

Surface Insider Guide – May 2025



Hello Surface Partners,

As we move through May and approach the final stretch of the quarter, it's a great time to double down on our momentum and finish strong. The energy of spring is still with us, fueling our drive to meet—and exceed—our goals. We encourage all our partners to stay focused, stay inspired, and make the most of the resources available on the SRA to support your efforts. Let's keep the pace high and the vision clear as we work together toward a successful close to the quarter. Here's to a powerful and productive finish!

Happy Reading – Your Microsoft Surface Team

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Top of Mind

Microsoft FY25 Updates

Microsoft Surface [just announced](#) the newest Surface for Business Copilot+ PCs: [Surface Pro for Business, 12-inch](#) and [Surface Laptop for Business, 13-inch](#) – compact, precision-engineered devices powered by Snapdragon® X Plus processors. Powerful on-device AI, all-day battery life, and trusted Microsoft security at every layer in strikingly portable designs ready for the frontline, the office, or anywhere opportunity leads.

SRA New Content

Announcement Resources

Discover new sales and marketing materials on the [Surface Reseller Alliance \(SRA\) Portal](#). Look out for announcement posts and reposts from [@MicrosoftSurface LinkedIn](#) to engage with and further amplify for your customers.

Category	Resources
Announcements	<p>Surface Commercial Blog Expanding the Surface for Business Copilot+ PC portfolio</p> <p>Surface IT Pro Blog Amplify productivity with new Copilot+ PCs</p> <p>Windows Devices Blog Introducing All-New Surface Copilot+ PCs</p> <p>Windows Experiences Blog Introducing a new generation of Windows experiences</p> <p>Surface Design Blog Surface Copilot+ PCs: Built to evolve, designed to adapt</p>
Product FAQs	<p>Surface Pro for Business, Copilot+ PC, 12-inch Download (PDF)</p> <p>Surface Laptop for Business, Copilot+ PC, 13-inch Download (PDF)</p>
Product Spec Sheets	<p>Surface Pro for Business, Copilot+ PC, 12-inch Download (PPT)</p> <p>Surface Laptop for Business, Copilot+ PC, 13-inch Download (PPT)</p>

Seller Slides	<p>May 2025 What's New Download (PPT)</p> <p>Surface Pro 2-in-1s for Business Download (PPT)</p> <p>Surface Laptops for Business Download (PPT)</p> <p>Surface Keyboards Download (PPT)</p>
Seller Readiness	<p>May 2025 Surface for Business Announce Presentation Download (PPT)</p> <p>Surface for Business To-Customer Marketing Presentation Download (PPT)</p> <p>Surface & AI To-Customer Presentation Download (PPT)</p> <p>Surface for Business Technical Deck Download (PPT)</p> <p>Surface Laptop and Pro Product Mission & Solution ExpertPath</p>
Campaign Readiness	<p>May 2025 Launch BoM Guidance & Compilation Download (PPT)</p> <p>Surface for Business PPT Template Download (PPT)</p> <p>Surface Copilot+ PCs Teams backgrounds Download (ZIP)</p>
Demand Gen	<p>1:1 & 1:Many email OFT templates Download (ZIP)</p> <p>Social posts, Announce Download (ZIP)</p> <p>Social posts Download (ZIP)</p> <p>Display banners Download (ZIP)</p>
Event Support	<p>Event invite email templates Download (ZIP)</p> <p>Event invite social posts Download (ZIP)</p> <p>Print-ready 24"x36" easel sign Download (ZIP)</p> <p>Print-ready 24"x78" retractable banners Download (ZIP)</p> <p>Print-ready 96"x96" backwall banner Download (ZIP)</p>
Visual Assets	<p>May 2025 Surface for Business contextual images and renders View collection</p>

Industry	Surface Reseller Alliance (SRA) – Industry Surface Functional Day-in-the-Life Slides
Reseller Websites	Website Syndication View content demo

Surface DMP Landing Deck

Please review the most up-to-date [Surface DMP Landing Deck](#) for details on profitability, customer & partner savings, customer experiences, demo programs, marketing support and trainings resources available to Surface authorized partners.

