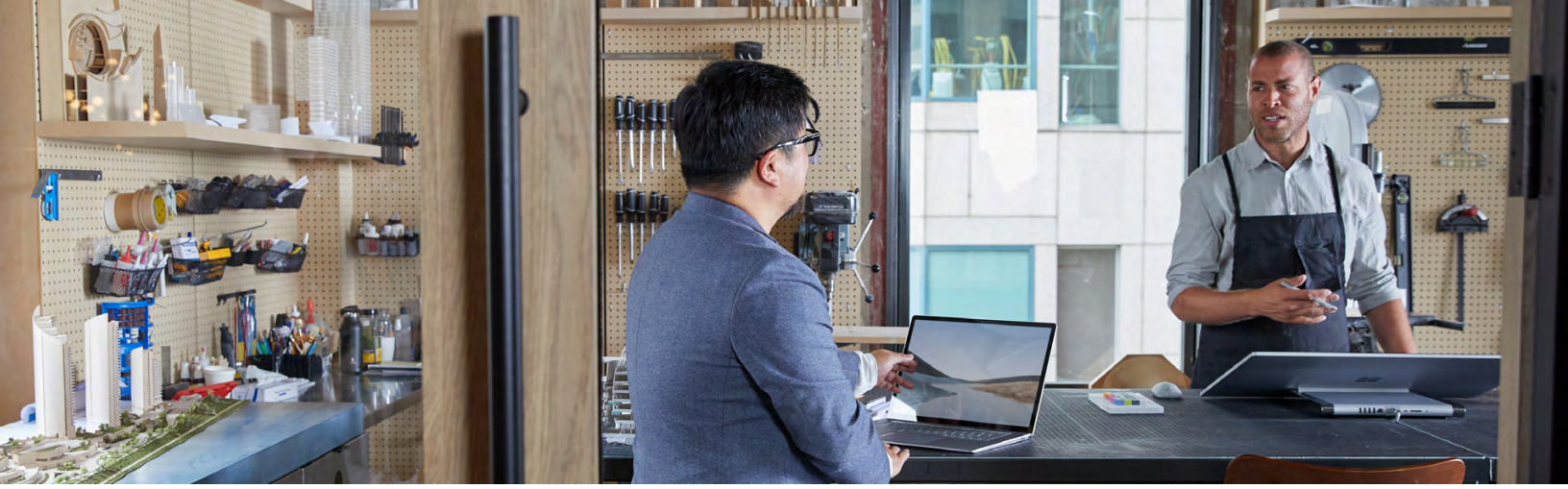

Enhancing the Engineering Workflow

Digital images and designs require absolute on-screen precision. Engineering students and faculty rely on a few tools to do their projects. They need to be able to supply their team with the proper technology to perform their unique job functions. They are constantly moving from class to class. They give demonstrations and presentations frequently and need to be able to rely on their programs to run efficiently and not worry about lag time when loading their computers and programs. The key buyers in this department include: department chair, program directors, deans, and leaders in developing plans and budgets. The Engineering Department will need devices that can handle running multiple demanding programs at once.

Challenges the Engineering Department Faces:

- They need tools that will allow them to translate their ideas easily and intuitively into 2D and 3D designs
- Staying connected while visiting other buildings
- Keeping their teams up to date on the status of multiple projects
- Managing work without having to add other devices to the mix
- Rapid prototyping and design-to-build speed
- Managing schedules and project timelines

Their 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
- Able to stay connected while being remote

Important Questions to Ask the Engineering Department:

- What applications do your students and faculty use the most?
- How many students are in the program?
- Would your students prefer to carry one device instead of two or more?
- How effectively are your students getting their work done on tablets and/or laptops?
- How much time do your faculty and students spend traveling in a week to worksites?
- How often do you typically replace or upgrade your laptops?
- Do your devices protect your data against the latest security threats?
- Do your students need a better way to help people visualize engineering designs?
- Do you need an evaluation unit to make a determination on a recommendation?
- What is the criteria for making a recommendation? Do you have minimum specifications or warranties?
- When do you need to have your product ready to go? What is your ideal date?
- When does your budget get approved?
- Who makes the final decision?

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.

"Our devices need to be protected from data and security breaches."

Surface devices come with Windows 10 Pro or Windows 11 Pro available on select devices, which is a game changer for protecting user identity, devices, and information.

"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.

"It's time-consuming to take notes in the field, then transfer that data again later on."

Surface lets engineers get work done earlier by entering data or running programs right on the spot.

"We need advanced computing and bigger specs."

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

Recommended Products:

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 powered by 12th Gen Intel® Core™ i5/i7 processors built on the Intel® Evo™ platform.

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 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. The shape and the weight of this pen mimic those of a regular pen, and the clickable button on the end serves multiple functions.

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.