



Microsoft Surface Devices for the New Retail Experience

Adapt to the always-evolving retail landscape
with modern devices.

Insight⁺

 Microsoft Surface

The background image is a photograph of a boutique interior. On the left, a woman with curly hair, wearing a black dress and high heels, is walking away from the camera. On the right, a man in a dark shirt is leaning over a table, working on a craft project. The room is decorated with various items, including a large black pom-pom on the wall, a hat on a shelf, and a large black bag hanging from the ceiling. The overall lighting is warm and the colors are muted.

The retail industry is entering a new era.

The COVID-19 pandemic impacted the retail industry in significant ways. Retailers strive to maintain continuity, retain customer loyalty, tackle changing preferences, enable remote and self-service experiences, and manage supply chain disruptions.

As a result of these changes, a new era of retail is here. And, for retailers to thrive in it, they need powerful technology that brings dynamic customer experiences to life.

Let's look at how versatile devices from the Microsoft Surface® for Business portfolio engage customers in new, impactful ways and empower retail workforces to collaborate more effectively from anywhere.



Empower your retail workforce.

Store workers face pressure to provide extraordinary customer service at every touchpoint.

With secure, robust and versatile Surface devices, they get the support they need to exceed expectations. A complete portfolio of modern devices, equipped with LTE Advanced connectivity, enables deeper engagement with customers on the shop floor and better collaboration with teammates.



Enhance the customer experience.

As the customer journey evolves, IT innovations are keeping pace with solutions that foster immersive, personalized shopping experiences.

In today's retail ecosystem, businesses need a powerful omnichannel presence that provides seamless digital and physical shopping experiences to strengthen customer loyalty.

Microsoft Surface® devices modernize the retail journey with features like high-resolution touchscreens and the Surface Pen, which makes it easier for retailers to share online catalogs, produce product demo videos and complete forms digitally.



Transform your shop floor.

Imagine being able to move more quickly between customer interactions and other routine tasks. With Surface, retail workers experience that flexibility with lightweight mobile devices that are powerful enough to run critical enterprise software without compromising customer service.

From retail floor workers to store managers, Surface has a device to help those in every role fulfill their responsibilities.

Transforming the shop floor requires equipping your retail workforce with devices that:

- Deliver powerful performance
- Are portable, adaptable and easy to use
- Have a long-lasting battery and powerful connectivity
- Provide an intuitive search and transaction experience
- Integrate seamlessly with external displays and scanning devices
- Can sustain bumps and falls

Enhance productivity and keep your shop floor on the right track with versatile, powerful devices.



Enterprise-grade security

Retailers can bolster peace of mind with built-in Microsoft 365™ cloud-powered security features across apps and devices.

Equipped with robust privacy measures, Microsoft Surface® solutions keep business and customer data safe with chip-to-cloud security.

Modern, enterprise-grade IT security solutions from Insight and Microsoft® Surface work together to protect critical information and maintain a safe shopping environment.

The technology to make it all possible

You deserve a technology partner that can enhance speed and flexibility as you evolve through the marketplace. Insight will help you create a dynamic shopping experience with technology built for retail, including Microsoft Surface devices.

We'll support your digital transformation journey at every step with retail technology solutions and services that meet your unique needs and drive progress toward your business goals. Talk with an Insight expert today to discover which Microsoft Surface solutions can help you deliver a next-level customer and employee experience.



About Insight

Insight Enterprises, Inc. is a Fortune 500 solutions integrator helping organizations accelerate their digital journey to modernize their business and maximize the value of technology. Insight's technical expertise spans cloud and edge-based transformation solutions, with global scale and optimization built on 33+ years of deep partnerships with the world's leading and emerging technology providers.



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