Reminder: Microsoft Surface Windows 10 Support

Windows 10 Support: While Microsoft will no longer be offering Windows 10 Pro as a choice, effective March 31, 2024, the support lifecycle for Windows 10 Pro has not changed. All editions of Windows 10 will continue to receive security updates through to October 14, 2025. Check out [Windows Lifecycle Fact Sheet page](#) for more details. For our partners and customers who need Windows 10 Pro, after March 31, 2024, you can [learn more about MSI files](#) (downgrade rights) to support your business needs.

Windows 11: There are many great reasons for our customers to choose Windows 11. [Click here](#) to learn more about Windows 11 Pro for business.

Inventory and Lead Times

April 2025

Availability continues to be dynamic based on Area, market, product line, SKU availability, etc. Please check with your regional Supply Chain Ops Manager for alignment.

North America **New Order ** Lead Time Guidance

Surface Product	Current Supply Status	Lead Time to Ship from MSFT
Go 4	On Allocation	TBC
Pro 10 Wi-Fi	On Allocation	TBC

Pro 10 5G	No Constraints	5 weeks* or 10-to-12 weeks
Pro 11 Wi-Fi Intel	No Constraints	5 weeks
Pro 11 Wi-Fi Qualcomm	No Constraints	5-to-12 weeks
Pro 11 5G	Constrained	12 weeks
Laptop Go 3	On Allocation	TBC
Laptop 6 13"	On Allocation	TBC
Laptop 6 15"	On Allocation	TBC
Laptop 7 Intel	No Constraints	5 weeks
Laptop 7 Qualcomm	No Constraints	5-to-8 weeks
Laptop Studio 2	No Constraints	5-to-6 weeks
Hub 3 – 50"	No Constraints	10-to-12 weeks
Hub 3 – 85"	No Constraints	10-to-12 weeks
Hub 3 – Cartridge	No Constraints	8 weeks
Pro Typecovers	No Constraints	5 weeks
Go Typecovers	No Constraints	5 weeks
Dock	No Constraints	5 weeks

**Pro 10 5G: 5/16/256 and 7/16/256 are 5 wks. Other configs, 10-12 weeks.*

PLEASE NOTE: Studio 2+ End of Life: This product is reaching the end of life and is no longer available for new orders. The teams are working to prioritize current orders in the system. Please know, Microsoft warranty and support timelines for this product remain unchanged.

Customer Offers and Partner Incentives

Please find all of the most up-to-date [Customer Promotions](#) & [Partner Incentives](#) on the SRA. Current promos also listed below:



Explore Surface Savings

Empower your employees with Surface Copilot+ PCs, featuring AI-powered tools that enhance productivity and streamline multitasking.

Save up to
\$165¹



Surface Pro 11th Edition

The Microsoft Surface Pro 11th Edition is a powerful 2-in-1 device with a PixelSense touchscreen, enhanced battery life, and strong performance, making it ideal for productivity, creativity, and mobile use.

Save up to
\$195¹



Surface Laptop 7th Edition

The Surface Laptop combines blazing-fast performance, all-day battery life², advanced AI features, and chip-to-cloud security in a sleek touchscreen design for seamless productivity and secure collaboration.

Save up to
15%³



Protection Plans

Maximize and protect your Surface Pro and Surface Laptop investments by opting to purchase one of the available Microsoft Protection Plans. The extended coverage extends the use of your Surface devices and avoids unplanned expenses.

Reach out to your Surface specialist or partner rep today!
These offers are good for commercial customers through June 30, 2025.

