



How technology helps  
business maximize the  
value of ideas

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# Executive summary

It's ideas that differentiate and fuel growth. Which is why businesses need to get behind the people that create them. They can do that by encouraging a culture in which ideas thrive, and by giving people the tools they need to shape, share, and sell their ideas.

The right tools are carefully crafted around what people need. They put people in the driver's seat, making it easier for them to bring their ideas to life and achieve more, faster.

Microsoft has designed a range of technology around what people need: tools that enable people to work the way they work best, while inspiring totally new ways of working, too. Tools that help them to work up the ideas in their heads, and tools that help them to socialize them with co-workers and clients.

These tools have been tried and tested, and this paper shares examples of how they're supporting ideation and strengthening businesses across the globe.

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Surface with Windows 10 and Office 365 helps businesses turn good ideas into great business.

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# Introduction

## Why ideas matter and how to harness their power for your business

### The value of ideas

Ovid believed them to be delicate, while Victor Hugo saw them as stronger than all the armies in the world.

Steinbeck likened them to rabbits, Wilde thought they should be dangerous, and Einstein said he got his best ones shaving.

Whatever ideas mean to you, they're the lifeblood of any business. Organizations of any size thrive on them. It's highly likely they were founded off the back of one.

It's difficult to put a value on ideas. To make a difference, ideas need to translate into products, services, and behaviors that help meet or create a need, that delight customers, and that drive revenue. But none of this happens if ideas aren't there in the first place. You need ideas to differentiate your business and fuel growth.

That's why creativity is the skill CEOs most value in their employees<sup>1</sup>.

### Bringing ideas to life

The process of creating ideas—ideation—is highly individual.

Sometimes we need space to work alone—to consider and craft. At other times, we need to come together and work in groups—to collaborate and connect.

You can read more about these two ways of working in [The Productivity Puzzle: how to get the best out of your people in the modern workplace](#).

In this paper, we're going to focus on how businesses support people, and ideas, whatever mode they're in.

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75% of people think they're not living up to their creative potential

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### How to support ideation

#### Company culture

80% of employees feel that they're increasingly being pressured to be more productive rather than more creative<sup>2</sup>. This pressure to improve productivity can stifle creativity: 75% of people think they're not living up to their creative potential<sup>3</sup>.

Business leaders can help by creating a culture that supports ideas, and where productivity is about 'achieving more' rather than 'doing more.'

#### The right tools

In an increasingly mobile world, the one-size-fits-all desktop PC and inadequate mobile devices hold people back. Organizations should give employees tools with the power and performance they need to work where and how they work best. Tools that enhance creation and collaboration.

### How Microsoft can help

We recognize that you need to empower individuals in business to do more, and do great things.

For Microsoft, personal computing is just that. Personal. People are the hub, not devices, and we create software and hardware that fit around people rather than the other way round.

Microsoft is dedicated to making tools that help people to capture, develop, share, refine, and implement their ideas in the most creative and productive ways possible.

