

Reimagine Education With Copilot+ PCs From Insight and Microsoft Surface



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 organisation.

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

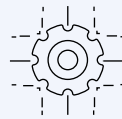
Scale

- 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.



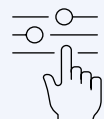
Deploy

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.



We believe technology can inspire creativity in today's classrooms – where the makers of tomorrow learn.

That's why it's paramount to ensure classroom technology is supported without sacrificing security or flexibility.

Insight is uniquely positioned to help you navigate your transformation journey and reimagine the classroom with a focus on modern devices coupled with modern management and security.

We're excited to extend you a special invitation to participate in our Reimagine the Classroom program from our Microsoft team here at Insight. This proposal includes:

- **Receiving a no-cost Surface evaluation device**

Dare to Compare: Select a Microsoft Surface® device to demo in your environment at no cost and compare its performance to your current device portfolio.

- **Choosing to participate at no cost in one of the following Insight services offerings**

Benefit from Windows® 11 & Next-Gen AI (Copilot+ PC), Insight Flex for Devices Consultation and simplified management.

- **Gaining access to exclusive pricing**

As a Reimagining the Classroom participant, you'll gain access to our exclusive pricing for evaluating and selecting Surface devices for your organisation.

Please read through our entire offer enclosed to see the full details for participating in our client journey.

Thank you,

Scott Friedlander

Senior Vice President of Insight Public Sector

Why is Surface the right choice for education?



Transform classroom time

Surface devices encourage creativity and interactivity. Educators have more time and freedom to develop more personalised lessons for students. Intuitive, easy-to-use devices help students master curriculum content.



Deliver better learning outcomes

Surface helps educators provide personalised, engaging experiences to every learner with multiple form factors and video, image, touch, and voice features that can adapt to students' unique needs.



Make technology accessible

Surface devices provide an intuitive, highly secure technology experience that unleashes the full potential of every student.

Surface and security for education

Protecting the personal data of your educators and students is paramount. Surface has invested in security measures that are built into the hardware and work alongside Windows® 11 to provide more secure digital learning.



Student Use Benefit



Clients licensing all faculty and staff, knowledge workers, or EQUs for qualifying products are eligible for corresponding Student Use Benefit licenses.



A qualifying product license enables an institution to order either 15 or 40 Student Use Benefit licenses, dependent on the qualifying product.



Relevant \$0 SKUs are ordered to obtain Student Use Benefit licenses, which are then assigned to students to enable the services.



Products included and use rights of Student Use Benefit licenses are different from those of the qualifying licenses.



Rights to use products under the Student Use Benefit expire when a student is no longer affiliated with the institution.











Surface devices for every role.

Our classrooms have evolved to be intelligently connected, enabling students and teachers to do their best work from anywhere with modern devices that naturally adapt to their needs. In this environment, technology doesn't distract or get in the way. Instead, it empowers students and teachers to collaborate and communicate in new ways.

We recognise the importance of enabling a hybrid classroom and believe that Microsoft Surface can assist

in making this a reality. Surface has a variety of 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 education.

Microsoft continues to innovate and add additional products as new needs emerge in the classroom, exemplified by the latest release of the Surface Laptop 7.

IT administrators & university officials <i>Used by everyone but primary school students</i>	 <p>Surface Laptop Studio® 2</p>
School leaders & faculty	 <p>Surface Hub® 3</p>  <p>Surface Pro 10 (Intel) <i>Final Stock</i></p>  <p>Surface Pro 11 (Qualcomm)</p>  <p>Surface Pro 11 (Intel)</p>
Teachers & professors	 <p>Surface Laptop 6 (Intel) <i>Final Stock</i></p>  <p>Surface Laptop 7 (Qualcomm)</p>  <p>Surface Laptop 7 (Intel)</p>
Students (higher education)	 <p>Surface Laptop Go 3</p>
Primary & secondary schools	 <p>Surface Go® 4</p>

Surface is the right choice for schools that want to:

- Give their students an early advantage with the tools they will one day need in the modern workplace.
- Retain great teaching staff by making their work easier, less time-consuming, and more enjoyable.
- Protect the sensitive personal data of students and educators, without standing in the way of the need for remote learning and online collaboration.
- Provide educators with technology that inspires them to be more creative and give more personalised attention to every student.
- Meet students exactly where they are with versatile devices that adapt to every ability.