¹Savings based on MSRP; actual savings may vary. Surface Pro Type Covers sold separately. While supplies last. Contact your partner for more details. Valid only through participating Surface Commercial Authorized Resellers in the 50 United States and the District of Columbia from May 1 – June 30, 2025.

²Battery life varies significantly based on usage, network and feature configuration, signal strength, settings and other factors. See [Surface Battery Performance](#) for details.

³Savings based on MSRP; actual savings may vary. Discounts for select Laptop and Pro Protection Plans only. Exclusions and limitations apply. Please refer to [Microsoft's Limited Hardware Warranty and Agreement](#). Contact your partner for more details. Valid only through participating Surface Commercial Authorized Resellers in the 50 United States and the District of Columbia from April 1 – June 30, 2025.

Save the Date

Surface Hub and Portfolio Virtual Briefing Schedule

The following events/sessions are scheduled and available for you to attend. Simply click [here](#) to view and select the session(s) of your choice.

Surface Briefing	Scheduled for (your local time)
Portfolio	Tuesday, May 20, 2025, 6:00 PM - 7:30 PM
Hub	Thursday, May 22, 2025, 10:00 AM - 11:30 AM
Hub	Thursday, May 29, 2025, 6:00 PM - 7:30 PM
Portfolio	Tuesday, June 3, 2025, 10:00 AM - 11:30 AM
Hub	Thursday, June 5, 2025, 10:00 AM - 11:30 AM
Hub	Thursday, June 12, 2025, 6:00 PM - 7:30 PM
Portfolio	Tuesday, June 17, 2025, 6:00 PM - 7:30 PM
Hub	Thursday, June 26, 2025, 6:00 PM - 7:30 PM

Surface Portfolio Executive Briefings

We're excited to announce updated Surface device briefings schedule for H2 FY25. There are two briefings offered:

- **Unlock Team Collaboration with Surface Hub 3 Briefing:** Dive into the new era of meeting room innovation with the Surface Hub 3. Experience firsthand how it transforms collaboration, integrates seamlessly with the Microsoft ecosystem, and sets a new standard for interactive whiteboards.

- The New Era of AI PCs from Surface and Copilot+PCs Briefing: Explore the pinnacle of personal productivity with the new era of AI PCs and the diverse range of Surface device portfolio. Watch live demos, understand the full functionality, and engage with our experts to see how Surface empowers your work like never before.

These sessions are open to all customers and partners, with **no NDA** required.

The full calendar is available on the [Executive Briefing homepage on SRA](#).

DMP Onboarding to Partner Center has Resumed

Extension of Microsoft Surface Reseller (VADOR) terms

Effective January 2025, the Term of the current Microsoft Hub Opportunity Reseller (OR) Agreement (OR Agreement) has been extended through **September 30th, 2025**.

If you have already enrolled as a Surface Reseller (VADOR) in Partner Center and signed the new Microsoft Reseller Agreement, then you can disregard. *No action is required from you at this time.*

Notice of Term Extension Surface Reseller (DMP)

Effective January 2025, the term of the current Microsoft Distributed Managed Partner (DMP) Agreement is extended through **September 30th, 2025**.

If you have already enrolled as a Surface DMP in Partner Center and signed the new Microsoft Reseller Agreement, then you can disregard. *No action is required from you at this time.*

[Here](#) is the link for DMPs to register in Partner Center.

Marketing Updates

With this month's announcement, there's even more reasons to Choose Surface

On May 6, we announced two new Copilot+ PCs: 13-inch Surface Laptop and 12-inch Surface Pro for Business, the latest additions to our portfolio of devices available to our customers. Focused on portability, the all-new Surface Laptop and Surface Pro expand the already great line up of Surface for Business Copilot+ PCs: the fastest, most intelligent and secure Windows PCs ever built.

Powered by the Snapdragon X Plus processor, these new devices provide customers more options to pick the right device for their specific needs, with the best performance, battery life, security and latest AI experiences available across Snapdragon X Series and Intel Core Ultra platforms.

