Empower Your Organisation With Copilot+ PCs From Insight and Microsoft Surface

Insight | Microsoft Surface
Authorised Reseller

Why Insight for Microsoft Surface?

Our 30+ year partnership and substantial investment demonstrate our commitment to Microsoft® products, so we can maximise their value for your business.

2024 awards

- Microsoft Americas Surface Partner of the Year, U.S.
- Microsoft Surface Reseller Partner of the Year, North America
- Microsoft Americas AI & Copilot Innovation Partner of the Year, Canada
- Microsoft Surface Solutions Partner Excellence Award, Canada

2023 awards

- Microsoft Solution Assessments Partner of the Year
- Microsoft U.S. Partner of the Year - Azure Cloud Native App Development
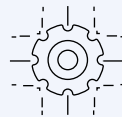- EMEA Surface Reseller of the Year - Consumer Goods

Scale

- Insight sources Microsoft Surface® to 49 countries, in 14 currencies and 16 languages
- 30,000+ devices are moved through Insight's distribution centres every day
- 7 ISO-certified Warehouses and Integration Facilities (US/UK/GER)

Readiness
Discover best practices to ensure optimal outcomes.

Procure
Get the right Surface eCommerce devices efficiently and effectively with Insight's e-procurement and procurement strategies.

Prepare
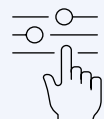Prepare to deploy Surface with a custom look and feel through Insight's Integration Lab offerings.

Deploy
Quickly integrate Surface into your small business through automated deployment features.
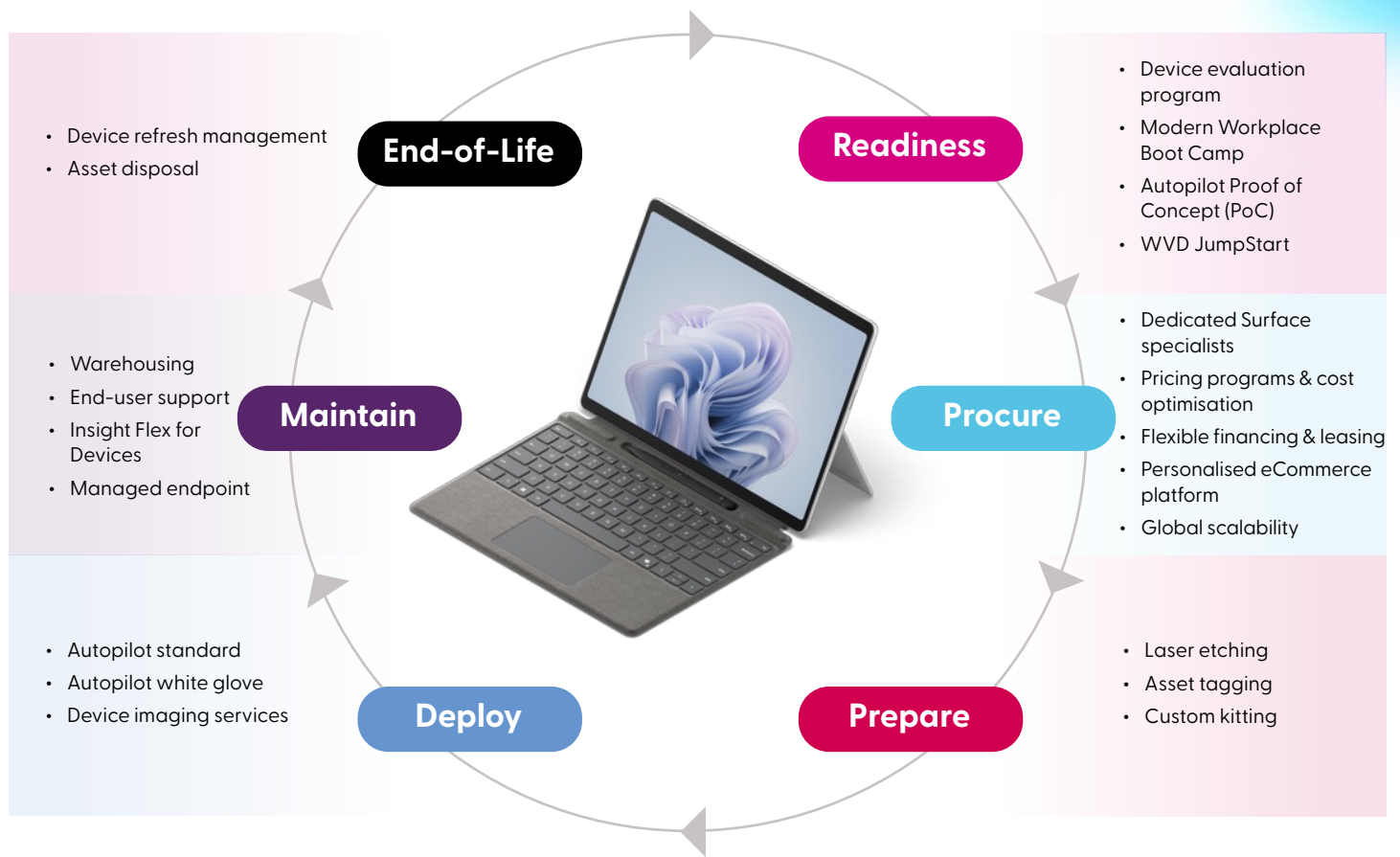
Maintain
Manage your Surface inventory through our warehouses and obtain IT support from our Gartner-recognised workplace services.

