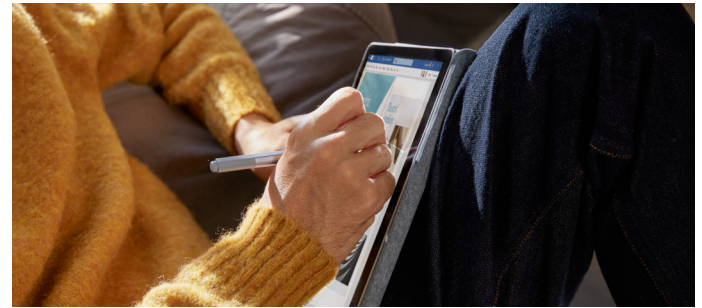
At CDW we offer the entire portfolio of Surface devices, including, Surface Go 2, Surface Laptop Go and Surface Laptop 4.

Surface Laptop 4

From video calls at home to virtual collaboration in the office, any work stands out with Surface Laptop 4. Providing greater flexibility and functionality than a desktop PC, Surface Laptop 4 is sleek, ultra-thin and light, available in a choice of size, colour and keyboard finish.

Surface Laptop 4 enables serious multitasking with a choice of 11th Gen Intel® Core™ or AMD Ryzen™ Microsoft Surface® Edition processor. Whether you're juggling multiple complex tasks or leading your next video call, Surface Laptop 4 helps you accomplish more in every aspect of your work.

At the same time, the Surface Laptop 4 is geared towards working on the go, enabling you to look and sound your best even in low light, with a high-definition camera and with dual Studio Mics.



Surface Laptop Go

Weighing in at only 2.45 pounds, the Surface Laptop Go is the lightest Surface laptop yet. It enables users to collaborate, connect and do their best work every day.

With all-day battery life and a full-size keyboard, the Surface Laptop Go frees users from the restrictions of a desktop PC. This compact, sleek, and affordable laptop means you can power through your day with ease, whatever task you take on, and from wherever you are.

Both the Laptop Go and Laptop 4 are ideally suited to the needs of modern customer relationship managers, mobile information workers and executives. They lend themselves to the modern employee's need to work from anywhere, at any time.