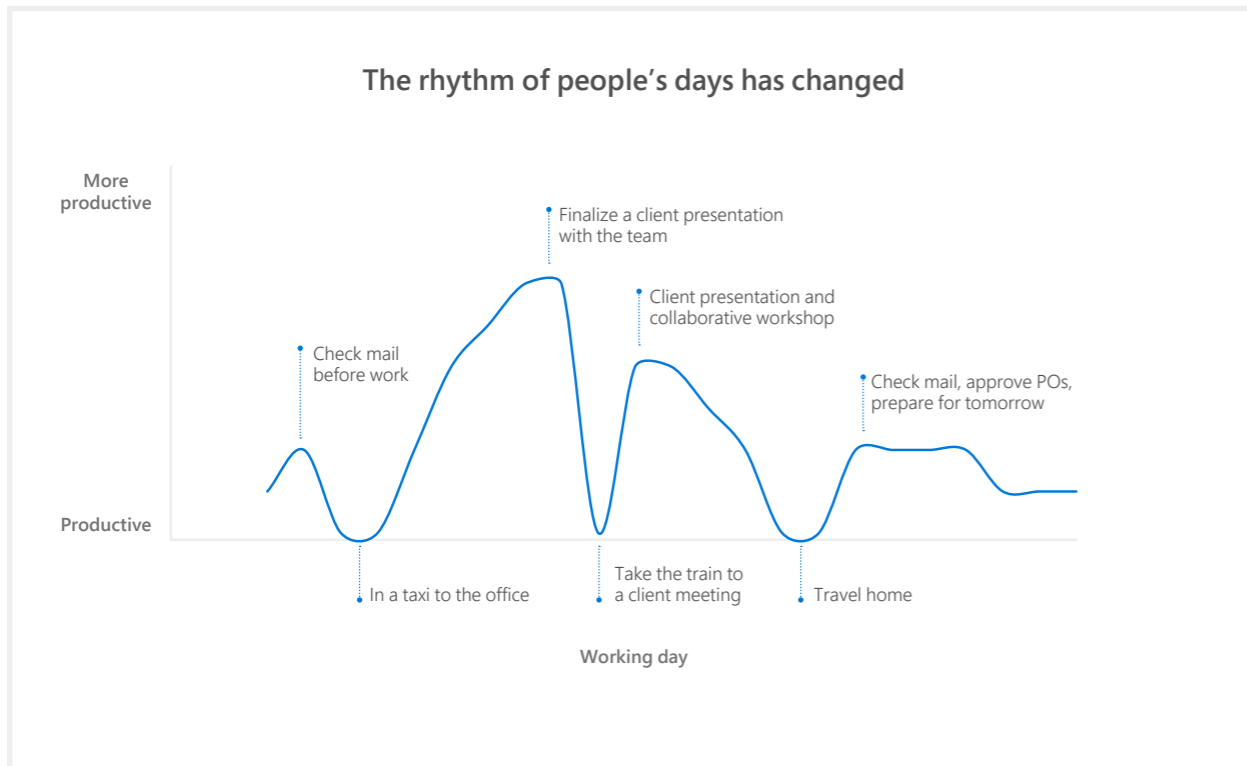
1. Source: Adobe, State of Create study, April 2012

2. 80% in US and UK, 85% in France. Source: Adobe, State of Create study, April 2012

3. Source: Adobe, State of Create study, April 2012

# Tools that help you capture ideas...

The right device. The right place. The right time



## One thing's for certain, ideas don't stick to 9 to 5

The when and where of ideation is as individual as the how. Technology needs to recognize this, and be ready to deliver when people are ready to ideate.

The rhythm of people's days has changed. Devices need to beat to that same rhythm. Sometimes the emphasis is on portability: devices that are thin and light, but with the power required to get things done. At other times, it's on productivity: where the sheer functionality of the device outweighs any other criteria. Not forgetting those moments when what we need most is tools that help us to collaborate.

**"We're a little OCD here... we're obsessive."**

Stevie Bathiche, Research Manager,  
Microsoft's Applied Sciences Group

## Crafting devices that unlock creativity

The Surface team follows five core values. Two core values the Surface team follows are relevant here.

'Be human.' Everything starts with understanding what users really need to improve ideation. And feedback—good and bad—informs every stage of the product development process.

'Be relentless.' We sweat the small stuff to deliver the meticulous crafting that enables businesses to turn good ideas into great business.

## Each device does more

Users told us that they wanted flexible devices to help them work anytime and anywhere. That's why we put so much emphasis on versatility.

Surface Book is a great example. It's so much more than a laptop, giving people new opportunities to be creative and helping them turn ideas into tangible business outputs.

# ... and bring them to life

The right device. The right place. The right time

## The right tool for the task in hand

But people don't use just one device anymore. They want to use the best device for where they are and what they're trying to achieve. That's why Microsoft has created a portfolio of devices to suit each moment—from concept through to creation.