End of life
Securely and conveniently dispose of end-of-life devices through our lifecycle services.

From readiness to end of life, Insight offers full lifecycle services.

End-of-Life
- Device refresh management
- Asset disposal

Readiness
- Device evaluation program
- Modern Workplace Boot Camp
- Autopilot Proof of Concept (PoC)
- WVD JumpStart

Maintain
- Warehousing
- End-user support
- Insight Flex for Devices
- Managed endpoint

Procure
- Dedicated Surface specialists
- Pricing programs & cost optimisation
- Flexible financing & leasing
- Personalised eCommerce platform
- Global scalability

Deploy
- Autopilot standard
- Autopilot white glove
- Device imaging services

Prepare
- Laser etching
- Asset tagging
- Custom kitting

Dare to Compare Experience

Test the benefits of moving to Microsoft Surface Copilot+ PCs.

1. Surface device evaluation

Select a Microsoft Surface device to demo in your environment, so you can test and evaluate the device in comparison to your current device portfolio.

2. Dare to Compare Workshop Series

Session 1: Next-Gen AI (Copilot+) PC Workshop – Generalist Conversation

Session 2: Secure & Deployment Workshop – Technical Conversation

Session 3: 30-Day Follow-Up – Review Experience, Make A Plan

3. Access to exclusive pricing

As a Dare to Compare participant, you'll gain access to our exclusive pricing for evaluating and selecting Surface devices for your organisation. Free Windows® Autopilot device registration is included when you buy your devices from Insight.

Surface device evaluation: Choose the Surface device that's right for you.

Demo a Surface Laptop.

Surface Laptop 6 for Business

- Intel® AI Boost NPU
- Antireflective display technology
- Optional integrated smart card reader
- Intel Core™ Ultra 5 or 7 processor
- 13.5-inch and 15-inch
- Up to 19 hours of battery life

Surface Laptop for Business (Snapdragon)

- Qualcomm® Hexagon™ NPU with 45 TOPS
- MicroSDXC Express card reader
- Snapdragon X Elite or Plus processor
- 13.8-inch and 15-inch
- Up to 22 hours of battery life

Surface Laptop for Business (Intel)

- Intel AI Boost NPU with 40 or 48 TOPS
- Antireflective display technology
- Optional integrated smart card reader and MicroSDXC Express card reader
- Intel Core Ultra processor (Series 2)
- 13.8-inch and 15-inch
- Up to 22 hours of battery life

Demo a Surface Pro.

Surface Pro 10 for Business

- Intel AI Boost NPU
- Antireflective display technology
- Optional 5G
- Intel Core Ultra 5 or 7 processor
- Up to 19 hours of battery life

Surface Pro for Business (Snapdragon)

- Qualcomm Hexagon NPU with 45 TOPS
- Optional OLED display
- Optional 5G
- Snapdragon X Elite or Plus processor
- Up to 14 hours of battery life

Surface Pro for Business (Intel)