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.



Empower education with Insight and Microsoft Surface: Choose the Surface device that's right for you.

For faculty and teachers



Surface Laptop 6

Final Stock

- 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



Copilot+PC

Surface 7 (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



Copilot+PC

Surface 7 (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



Surface Pro 10

Final Stock

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



Copilot+PC

Surface Pro 11 (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



Copilot+PC

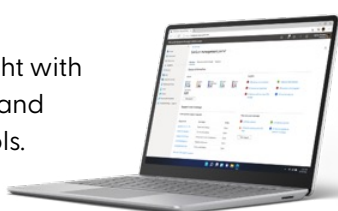
Surface Pro 11 (Intel)

- 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

For students

Surface Laptop Go 3

Busy multitaskers will delight with this high-powered laptop and premium collaboration tools.



Surface Laptop Go 4

Count on this flexible 2-in-1 device that's ready to travel and meet the needs of the moment.



What does the Surface total cost of ownership look like?

Total cost of ownership



3-year savings & benefits



“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		Savings	
£1,023	Surface device Surface laptop or 2-in-1	£86	Increased residual value 31% higher than other PC devices
£978	Microsoft 365 E3 subscription £27 per user per month. License cost doesn't change across device manufacturers.	£43	Reduced support 23% lower third-party support & security costs
£443	Accessories, extended warranty & maintenance	£90	Accessories savings Fewer hybrid meeting accessories (camera, lights, headset)
£2444	Total cost per Surface device (incl. accessories) over 3 years	£219	Total savings per Surface device (incl. accessories) over 3 years

IT efficiency		Employee experience	
£2,836	Device consolidation 44% of organisations consolidated 2.3 devices on avg.	£974	Productivity gains from increased mobility +11.6 hours employee productivity time per year
£668	Reduced helpdesk support 40% fewer helpdesk incidents	£467	Reduced employee time lost to helpdesk +5.5 hours employee productivity time per year
£611	Reduced ongoing maintenance 40% reduced IT staff time spend on maintenance	£652	Meeting time saved +7.7 hours employee productivity time per year
£95	Reduced time for security incident response 34% fewer security incidents	£67	Reduced employee time lost to security incidents 30% reduced time waiting for incident resolution
£31	Reduced IT deployment costs 21% reduced IT staff time spent on deployment	£45	Faster Surface deployment to employees 27% reduced employee time waiting for device
£14	Reduced IT staff time for ongoing security 3% reduced IT staff time spent on ongoing security	£79	Higher employee retention 4% increased retention of Surface-utilising employees
-£1	Higher IT training costs 6% increased IT staff time due to Surface training	£61	Faster bootup time 32% faster boot time, 21% fewer reboots with Surface
£4,254	Total IT Benefit per Surface device (over 3 years)	£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 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.

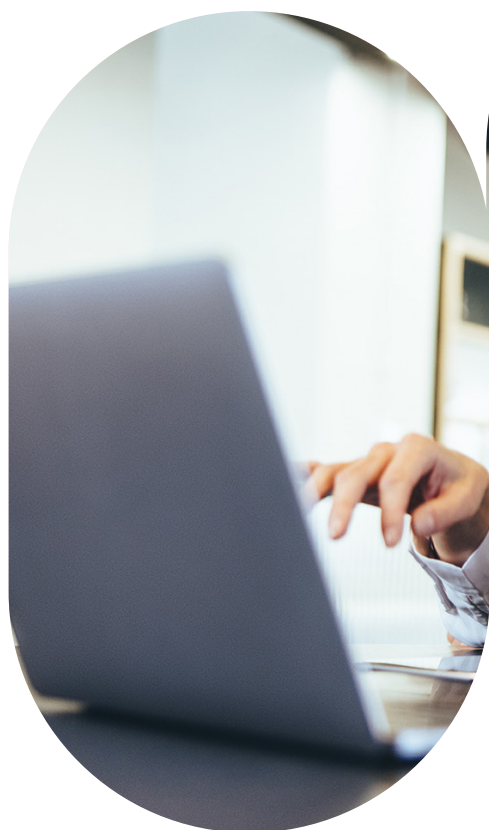
Optional 60 minutes: Requested for a deeper dive through Windows Autopilot and/or ISV ARM application compatibility