## A seamless experience with Windows 10

Beautifully crafted, high-performing hardware isn't enough. People want to be able to switch seamlessly between devices, and pick up an idea where they left off. This requires universal software, and that's why all Microsoft devices run on Windows 10: the best operating system in the business.

For your employees, this means they can access the programs they know and love, whichever device they're working on, and everything will look familiar.

For your business, this means devices are easy to set up and manage using existing mobile device management (MDM) systems. And, because Windows 10 is our most secure operating system, businesses get the peace of mind that comes with knowing their ideas, intellectual property, and data is [protected from modern security threats](#).

## Store, share, and socialize your ideas with Office 365

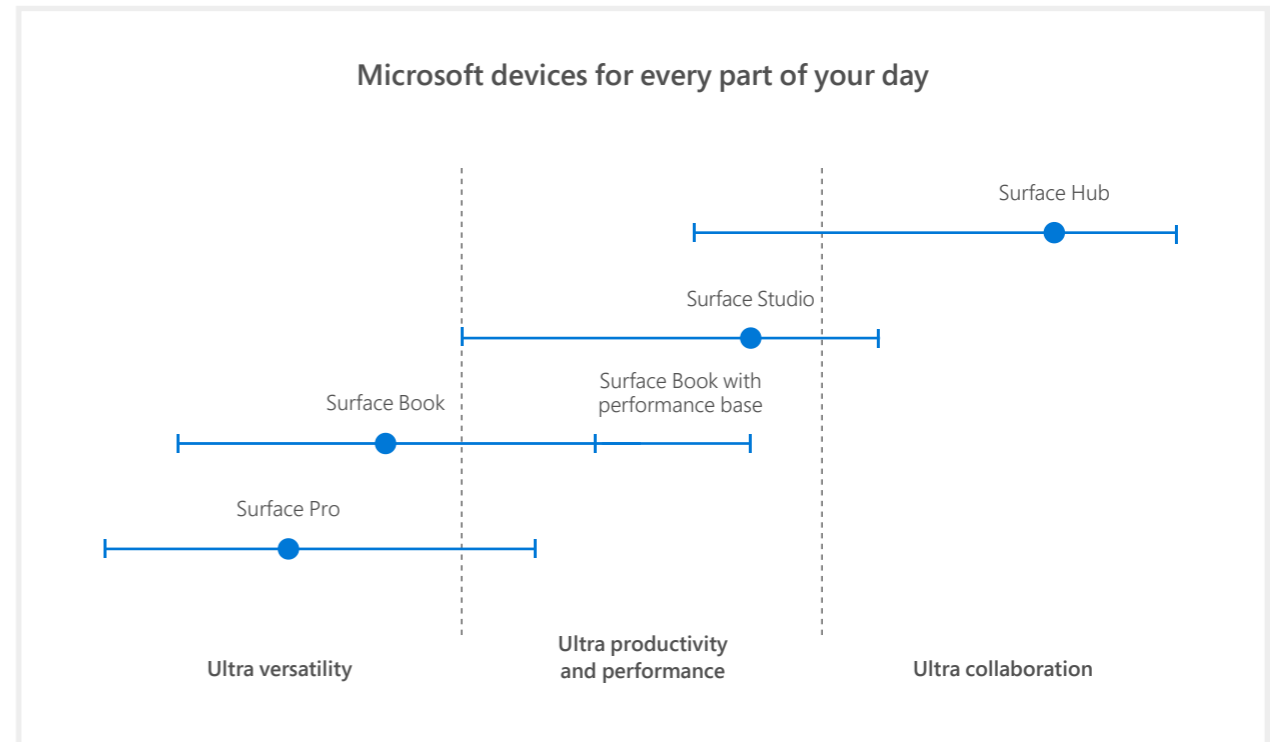
Having anytime access to trusted software and your valuable files and data is a key part of unleashing creativity. Which explains the growing popularity of cloud productivity solutions.