- Intel AI Boost NPU with 40 or 48 TOPS
- Antireflective display technology and optional OLED display
- Intel Core Ultra processor (Series 2)
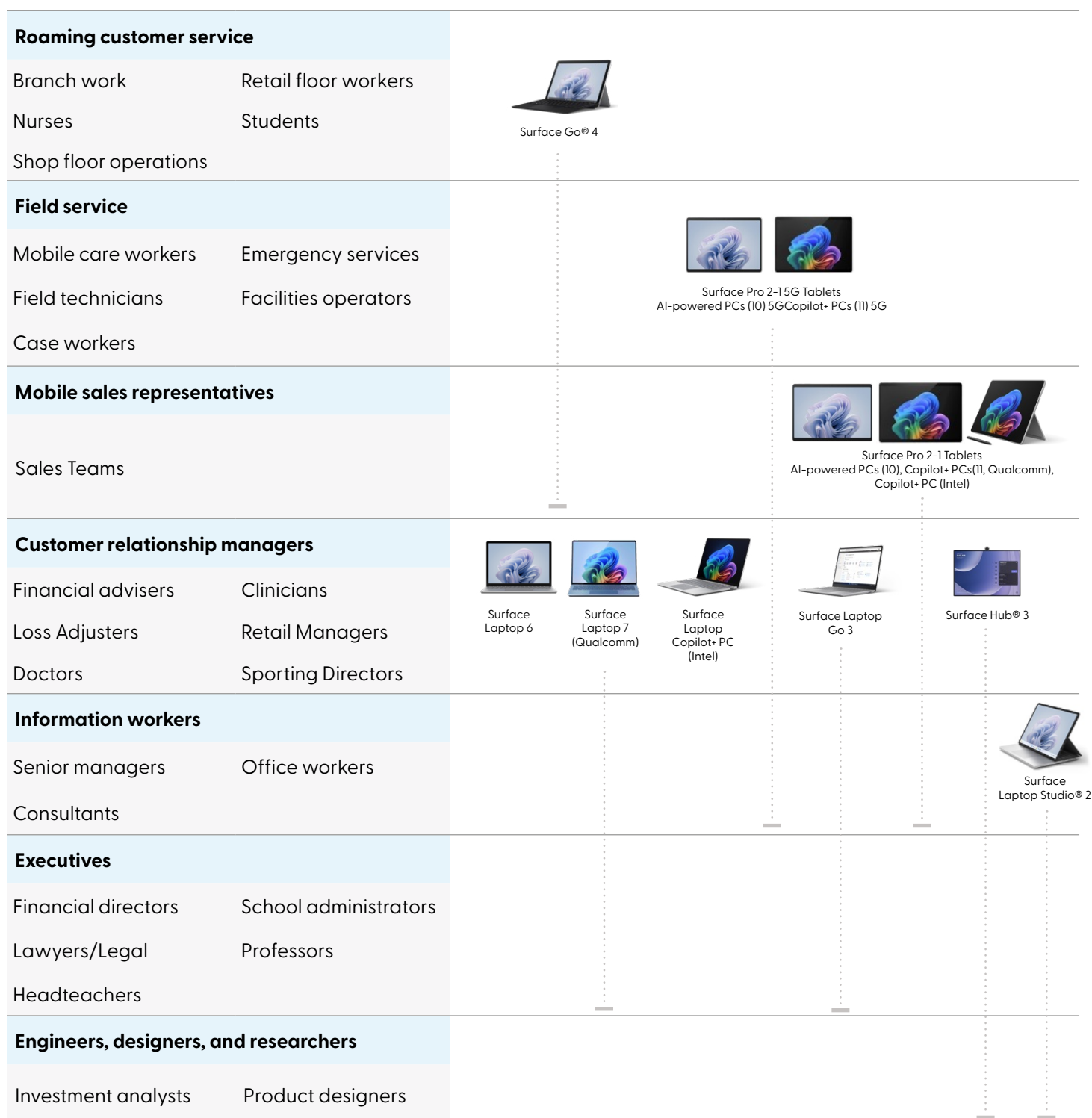- Up to 14 hours of battery life

Surface devices for every role.

