



Empower the IT Department

Technology plays a big role in campuses today. It directly impacts student and faculty success. The technology they use needs to adapt to and keep up with technology needs. This poses frequent challenges for IT departments that need to keep pace with the never-ending demands. The key buyers in this department include: department chairs, program directors, deans, and leaders in developing plans and budgets. For students and faculty to thrive, IT departments need to be able to access multiple operating systems from afar.



Challenges the IT Department Faces:

- Being able to work in the office and remotely
- Accessing information quickly and securely
- Security breaches
- Other brands that are not supported on campus



Their Ideal Device:

- Is lightweight and portable
- Has state-of-the-art security features
- Has automatic risk mitigation and reduction of IT complexity
- Is compatible with other computer brands



Important Questions to Ask the IT Department:

- What type of support does your system need?
- How often do you typically replace or upgrade your computers?
- Do your devices protect your data against the latest security threats?



Main Objections and How to Handle Them:

“We already have laptops.”

Surface does everything a laptop can do without the bulk or weight. It runs on powerful Intel® Core™ processors to keep up with the most demanding day.

“We don’t have the capability to manage another device like tablets.”

Surface is more than a tablet—it’s a powerful business device with state-of-the-art Intel® Core™ or processors. Which means it easily fits standard policies/practices already in use for Windows laptops.

“It’s expensive to upgrade to new laptops.”

Surface devices are built on customer feedback. Considering the updated security features, faster processors, and better graphics, and the quality of the products, they are well worth the investment.

“We can’t sell Surface devices because our university won’t support it.”

This isn’t something you’ll have to worry about with Surface devices. All Surface devices come with Advanced Exchange, eliminating the need to carry loaner devices.

“We need to have devices that protect against security threats.”

Surface devices come with Windows 11 Pro which protects against all security threats. Select devices also come with Windows 10 Pro.



Recommended Products:



Surface Laptop 5

For general IT work, the Surface Laptop 5 is a great solution. The Laptop 5 can handle the work of IT personnel and can connect to other screens without overheating. Plus, the Laptop 5 has plenty of storage options and excellent graphics which are essential for them to do their work.



Surface Laptop Studio

The Surface Laptop Studio delivers the performance to boost work flows. The Laptop Studio has a Quad-core 11th Gen Intel® Core™ H35 processor which allows IT professionals the ability to handle all the challenges that get tossed their way.