Office 365 brings all your work together into one place that can be accessed from anywhere. Employees get a truly seamless, connected ideation experience: they can start an idea on one device, develop it on another, and present it on a third.

It helps you to get great ideas out into the market quicker, and it's flexible and scalable for the business too.

“Innovation is like compound interest. The more times you can iterate on an idea, the stronger it becomes.”

Andrew Hill, Senior Director of Mechanical Engineering, Microsoft



How technology helps business to maximize the value of ideas

# Ideation in action

Businesses put Surface, Windows 10, and Office 365 to the test

The tools we use to support ideation and collaboration should be both intuitive and inspiring. Making it easier for us to work the way that we work best, and helping us take ideas from concept to creation as smoothly as possible. Here are some examples of how Surface is helping businesses unlock creativity today.



# In manufacturing: game-changing design with Surface

Surface offers the power and performance that designers, engineers, and manufacturers need to run essential design software and take ideation to the next level.

For Joe Bohman, VP of Product Engineering Software at Siemens PLM Software, "Surface and NX have changed the course of engineering, and are paving the way for engineers to come."

## What Surface means to Joe

### Empowering creativity to transform business

"Surface devices allow people to completely rethink the way they design and develop products. For the first time, they can use their device to simultaneously design and edit scanned, organic, and engineered shapes, allowing engineers to create products that could never have been manufactured before."

### Getting hands-on with design

"Surface Studio and Surface Book offer our users a more flexible and creative platform for design... they can fully immerse themselves and create directly with their hands, making the process more tactile and creative."

### Powerful, intuitive accessories

Surface Pen offers "the same experience of pen and paper" but takes it "directly onto the computer." Surface Dial "takes touch interaction to the next level," making it easy for designers to zoom, pan, and rotate 3D models.

### Ideation is easier, designs look better

The "vibrant, beautiful, high-resolution screen" gives a greater sense of confidence and precision when looking at complex shapes." Designs "leap out" so that "our customers can see them like never before."

### Mobility, for modern engineering

"Powerful mobile devices like the new Surface Book with Performance Base enable engineers to use NX to design and revise products in locations they could never before, like in the field or sitting with customers."

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"Surface was not just a new iteration of technology, it was a milestone that changed the game."

Joe Bohman, VP of Product Engineering Software, Siemens PLM Software

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# In legal services: innovative collaboration drives better business outcomes

Ideas aren't just for the 'creative' industry. They also give law firms the edge in an industry where success often hinges on which side can tell the most compelling story.

Surface is transforming creative collaboration at Bartlit Beck Herman Palenchar & Scott LLP. Alex Buck, COO and Firm Counsel, recognizes its potential to modernize trials and improve business outcomes.

## What Surface means to Alex

### Amplified creativity, drive, and teamwork

Client service improves as lawyers come together via Surface Hub to share knowledge, brainstorm ideas, and build successful cases. "We use Surface Hub to connect by Skype for Business... and share our screens. It's a seamless integration of the team."

### New ways to share ideas fast and securely

Digital inking with Surface Pen makes sharing ideas easier: "We can pick up a pen and start drawing on Surface Hub, save the results in OneNote, and share them with other team members instantly." Out of the office, Surface enables lawyers to be paperless, making note-taking and document-signing more efficient and secure.

### Building stronger cases

Surface Hub will help bring complex evidence and arguments to life in trials: "We envision using Surface Hub to clearly show documents, with callouts and highlights. We think it will change the deposition experience."

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"With Surface Hub, witnesses will be more comfortable and it will be easier for juries to engage and follow what's going on. We want this to be part of every trial."

Alex Buck, COO and Firm Counsel, Bartlit Beck Herman Palenchar & Scott LLP

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# In finance: ideas to hand, wherever you are

Financial analysts and advisors need to share and develop their ideas with clients. Technology should free them from their desks, and make admin quicker and easier, so they have more time for the thinking and advising that really counts.

