Surface Insider Guide – January 2025

Hello Surface Partners,

Happy New Year! New Year, New Insider Guide! The dawn of a new year brings fresh opportunities and exciting updates! We're thrilled to kick off 2025 with you, sharing the latest advancements and resources as we embark on this promising journey into FY25. This month's newsletter is brimming with new year enthusiasm, featuring a big Microsoft update on Jan 30th, exclusive promotions to start the year right, and innovative resources in the Copilot corner. Join us in celebrating the beginning of this vibrant new year and the progress ahead!

Happy Reading - Your Microsoft Surface Team

Top of Mind

Microsoft Surface Announcement Event and You're Invited!

We're excited to share an exclusive opportunity for you to join Microsoft for a major announcement event Live from the Microsoft AI Tour in New York City on **Thursday January 30, 2025**. Below are key actions to take to ensure that you and your customers are ready!!!

GET READY!

- **Save the date | Use the link below to join the livestream and don't forget to invite your customers**

    o **January 30, 7:00 AM PST: https://aitour.microsoft.com/new-york**

- **Plan to attend a partners-only skilling session:**

    o **January 30, 11:00 AM PST: https://aka.ms/surfacebriefing1**

    o **February 4, 7:00 AM PST: https://aka.ms/surfacebriefing2**

    o **February 11, 7:00 PM PST: https://aka.ms/surfacebriefing3**

SRA NEW CONTENT:

Homepage Announcements

- Champ Summit sessions explore new landing page under Enablement with links to session recordings and decks.

Surface Portfolio Virtual Briefings

- View available sessions

Programs

- Surface Reseller Alliance page has been updated with benefit descriptions and links.

- Channel Simplification FAQs around onboarding to Partner Center.

- Microsoft Windows 10 End-Of-Support Calculator: Microsoft commissioned Forrester Consulting to develop this tool to help you understand the impact of Windows 10 EOS on your organization as well as the quantifiable benefits of deploying Windows 11.

AI & Copilot+ PCs

- [Surface PCs and ARM](#) flyer to help customers know the value of Copilot+ PCs powered by ARM.

- [Surface and AI Customer Presentation](#) on how Surface and AI are used in the workplace.

Education

- [Higher Education pitch deck](#)

- [K-12 Education pitch deck](#)

- [Surface in Education flyer](#)

- [Surface for Education One Pagers](#): Surface Go 4, Surface Pro 10, and Surface Pro 11th

- [Support Device needs for Retail Workers brochure](#)

- [Enhance Healthcare Service with Imprivata-Certified Surface Devices](#): to customer 1:1 email about Imprivata Certified Surface devices.

Industry

- [Support Device needs for Healthcare Providers brochure](#)

- [Surface in Healthcare flyer](#)

- [Slides | Surface for Healthcare](#)

- [Support Device needs for Financial Services brochure](#)

Videos

- [Digital Marketing Content OnDemand](#): Learn about the DMC OnDemand tool for automated content marketing.

- [Webinar cutdowns | How Device Choice Impacts AI Adoption](#): Five brief videos from FY25 Device Choice Webinar.

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.

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](#).

Inventory and Lead Times

Availability continues to be dynamic based on area, market, product line, SKU availability, etc.

January 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	No Constraints	6-to-7 weeks
Pro 10 WiFi	No constraints	6-to-7 weeks
Pro 10 5G	No constraints	6 weeks
Pro 11 WiFi	No constraints	6 weeks
Pro 11 5G	No constraints	12-to-15 weeks
Laptop Go 3	No Constraints	6-to-8 weeks
Laptop 6	No constraints	6-to-7 weeks
Laptop 7	No constraints	5-to-6 weeks
Laptop Studio 2	No constraints	5-to-6 weeks
Hub 3 - 50"	No constraints	10-12 weeks
Hub 3 - 85"	No constraints	10-12 weeks
Hub 3 - Cartridge	No constraints	8 weeks
Pro Typecovers	No constraints	6 weeks
Go Typecovers	No Constraints	6 weeks
Dock	No constraints	6 weeks

* Please contact MSFT channel ops for supportability on existing orders.

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

Quarterly Customer Promos

Surface Copilot customer promo: Eligible customers can save up to 7% on select Surface devices. Visit the [customer promotions](#) page on SRA for more information.

Notice of Term Extensions

Extension of Surface DMP Terms

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

If you have already enrolled as a Surface DMP in Partner Center and signed the new Microsoft Reseller Agreement, no action is required. *You can disregard this notice.*

Extension of Surface VADOR terms

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

If you have already enrolled as a Surface VADOR in Partner Center and signed the new Microsoft Reseller Agreement, no action is required. *You can disregard this notice.*

Co-op H1 Claims and H2 Funds

FY2H1 Claim Deadline is February 15, 2025

Surface Partners with Co-op funds should ensure all their FY25H1 claims are entered into the [Partner Center](#) and submitted by February 15, 2025. Make sure to check your Co-op balances in [Partner Center](#) and claim them to avoid forfeiting any funds after the deadline. If you have any questions, you can directly reach out to surfhelp@microsoft.com for assistance.

FY25H2 Co-op Funds Overview

FY25H2 Co-op funds will become visible in Partner Center around February 15, 2025, which is 45 days after the earning period ends to accommodate calculation adjustments. Meanwhile, you can view your estimated Co-op earnings from the

FY25H1 earning period (see [instructions here](#)). Although the figures are not yet final, you can utilize them for your H2 Co-op Marketing Planning.

Surface Virtual Briefings

- **Surface Portfolio Virtual Briefings | August 2024 – June 2025**

    o [View available sessions](#)

- **Surface Hub Virtual Briefings | August 2024 – June 2025**

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| Marketing Updates |

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**

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 Hub Highlights

Surface Hub Briefings: Register today for the next Surface Hub Briefing!

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.

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.

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.