Our workplace has evolved to connect intelligently, enabling us to do our best work from anywhere with modern devices that naturally adapt to our needs. In this environment, technology doesn't distract or get in the way. Instead, it empowers people, data, and systems to connect, collaborate, and communicate in new ways.
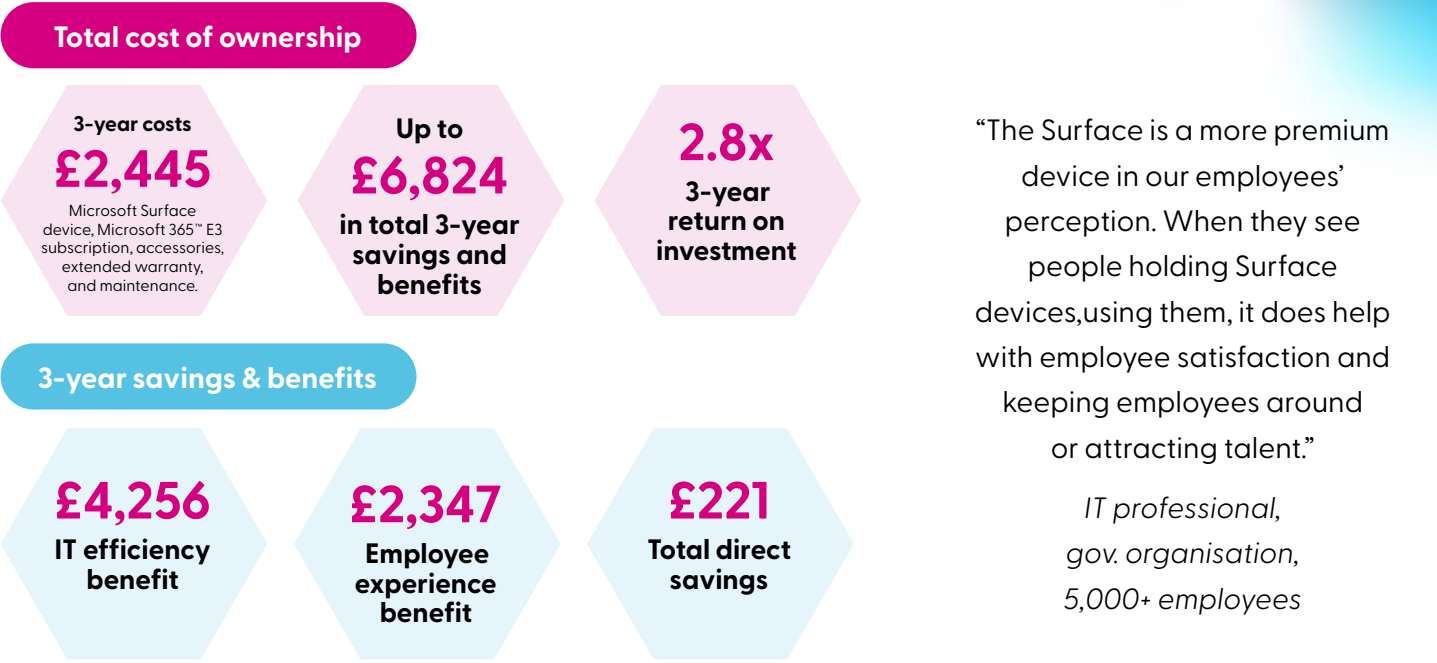
We recognise the importance of enabling a hybrid workforce and believe that Microsoft Surface can assist in making this a reality. Surface now has nine product lines, intentionally differentiated yet connected through a core set of experiences. When you buy Surface — any Surface — you're investing in a device intentionally designed for the future of work.

Microsoft continues to innovate and add additional products as new needs emerge in the workplace, exemplified by the latest release of the Surface Pro 11.

Roaming customer service

Branch work	Retail floor workers
Nurses	Students
Shop floor operations	

Surface Go® 4

Field service

Mobile care workers	Emergency services
Field technicians	Facilities operators
Case workers	

Surface Pro 2-1 5G Tablets
AI-powered PCs (10) 5GCopilot+ PCs (11) 5G

Mobile sales representatives

Sales Teams

Surface Pro 2-1 Tablets
AI-powered PCs (10), Copilot+ PCs(11, Qualcomm),
Copilot+ PC (Intel)

Customer relationship managers

Financial advisers	Clinicians
Loss Adjusters	Retail Managers
Doctors	Sporting Directors

Surface Laptop 6 | Surface Laptop 7 (Qualcomm) | Surface Laptop Copilot+ PC (Intel) | Surface Laptop Go 3 | Surface Hub® 3

Information workers

Senior managers	Office workers
Consultants	

Surface Laptop Studio® 2

Executives

Financial directors	School administrators
Lawyers/Legal	Professors
Headteachers	

Engineers, designers, and researchers

Investment analysts	Product designers

What does the Surface total cost of ownership look like?

Total cost of ownership

3-year costs
£2,445
Microsoft Surface device, Microsoft 365™ E3 subscription, accessories, extended warranty, and maintenance.

Up to £6,824
in total 3-year savings and benefits

2.8x
3-year return on investment

3-year savings & benefits

£4,256
IT efficiency benefit

£2,347
Employee experience benefit

£221
Total direct savings

"The Surface is a more premium device in our employees' perception. When they see people holding Surface devices,using them, it does help with employee satisfaction and keeping employees around or attracting talent."