Engage with and reamplify key announcement posts on LinkedIn:

[Surface Commercial Announcement Blog](#) | [Commercial Blog's video – standalone feature Laptop feature](#) | [Pro feature](#) | [Surface IT Pro blog](#)

Launch collateral is intended to be used in tandem with our FY25 global campaign: "Choose Surface" ([SRA](#) | [DMC](#)). Each campaign contains key theme content for AI, Windows 11, and TCO.

More content is available on SRA: [Surface Portfolio](#) | [Surface Laptop for Business](#) | [Surface Pro for Business](#).

Looking for even more?

- **Copilot Shines on Surface:** Campaign is now live in DMC: [Digital Marketing Content - Microsoft Copilot Shines on Surface](#)
- **MSFT IT Pro Blogs:** Available as [Partner Blog Kits \(SRA\)](#) (blog, social post, graphics, email promo) and included in DMC campaigns. Microsoft amplification through [LinkedIn](#) and [ITPro Blog](#).
 - [Surface Announcement on IT Pro Blog](#)
 - [Where to Buy | Microsoft Surface Platinum Partners](#)
 - [Accelerate your move to Windows 11 with Surface Copilot+ PCs](#)

- [Empowering small and medium businesses with Surface](#)
- [Surface security: Year in review](#)
- **eBooks:** Available [on SRA for partner use](#), included in DMC campaigns
 - **New:** [Capturing the Opportunity of Copilot+ PCs](#)

GET FY26 READY!

FY26 is just around the corner, and we're deep in campaign development. Start planning with your customers and partners now!

Digital Marketing Content On-Demand (DMC)

[Choose Surface](#), the FY25 global campaign, is now live on [Digital Marketing Content On-Demand \(DMC\)](#). DMC is a great option for unmanaged partners and DMPs, offering automated campaign management that includes customization and tracking. Partners will also find [Advancing the Era of AI](#), [Modernize with Surface](#), and [Surface, Security + Cyber Resilience](#) campaigns ready to launch on DMC.

SRA

On [SRA](#), partners can download and customize the full [Choose Surface](#) campaign. The campaign includes invaluable resources and full funnel marketing collateral. Looking for marketing strategies to jump-start your campaign? Check out the [Campaign Compilation Deck](#) for guidance.

New eBook and BoM

Looking for fresh content to boost your campaigns? Check out the new [Drive Business Resilience with AI PCs](#) eBook and BoM Kit, which includes animated GIFs, social, email, landing page and blog copy. You can also find more blogs, eBooks, videos and campaign assets on [SRA](#) – just search by device, imagery, and campaign.

Reminder: Web Syndication from 1WorldSync

Partners can get Surface content displayed on their website provided by 1WorldSync Content Solutions in partnership with Microsoft.

- No cost for Microsoft Partners to participate.
- Ability to syndicate Surface content throughout their website utilizing a single line of code.
- Content and assistance available in multiple languages.

Hear from Chena Carver from 1WorldSync about the content available to our Surface partners and how they can get content syndicated to their site. [Play episode >](#)

How to get started:

1. [Register](#) for the program.
2. Email [Chenoa Carver](#) to request Surface inline and/or microsite content.
3. 1WorldSync will generate the integration code to be applied on the partner website and help with implementation.

Reminder: TCO Calculator and Emissions Estimator

Use the Surface Total Cost of Ownership (TCO) calculator and the Surface Emissions Estimator to solidify the business value of Surface in your customer conversations.

[TCO Calculator](#) | [Surface Emissions Estimator](#)

Copilot Corner

Copilot Corner

As talk and excitement around Copilot continues to grow, we want to make sure you are up to speed with the best resources.