- 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

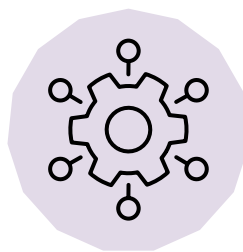


Additional no-cost offers



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.



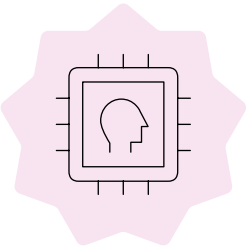
Additional resources for Surface savings

- Ask your Microsoft account representative about trialing a Surface device in your environment.¹
- Explore Surface and learn how it delivers the best of Microsoft to meet the needs of your organisation.
- Use the Surface Total Cost of Ownership (TCO) calculator to estimate your savings potential with a Surface deployment.²
- Talk to your partner about including a hardware evaluation as a part of your security assessment and/or attending a Modernise WithSurface Workshop.



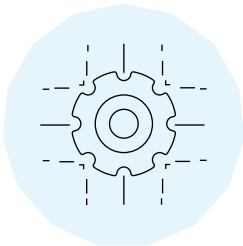
No-cost value-added presales services

Insight’s optional and no-cost value-added presales services help clients create a roadmap for empowering their hybrid workforce. These offerings help your organisation prepare for modernisation and understand the value Microsoft Surface can bring to your organisation.



Modern Device & Provisioning Workshop

This workshop includes Insight’s team assessing and implementing a Windows® Autopilot workflow into your environment. The Modern Device & Provisioning Workshop helps you understand the functionality and value of Autopilot within your environment as well as its impact on your IT and workforce – including device management modernisation.



Insight Flex for Devices

Insight Flex for Devices helps you build bundles of endpoint hardware, full device lifecycle care services, and Software as a Service (SaaS) solutions for your unique user personas. The needs and requirements of these personas will shape the design of your bundles and ensure your devices and support models align to your environment and help accelerate the adoption of modern IT management.

Service offering	Depth of technology discussion	Duration	Suggested attendees	Products & technology discussed	Organisation profile
Modern Device & Provisioning Workshop You can get hands-on experience with Autopilot featuring Microsoft Surface hardware. This PoC includes Insight teammates assessing and implementing a Windows Autopilot workflow into your environment.	400	1 day	<ul style="list-style-type: none">• IT manager• Director• VP	<ul style="list-style-type: none">• Microsoft Intune®• Microsoft Surface• Windows Autopilot	<ul style="list-style-type: none">• Required 300+ seats• Small footprint for Surface devices• No Autopilot deployment services

Designed to work better together

Surface + Windows 11 + Microsoft 365



Creating the modern classroom

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+ PC² apart?

Exceptional performance:

Unlock power and performance with the latest Intel® Core™ Ultra processors (Series 2).

With NPUs delivering 40 to 48 TOPS of on-device AI performance³ 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 Pen⁵ inking.