IT professional, gov. organisation, 5,000+ employees

Overall, IDC's research shows Surface's benefits are worth almost three times the investment costs over three years:

Costs	
£1,023	**Surface device** Surface laptop or 2-in-1
£978	**Microsoft 365 E3 subscription** £27 per user per month. License cost doesn't change across device manufacturers.
£443	**Accessories, extended warranty & maintenance**
£2444	**Total cost per Surface device** (incl. accessories) over 3 years

Savings	
£86	**Increased residual value** 31% higher than other PC devices
£43	**Reduced support** 23% lower third-party support & security costs
£90	**Accessories savings** Fewer hybrid meeting accessories (camera, lights, headset)
£219	**Total savings per Surface device** (incl. accessories) over 3 years

IT efficiency	
£2,836	**Device consolidation** 44% of organisations consolidated 2.3 devices on avg.
£668	**Reduced helpdesk support** 40% fewer helpdesk incidents
£611	**Reduced ongoing maintenance** 40% reduced IT staff time spend on maintenance
£95	**Reduced time for security incident response** 34% fewer security incidents
£31	**Reduced IT deployment costs** 21% reduced IT staff time spent on deployment
£14	**Reduced IT staff time for ongoing security** 3% reduced IT staff time spent on ongoing security
-£1	**Higher IT training costs** 6% increased IT staff time due to Surface training
£4,254	**Total IT Benefit per Surface device** (over 3 years)

Employee experience	
£974	**Productivity gains from increased mobility** +11.6 hours employee productivity time per year
£467	**Reduced employee time lost to helpdesk** +5.5 hours employee productivity time per year
£652	**Meeting time saved** +7.7 hours employee productivity time per year
£67	**Reduced employee time lost to security incidents** 30% reduced time waiting for incident resolution
£45	**Faster Surface deployment to employees** 27% reduced employee time waiting for device
£79	**Higher employee retention** 4% increased retention of Surface-utilising employees
£61	**Faster bootup time** 32% faster boot time, 21% fewer reboots with Surface
£2345	**Total employee benefit per Surface device** (over 3 years)

Exclusive Insight device & solution offerings

Insight is committed to empowering our clients to make informed decisions about their device investments. Our variety of exclusive offers allow clients to test and evaluate devices tailored to their unique needs. We aim to provide clients the resources they need to improve their productivity, unlock new growth opportunities, and achieve their business goals.

Windows 11 & Next-Gen AI (Copilot+ PC) Readiness Workshop Series

Session 1: Next-Gen AI PC (45 minutes)

Explore the value of AI and Copilot+ PCs, the current AI device roadmap, the cost of doing nothing in the face of Windows 10's End of Support (EOS) in October 2025, and the benefits of moving to Windows 11 Pro devices right away.

- Depth of technology discussion: 100
- Suggested attendees: Executive leaders, IT & security operations, LOB application leaders
- Products & technology discussed: X86 Processors: Intel, AMD, ARM processors: Qualcomm, Microsoft Surface

Session 2: Secure Deployment & Fleet Review (45 minutes)

Review modern deployment through zero-touch provisioning, Windows 11 readiness reporting tools from Microsoft, AI and ARM application compatibility, and provisioning/imaging testing.

Optional 60 minutes: Requested for a deeper dive through Windows Autopilot and/or ISV ARM application compatibility

- Depth of technology discussion: 100–300
- Suggested attendees: IT & security operations, LOB application leaders
- Products & technology discussed: Microsoft Intune®, Windows Autopilot, ARM applications

Session 3 (Optional): 30-Day Follow-Up (30 minutes)

Review device reporting for Windows 11 readiness; best paths to resolution for any outstanding AI and ARM issues; your experience survey; and introduce you to the Silicon, OEM, and ISV teams.

- Depth of technology discussion: 100–300
- Suggested attendees: Executive leaders, IT & security operations, LOB application leaders
- Products & technology discussed: ARM applications, Microsoft Surface
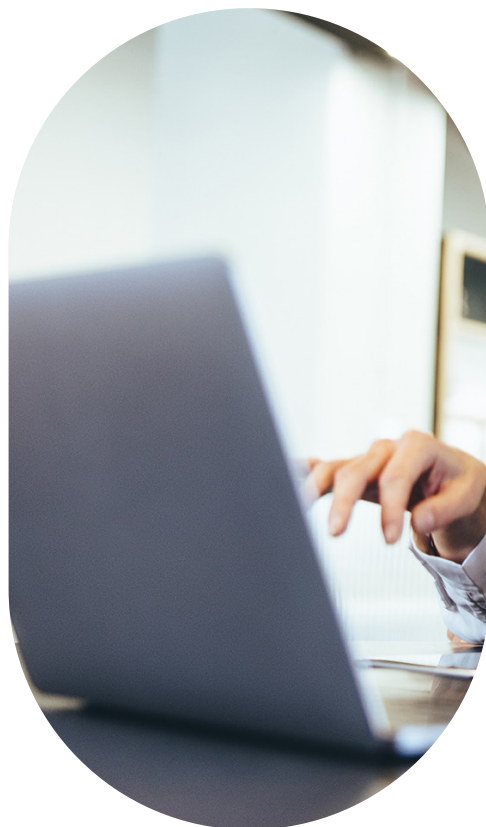
Additional no-cost offers