Financial Analyst Christian Wallace believes that "Surface is the most important tool we've brought into the business... for helping drive performance."

## What Surface means to Christian

### Mobility, with no compromise to security

Surface "really allows me, for the first time, to be truly mobile." As it is for many businesses who handle confidential client data, "network and data security is... a top priority for us." The enterprise-grade security of Windows 10 protects against viruses, and OneDrive cloud storage via [Office 365](#) ensures protected access to client documents.

### Essential business apps, anytime and anywhere

Surface with Windows 10 and [Office 365](#) gives Christian seamless access to specific financial apps, as well as his Microsoft favorites: Excel, Outlook, and OneNote. "Surface doesn't flinch at handling the workload. It runs perfectly... my full suite of applications running simultaneously."

### Innovative tools that make work more efficient and effective

Surface Pen adds "a whole new dimension to note-taking... I can take handwritten notes while standing and talking to someone." With digital inking from Surface Pen, plus support for DocuSign<sup>1</sup>, Christian can also use his Surface to capture client signatures on documents.

### Technology that works around him

Some jobs are easier on a bigger screen. Christian is impressed by "how well the docking station transformed a tablet-sized device into a desktop PC with a large screen monitor and mouse connected."

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"Surface has definitely become the most important piece of technology I own."

Christian Wallace, Financial Analyst,  
Emancipation Capital

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# A portfolio full of ideas

The right device for the moment: from concept to creation, with collaboration along the way



# Surface Pro

The most versatile laptop.

So people can work the way they want to.  
And the way customers demand.

- Slim and light with Windows 10 security, including Windows Hello sign in
- Connect from virtually anywhere with LTE support<sup>1</sup>
- The power to use all the processing-intensive programs you need
- Personalized Type Cover with luxurious Alcantara<sup>®</sup> fabric in stunning new colors<sup>2</sup>

[Learn more](#)



1. Coming soon; coverage varies, see provider for details  
2. Surface Pen and Type Cover sold separately

# Surface Book

The ultimate laptop, with the versatility of a tablet and creative canvas.

For people who value meticulous crafting, and need power and unmatched graphics to go.

- 6th Gen Intel<sup>®</sup> Core<sup>™</sup> processor and optional discrete GPU
- Surface Book with Performance Base offers 2x graphics performance
- Ideas come to life with Surface Pen and Surface Dial<sup>3</sup>
- Detachable screen with vivid and bright PixelSense display

[Learn more](#)



3. Comes with Surface Pen. Surface Dial sold separately

# Surface Studio

Turn your desk into a Studio.

For designers, engineers, and creatives who want to breathe life into their ideas.

- Use it upright or draw on it like a drafting table
- A brilliant 28" PixelSense display
- Professional-grade power and performance
- Get hands-on with your creations using Surface Pen and Surface Dial<sup>1</sup>

[Learn more](#)



1. Comes with Surface Pen. Surface Dial sold separately

# Surface Hub

Unlock the power of the group.

For people who want to come together to share and develop ideas.

- Whiteboard, conference center, projection screen, and more
- Responsive digital inking to capture meeting notes and ideas
- Built-in video conferencing with Skype for Business
- Available in two sizes: 55" and 84"

[Learn more](#)