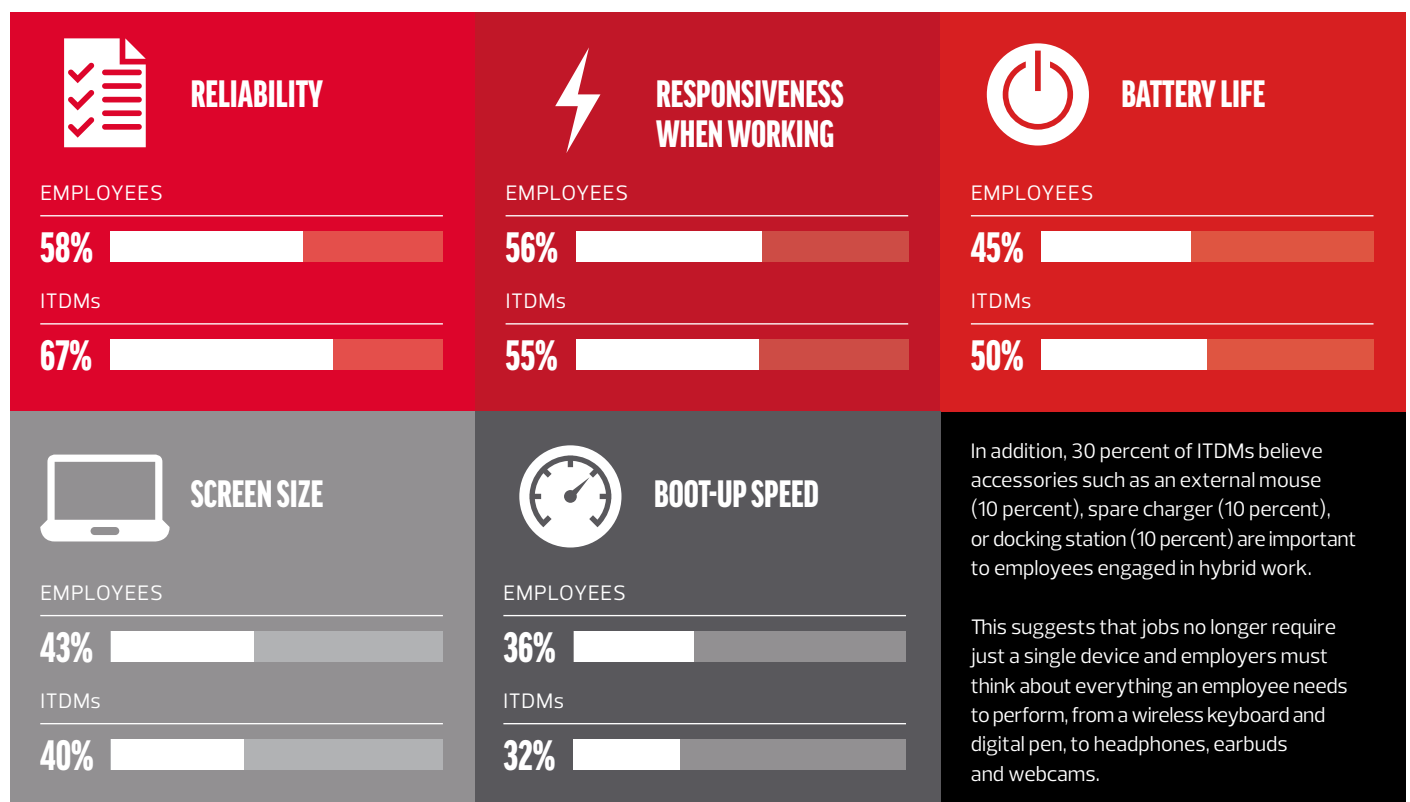
Surface Go 2

The lightest, most compact Surface 2-in-1 yet. Connect in the office, from the field or on the go. While ideal for being on the move, the device features a full-size keyboard, biometric security as standard and many other features that enable users to benefit from the full Surface and Windows experience. From engaging customers with a tablet on the sales floor to checking email on a laptop in the field, the Surface Go 2 adapts to every task.

Featuring the power of Windows Pro and three versatile modes of use, the Surface Go 2 keeps employees productive, connected, and secure, wherever the job takes them.

With Wi-Fi as standard, and optional fast 4G LTE connectivity, the Surface Go 2 is perfect for roaming customer service and field workers or mobile sales representatives. These might include emergency services and healthcare professionals, retail associates, factory workers, support technicians and front desk staff.

According to Microsoft, the top five most important features of a new device are aligned across both ITDMs and employees:





MICROSOFT SURFACE DEVICES FOR BUSINESS UNLOCK MORE VALUE

Surface customers save time and money with streamlined deployment, modern device management, and built-in cloud-powered security. Organisations can empower people, data, and systems with connected experiences from Surface and Microsoft 365.

Security by design

The more mobile the workforce, the greater the data security risks. The advanced security management capabilities of Windows Pro are built into Surface devices, making them reliable, protected, and easy to deploy and manage.

Additionally, biometrics-based security enables fast, secure and reliable password-less access while on the go with either one touch or no touch. These fast logins mean less risk of users taking shortcuts to bypass security protocols.



WHY CDW?

For more than twenty years CDW has enjoyed a trusted relationship with Microsoft. We are a UK Authorised Device Reseller (ADR) of the Microsoft Surface range and we were awarded 2020 Worldwide Surface Partner of the Year.

That means customers can have full confidence in our ability to deploy, configure and manage their Surface devices.

We can supply the whole bundle (licences, devices, migration and management), saving you time, money and resources. Our range of value-added services for the Surface family include deployment options, licences, integration, training and support for users on the devices. We also provide replacement and repairs, and end of life data wipe services and trade-ins.

Additionally, we can deliver directly from our 120,000 square foot world class National Distribution Centre to wherever users are based, with all devices pre-loaded with their individual profiles and the applications they need to do their job.

Windows Autopilot by CDW provides a faster, cloud-driven way to deploy and configure the Surface devices, saving your IT team valuable time and resources. This means users just unbox and turn on their 'business-ready' Surface device and they are ready to start working immediately. This provides a better experience for users, with no enforced gaps in their productivity.

From pre-sales to solutions architects to engineers, we have the experience, expertise and relationship you can trust to provide you with the right Surface device for your organisation.

CONCLUSION

Hybrid working can help increase productivity, improve resilience and drive the competitiveness of your business. Ensuring connectivity, security and roll-out of technology are now imperatives for business survival. Legacy desktop computing will no longer stand up to the demands of the modern hybrid workforce.

Contact us on Microsoft@uk.cdw.com or speak to your Account Manager today about how CDW and Microsoft Surface can help you harness the power of hybrid working.

¹ <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/businessandindividualattitudetowardsthefutureofhomeworkinguk/apriltomay2021>

² <https://news.uk.cdw.com/future-of-work-report>

³ <https://news.microsoft.com/en-gb/2021/11/04/most-uk-workers-havent-changed-their-device-during-the-pandemic-heres-why-thats-a-big-problem/>

⁴ <https://news.microsoft.com/en-gb/2021/11/04/most-uk-workers-havent-changed-their-device-during-the-pandemic-heres-why-thats-a-big-problem/>