Insight Flex for Devices Consultation

Join an Insight Flex expert to discuss how we can provide a complete solution that solves real-world problems for device lifecycle management. Learn about our preconfigured FLEX solutions or a completely customised solution across acquisition, services, and management to disposal and renewal at the end of the device term.
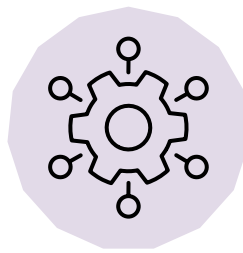
Simplified management

Learn about Microsoft identity, management security,and compliance tools from product technical solutions specialists. Insight will provide guidance and recommendation on future desired outcomes to meet your goals.

Insight solution offerings

Microsoft 365 Copilot Workshop

Delivered by our team of Microsoft experts, this eight-hour workshop will provide you with everything you need to understand how Microsoft 365 Copilot will impact your organisation and what you need to do to ensure success.

Insight Managed Microsoft XDR

Insight's Managed Microsoft XDR service is a cybersecurity solution designed to provide comprehensive threat detection, investigation, and response capabilities across IT environments 24/7/365. It includes security event monitoring of an organisation's users, identities, email, applications, endpoints, data, and cloud and infrastructure for any malicious activity.

Designed to work better together

Surface + Windows 11 + Microsoft 365

Creating the modern workforce

Older devices may struggle to support new opportunities, including new AI experiences. Microsoft designed and built Surface to run Windows 11 and Microsoft 365, so employees already using these Microsoft technologies have seamless access to the tools, apps, and new AI experiences — including Microsoft Copilot and Windows Studio Effects — that empower streamlined work and innovation.

Made for Microsoft 365 + Windows 11

Surface's hardware is built to deliver optimal experiences for Windows and Microsoft 365.

Productivity realised with Surface + Copilot

Surface lets you engage with Copilot in ways that are natural and intuitive through keyboards with the Copilot key,[1] pen, touch, and voice.

What sets a Copilot+ PC[2] apart?

Exceptional performance:
Unlock power and performance withthe latest Intel® Core™ Ultra processors (Series 2).

With NPUs delivering 40 to 48 TOPS of on-device AI performance[3] and all-day battery life,[4] Microsoft Surface Pro for Business and Microsoft Surface Laptop for Business ensure power and productivity are never compromised.

Innovate at the edge:
Invest in cutting-edge AI capabilities and push the boundaries of what's possible.

Copilot+ PCs come with a turbocharged NPU for powerful performance and unique AI experiences that save time and accelerate innovation.

Built for security, designed for trust:
Held to the same high standard as all Microsoft services and software.

With Windows 11 Pro, Microsoft Surface Pro for Business and Microsoft Surface Laptop for Business deliver uncompromising chip-to-cloud security, put ultimate control in your hands, and provide peace of mind wherever and however work gets done.

Productivity realised with Microsoft Copilot:
Uncover new opportunities, create compelling content, and solve problems anywhere with unique AI experiences.

Experience the productivity of Copilot at your fingertips with the Copilot key, plus inclusive features delivered through effortless touch gestures, voice commands, and Surface Slim Pen[5] inking.

When decision-makers choose Surface + Microsoft 365, they're extending what's possible for their people and business. Contact us for special pricing & discounts.

1. Copilot key feature availability varies by market, see aka.ms/keysupport
2. On some devices, Copilot+ PC experiences require free updates available in 2025. Timing varies by device and region - aka.ms/copilotpluspcs
3. Disclaimer: Intel AI Boost with 48 TOPS on Intel Core Ultra 7 processor 266V and Intel Core Ultra 7 processor 268V.
4. Based on video playback test. Battery life varies significantly based on device configuration, usage, network and feature configuration, signal strength, settings, and other factors. See aka.ms/SurfaceBatteryPerformance for details.
5. Sold separately. Software license required for some features.