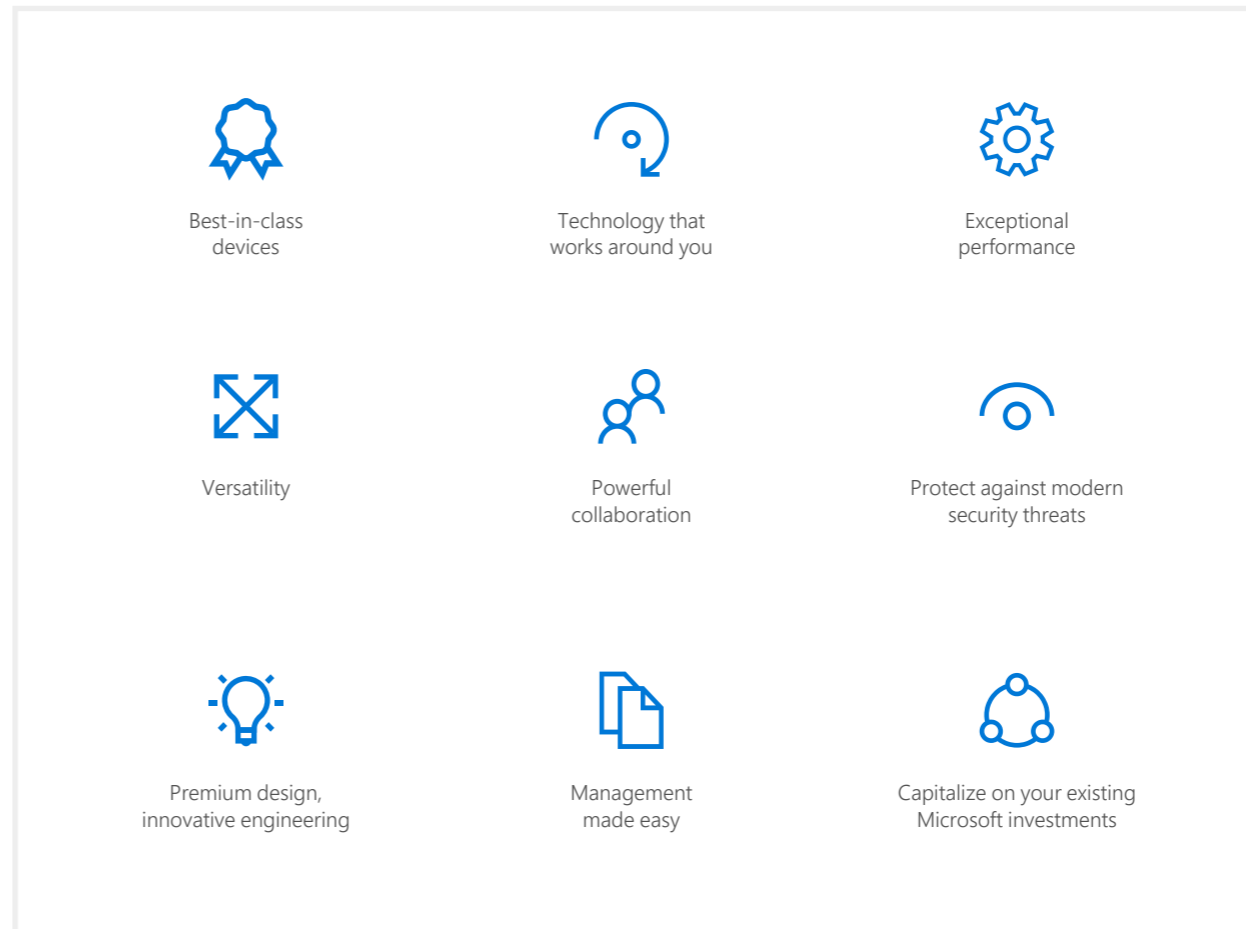











# Conclusion: take your ideas to the next level

Surface with Windows 10 and Office 365 is empowering ideation across the globe, and giving organizations the support they need to turn good ideas into great business. It can help you to transform your business, too.

To get in touch and find out more, [click here](#).

Concerned about deployment and integration? Want to see how quick and easy it is to get up and running with Surface? [Check out our simple at-a-glance deployment guide](#).



 Best-in-class devices	 Technology that works around you	 Exceptional performance
 Versatility	 Powerful collaboration	 Protect against modern security threats
 Premium design, innovative engineering	 Management made easy	 Capitalize on your existing Microsoft investments



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