When decision-makers choose Surface + Microsoft 365, they're extending what's possible for their people and organisation. 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 into 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

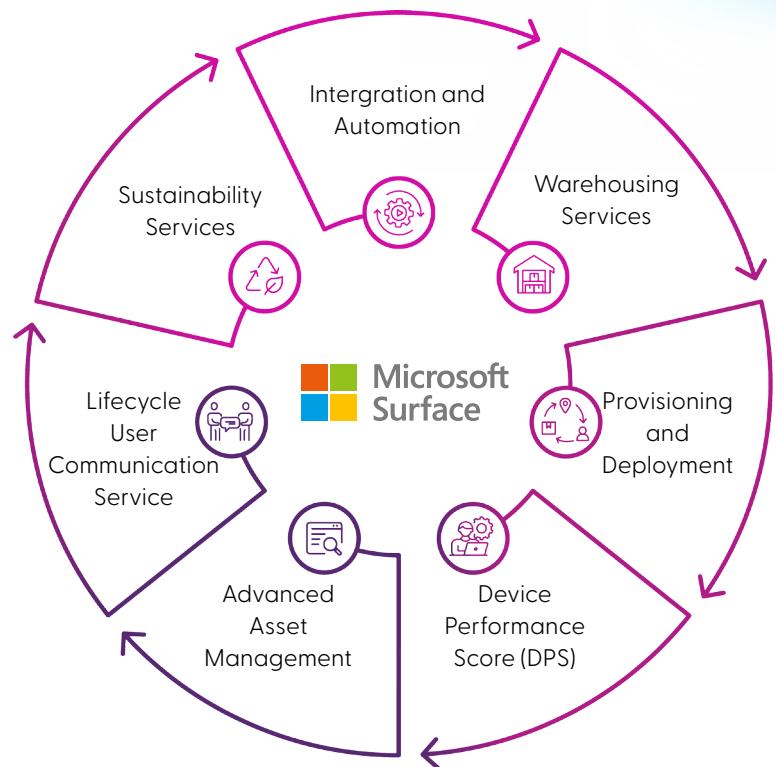


Procurement & Finance

- 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](#)