Insight Flex for Devices – A new approach to DaaS

Benefits across the business

IT Operations & Security

- Reduce costs
- Improve employee experience
- Get the right data to make informed decisions
- Improve device security

End Users

- Work more seamlessly
- Get devices when they need them
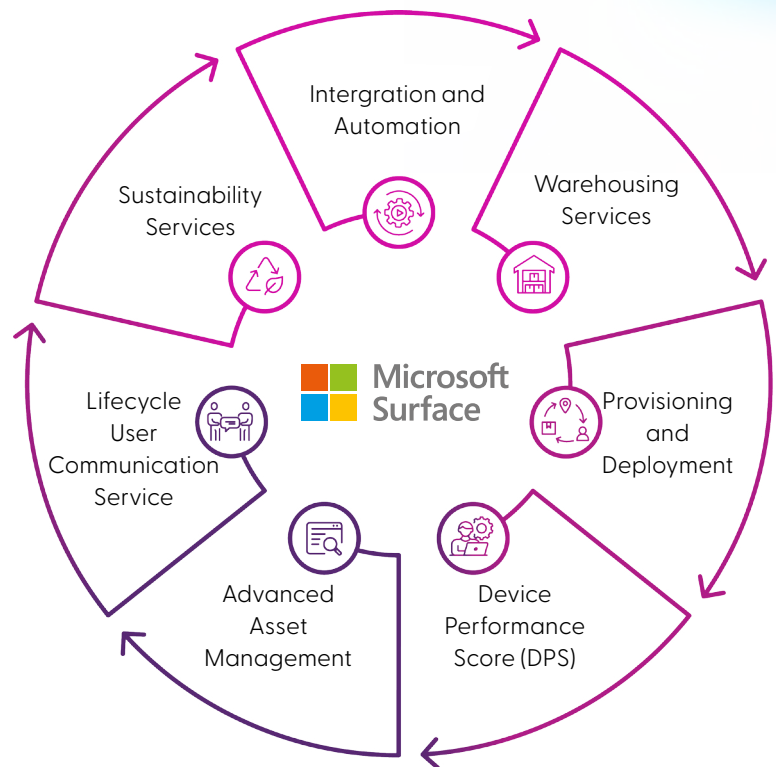- Have the right devices for their needs

Procurement & Finance

- Reduce costs
- Understand device fleet TCO
- Know where assets are located
- Achieve ROI

Discover your organisation's potential ROI.

Flex for Devices provides better service for less money. Find out your cost savings using our **value calculator**

Intergration and Automation

Sustainability Services

Warehousing Services

Lifecycle User Communication Service

Microsoft Surface

Provisioning and Deployment

Advanced Asset Management

Device Performance Score (DPS)

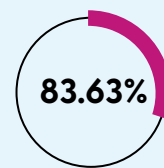### Current spend vs. Insight Flex for Devices

Estimated value projection

£ 1,734,462
ROI

26.48%
ROI percentage
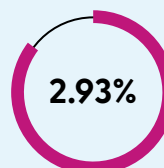
2.93%
£136,002
Device spend savings

83.63%
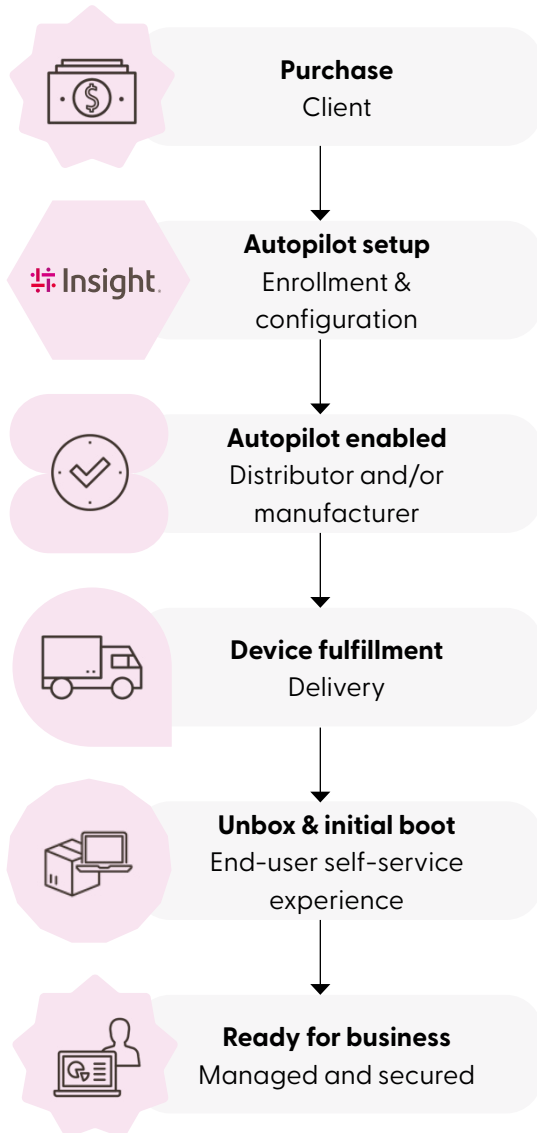£1,598,446
Device IT lifecycle spend savings
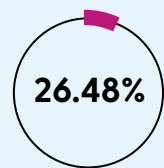
26.48%
£14
Per device per month savings