NEW! Microsoft Copilot Scenario Library: Becoming AI powered means transforming scenarios across your organization. Use our guidance by department and individual scenario to get inspired, empower your workforce and realize value from your Microsoft Copilot investment. [Visit library today!](#)

What's New from Copilot: Bookmark [this page to keep up to date with the latest updates from Copilot.](#)

Copilot Sales Champion: Take this course to know and understand the capabilities of the series of AI companions unleashed by Microsoft that can help you complete your everyday tasks at work and in your business faster. [Register here](#).

Microsoft Learn has an [Overview of Copilot](#) page that provides a detailed introduction to Copilot, its features, and how it can help users access better answers, increase efficiency, and be more creative.

Learn Copilot: Check out this [YouTube playlist](#) with over 30 short Copilot tutorials.

Microsoft Learn also has pages on Managing Copilot, Copilot in Windows, and Copilot in Edge [that provide information on commercial data protection eligibility, enabling Copilot, and using Copilot within the Windows and Edge experiences](#).

Training & Skilling

ExpertZone

We would like to invite you to join us to take your skills to the next level with [ExpertZone](#)!

Our new business mission is focused on [Copilot + PCs from Surface](#), along with a Surface IT Toolkit. In addition, our latest accreditation focuses on answering the question “Why Surface for Business?” along with foundational knowledge and the benefits of Surface for Business devices. By completing this series of stories, you’ll gain a baseline understanding of Surface products and their key advantages, enabling you to discuss Surface devices more effectively with your customers.

Looking for more skilling? Check out our new [Surface Solution Expert Path](#)!

[Click here](#) to start your accreditation journey and get your badge.

Surface Elevate

Join the Surface Elevate Program for a comprehensive four-hour session that transforms you into a Surface expert, offering an all-encompassing training experience designed to enhance your product knowledge and sales tactics in one dynamic workshop. [Learn more](#).

Surface TEC Webinar – On Demand

In the first session of the [Surface TEC webinars](#), we heard from experts about the all new Surface Hub 3 and learned how incorporating Teams Meetings Rooms functionality will support modern meetings.

Surface Hub Highlights

Surface Hub 3 Marketing Assets

Make sure to bookmark to stay on top of all the latest Surface Hub marketing resources:

Stay up to date on all the latest Surface Hub 3 technical documentation and training resources on [Microsoft Learn](#).

Take your Surface Hub skills to the next level with [ExpertZone](#)! The Surface Hub ExpertPath is crafted to engage learners with the intricacies of Surface Hub and equip them with the necessary tools to effectively pitch and convey its value to customers

Marketing Assets

- [Pitch Deck | Selling Surface Hub 3](#)
- [FAQ | Surface Hub 3 Teams Room on Windows](#)
- [Core assets](#) including the customer pitch decks, product FAQ, factsheets.
- [Digital marketing assets](#) include flyers, infographics and email templates.
- [Videos](#)
- [Imagery](#)

Education Positioning for Surface Hub 3

Explore [collection of education](#) assets to help you position Surface Hub 3 with your education customers.

Warranty and Protection Plan Overview

Explore [warranty and protection plan assets](#) including flyers and videos on the offerings to help customers maximize their Surface Hub investment.

Learn Copilot

Check out this [YouTube playlist](#) with over 30 short Copilot tutorials.

Introducing Edge and Miracast on Surface Hub 3

With these new experiences delivered by Microsoft Teams Rooms on Windows, Hub 3 continues to empower collaboration for our customers around the world.

- [Read the IT Pro Blog announcement](#)
- [Stream the podcast](#)

Enhance collaboration with Teams and Surface Hub 3

Explore demos of how Teams Rooms and Surface Hub 3 transform collaboration, creating more intuitive and efficient meetings. Gain insights on seamlessly navigating next steps and improving teamwork with the latest technology from Microsoft.

[Watch the Ignite session](#) [Read the Surface IT Pro Blog](#)

Reminder! Surface Hub 2S Recycling Program: Do you have accounts that transitioned (or plan to transition) to Surface Hub 3 with a Hub 3 Pack, and don't know what to do with the Hub 2S cartridge? Now they can leverage the Surface Hub 2S Recycle Program.