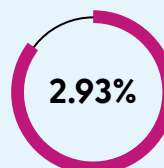


Current spend vs. Insight Flex for Devices

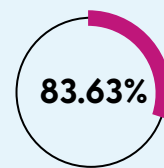
Estimated value projection

£ 1,734,462
ROI

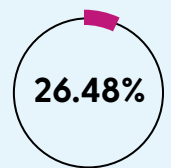
26.48%
ROI percentage



£136,002
Device spend savings



£1,598,446
Device IT lifecycle spend savings

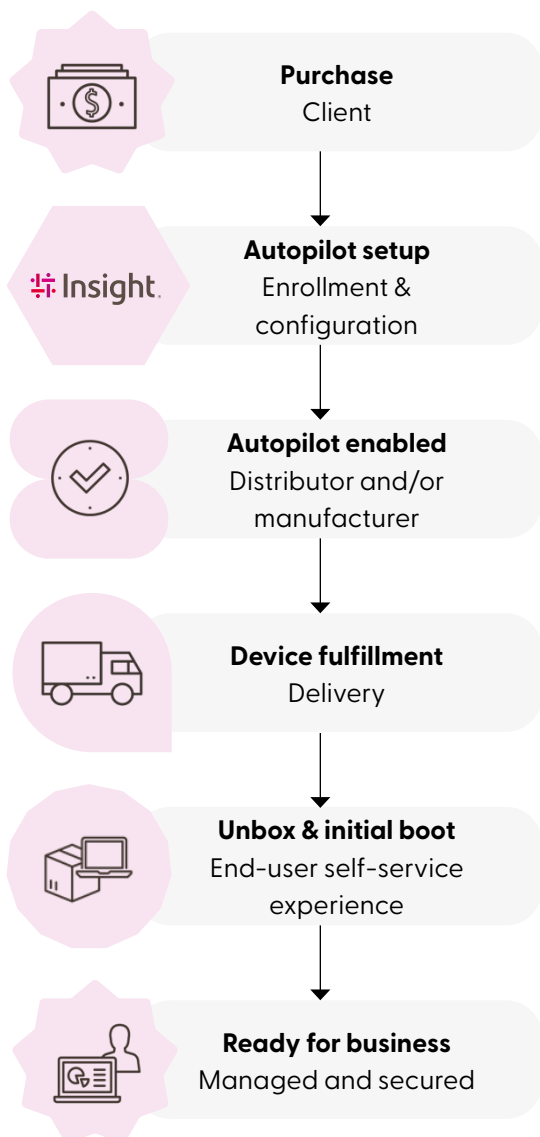


£14
Per device per month savings

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

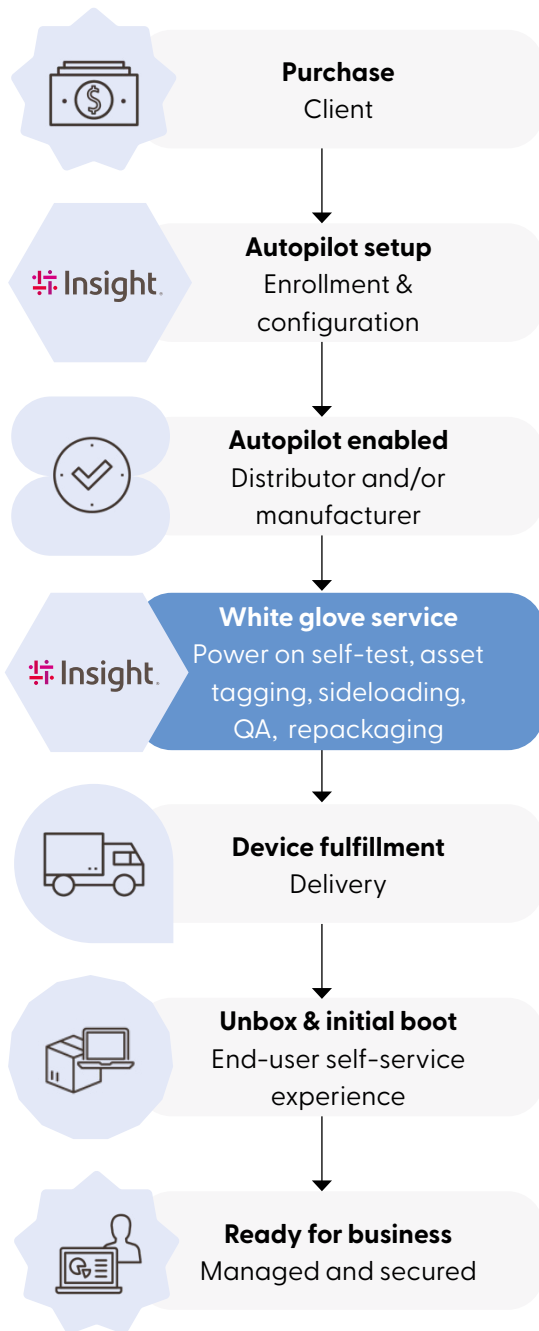


No-cost Windows Autopilot standard deployment

- **Simplify device deployment.**
 - Easily transfer a user's apps, safeguards, and settings to any new device.
 - Remotely reset any enrolled device.
 - Seamlessly repurpose existing devices from one user to the next.
- **Increase security.**
 - Remotely remove data, lock down a device, and/or restrict user access.
 - Adjust security settings so new devices are more secure and completely compliant out of the box.
 - Data encryption starts from the very first boot-up.
 - Autopilot standard process.
- **Easily monitor and manage.**
 - Simplify and centralise device management via cloud-based services.
 - Quickly and remotely repair and reset devices.
 - Keep devices current with Windows® 11 cloud services and updates.
 - No need to maintain custom images and drivers for every device.
- **Improve user and IT satisfaction.**
 - New devices can be equipped out of the box with the personalised applications users need.
 - Free up the IT department to focus on more pressing issues.



Autopilot white glove process



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.



Reimagine Education With Copilot+ PCs From Insight and Microsoft Surface