Insight's Autopilot value-added post-sales services

To help organisations empower hybrid work in their Microsoft Surface® device ecosystem, Insight also offers optional, no-cost value-added post-sales services. These offerings have been developed to allow clients to get their hybrid workforce up to speed faster and more effectively, while reducing the burden on client IT teams.

Autopilot standard process

Purchase
Client

↓

Autopilot setup
Enrollment & configuration

↓

Autopilot enabled
Distributor and/or manufacturer

↓

Device fulfillment
Delivery

↓

Unbox & initial boot
End-user self-service experience

↓

Ready for business
Managed and secured

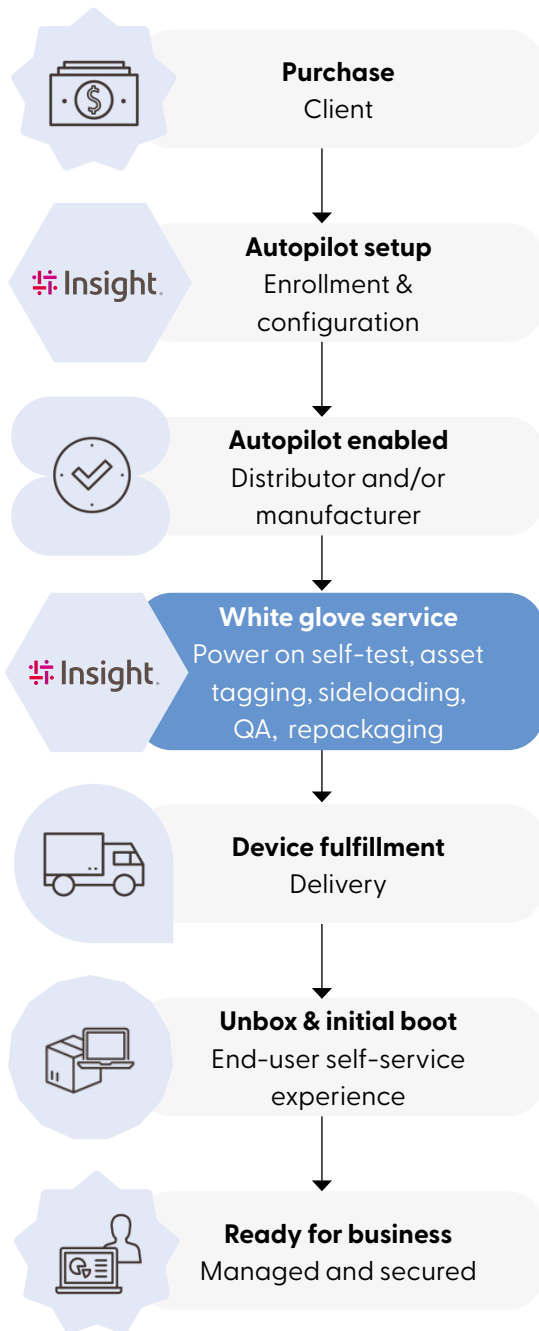**No-cost Windows Autopilot standard deployment**

Traditionally, IT pros spend a lot of time building and customising images that will later be deployed to devices. Windows® Autopilot introduces a new approach that allows users to easily enable and benefit from a hybrid work environment.

From the user's perspective, it only takes a few simple operations to make their device ready to use.

From the IT pro's perspective, the only interaction required from the end user is to connect to a network and verify their credentials. Everything beyond that is automated.

Autopilot white glove process

Purchase
Client

↓

Autopilot setup
Enrollment & configuration

↓

Autopilot enabled
Distributor and/or manufacturer

↓

White glove service
Power on self-test, asset tagging, sideloading, QA, repackaging

↓

Device fulfillment
Delivery

↓

Unbox & initial boot
End-user self-service experience

↓

Ready for business
Managed and secured

Windows Autopilot white glove deployment

Building on the benefits you receive from the Autopilot standard offering, Insight will:

Perform a power on self-test and visual inspection.

Complete app sideloading, application of user settings and policies, and Windows edition reconciliation.

Capture the serial and asset tag.

Conduct a quality assurance check, repackage, and ship to the end user with the fully completed Autopilot deployment

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