



## Executive Summary

# Evaluating the Business Case of Microsoft Surface

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Outfitting your employees with the right tools for the job has never been more critical. As the labor market tightens and companies compete to hire and retain staff in a fast-evolving hybrid world, one of the most effective ways companies are standing out is by investing in premium PCs for their employees.

The PC is integral to productivity and collaboration, and today's products offer features and functionality well beyond what was available just a few years ago. Companies have come to realize that buying premium devices can have multiplicative effects on employee productivity versus lower-cost hardware, and the marginally-higher cost of a premium PC device represents a small fraction of the employee's salary. When choosing a premium PC for employees, an increasing number of companies are choosing to buy from the portfolio of Microsoft Surface devices. [Read on...](#)

Up to

**\$9,036**

in total 3-year savings and benefits

**2.8x**

3-year return on investment

### 3-Year Costs

**\$3,238**

Surface device, Microsoft M365 E3 subscription, accessories, extended warranty and maintenance

### 3-Year Savings & Benefits

**\$293**

Total direct savings

**\$5,635**

IT Efficiency benefit

**\$3,108**

Employee Experience benefit



IDC conducted extensive research, inclusive of 17 in-depth interviews and a web survey of more than 800 organizations using Microsoft Surface and other PC devices, to understand the business case for organizations of providing their employees with Microsoft Surface devices. IT decision makers provided survey and interview inputs for this Business Value analysis; these decision makers span three continents, 20 private industry verticals, and two public sector verticals. IDC's research demonstrates a broad-based value proposition for investment in Microsoft Surface devices enabled with Microsoft 365 through value realized in lower total cost of ownership, inclusive of direct savings, IT staff time savings, and employee productivity gains.

Overall, IDC's research shows Surface benefits are worth almost three times the investment costs over 3 years due to:

- **Direct savings** through device consolidation, reduced spend on device peripherals, higher residual value, and lower operational costs such as third-party support
- **IT simplicity** from Microsoft Surface devices and Microsoft 365 requiring substantially less IT staff time to deploy, manage, support, and secure
- **Empowering employees** through optimized performance and highly functional features, which result in productivity gains as the result of fewer security- and performance-related issues, enhanced mobility, and deeper employee collaboration

## THE COSTS & SAVINGS

Over 3 years, organizations can save an average of **\$293** per device with Surface  
(powered by Microsoft 365)

 Costs	 Savings
<b>\$1,355</b> Surface Device* Surface Laptop or 2-in-1	<b>\$115</b> Increased Residual Value* 31% higher than other PC devices
<b>\$1,296</b> Microsoft 365 E3 Subscription \$36 per user per month. License cost doesn't change across device manufacturers	<b>\$58</b> Reduced Support 23% lower third-party support & security costs
<b>\$344</b> Accessories	<b>\$120</b> Accessories Savings Fewer hybrid meeting accessories (Camera, Lights, Headset)
<b>\$243</b> Extended Warranty & Maintenance	
<b>\$3,238</b> Total Cost per Surface device (incl. accessories) over 3 years	<b>\$293</b> Total Savings per Surface device (incl. accessories) over 3 years

*"The Surface is a more premium device in our employees' perception. When they see people holding Surface devices, using them, it does help with employee satisfaction and keeping employees around or attracting talent."*

IT PROFESSIONAL, GOV. ORGANIZATION, 5000+ EMPLOYEES

## ADDITIONAL BENEFITS



### IT Efficiency

\$3,756	<b>Device Consolidation</b> 44% of organizations consolidated 2.3 devices on avg.
\$885	<b>Reduced Helpdesk Support</b> 49% fewer helpdesk incidents
\$810	<b>Reduced Ongoing Maintenance</b> 40% reduced IT Staff time spent on maintenance
\$126	<b>Reduced Time for Security Incident Response</b> 34% fewer security incidents
\$42	<b>Reduced IT Deployment Costs</b> 21% reduced IT Staff time spent on deployment
\$18	<b>Reduced IT Staff Time for Ongoing Security</b> 3% reduced IT Staff time spent on ongoing security
-\$2	<b>Higher IT Training Costs</b> 6% increased IT Staff time due to Surface training

**\$5,635 Total IT Benefit per Surface device**  
(over 3 years)



### Employee Experience

\$1,290	<b>Productivity Gains from Increased Mobility</b> +11.6 hours Employee-productivity time per year
\$619	<b>Reduced Employee Time Lost to Helpdesk</b> +5.5 hours Employee-productivity time per year
\$864	<b>Meeting Time Saved</b> +7.7 hours Employee-productivity time per year
\$89	<b>Reduced Employee Time Lost to Security Incidents</b> 30% reduced time waiting for incident resolution
\$60	<b>Faster Surface Deployment to Employees</b> 27% reduced Employee time waiting for device
\$105	<b>Higher Employee Retention*</b> 4% increased retention of Surface-utilizing employees
\$81	<b>Faster Bootup Time</b> 32% faster boot time, 21% fewer reboots with Surface

**\$3,108 Total Employee Benefit per Surface device**  
(over 3 years)

**Up to 2.8X ROI with Surface + Microsoft 365**  
from \$8,743 in additional benefits per Surface device

## Methodology

IDC's research study was conducted from surveys and interviews between December 2021 and February 2022. All respondents were IT decision makers at large organizations (250–5,000+ employees) representing organizations from the United States, Australia, India, Spain, France, United Kingdom, New Zealand, and Germany. Cost and savings findings are based on average cost and time estimates provided directly by respondents; actual costs and savings may vary based on your specific device mix and deployment.

\*Data point derived from 17 in-depth interviews. All other data points derived from 800 survey results (700 Surface organizations with at least 150 Surface Laptops and 2-in-1 Tablets available since 2019, 100 non-Surface organizations). Surface residual value adjusted by IDC to reflect average after 36 months.

For the detailed report, [click here](#).



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