To participate, [remove the hard drive](#) from the cartridge to protect sensitive data and [request a pre-paid shipping label](#). Select your country/region and follow the instructions to obtain a shipping label.

If your customer upgraded to the Surface Hub 3 Pack, they could use its original packaging to ship the Surface Hub 2S cartridge for recycling.

FastTrack for MTR and Surface Hub 3

[Microsoft 365 FastTrack](#) is a service designed to help organizations seamlessly deploy Microsoft 365 solutions to better allow users to work effectively and productively. FastTrack provides remote guidance to help organizations learn, prepare, and deploy Microsoft 365 services quickly and efficiently.

FastTrack assistance is available for customer tenants with 150 or more licenses from one of the eligible plans from the following Microsoft product families: Microsoft 365, Office 365, Microsoft Viva, Enterprise Mobility & Security, and Windows 10/11. These plans can be for an individual product (like Exchange Online) or a suite of products (Office 365 E3). Because Microsoft provides many purchasing options, the list of eligible plans is extensive and is found in [Eligible plans](#).

IMPORTANT: On February 10, 2025, M365 Services Hub will no longer provide support for Surface business customers. We realize this could cause customer satisfaction issues, so we are making every effort to get ahead of potential problems well before the February cut-off date.

The best way to avoid issues is to act now and move customers to the [Surface Support Portal \(SSP\)](#) or for Intune customers, the [Surface Management Portal \(SMP\)](#) for their Surface support. These portals offer a more modern, time-saving support experience than Services Hub and an M365 subscription to access SSP is no longer needed. An M365 tenant will still be required but now you can create a Microsoft tenant without buying any products from Microsoft.

Help Needed:

- Use the existing Surface support materials on [Seismic](#) and [SRA](#) to drive awareness with partners and business customers of the more modernized support experience the Surface Portals provide.

[Surface Hub 2S migration to Microsoft Teams Rooms on Windows](#): Customers can now migrate Surface Hub 2S devices to the same Teams Rooms on Windows software platform that ships on all new Surface Hub 3 devices.

Take your Surface Hub skills to the next level with ExpertZone! The [Surface Hub ExpertPath](#) is crafted to engage learners with the intricacies of Surface Hub and equip them with the necessary tools to effectively pitch and convey its value to customers.

Resources

- [Microsoft Learn](#): Learn how to plan, deploy, and manage Microsoft Surface and Surface Hub devices.
- [Partner Marketing with Andrea](#): Explore Surface marketing with experts, gaining insights to support our Surface Partners and enhance customer engagement in our learning series.
- [Surface Pre Sales Concierge](#): Ask us about Surface product information, partner resources, device deployment and management, sales assistance, certifications, and sustainability.
- [Expert Zone](#): Become a Surface expert with this learning platform offering on demand, snackable readiness training and content to help make training fun and exciting.
- [Surface Landing Deck](#): Resource created to help you navigate all the offerings from Microsoft – from incentives, trainings, customer offers and more.
- [Explore Surface](#): Tool to help provide 3D education on the full Surface portfolio.

- [Surface YouTube Channel](#): Check out the latest videos released from Microsoft Surface. From product videos to tech deep dives, find new ways to learn and communicate.
- [Surface Reseller Alliance](#): Your one stop for all things Surface, including marketing assets, partner programs, industry resources, and training.
- [Partner Center Support](#): All partner center help in one place.
- [Compatibility Matrix](#): Comprehensive list of SKUs and prices.
- [Surface Hub Authorization](#): Get authorized to sell Surface Hub.
- [Surface Tools for IT](#): New streamlined support experience for commercial customers.
- [Surface Update History](#): Find out what's included in each update and learn how to update manually.
- [Check Warranty Info](#): Self-serve to confirm warranty plan.



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