

## MEDIA FACT SHEET

### Microsoft Store: Small and Midsize Business Support and Services

---

#### **OVERVIEW**

Microsoft Store is designed to support the needs of local business owners and entrepreneurs. The more than 100 retail locations in the U.S., Canada, Puerto Rico and Australia and [microsoftstore.com](https://microsoftstore.com) are a resource for small and midsize businesses searching for new opportunities to network and learn about the latest technology to help them grow. In addition to offering an assortment of best-in-class products like Surface devices through Surface Membership, Windows 10 devices and Office 365, Microsoft Store provides offerings such as Answer Desk tech support and SMB Zones to serve as a hub for owners of small and midsize businesses looking to improve their technology while connecting with others in the community.

#### **PRODUCTS**

Microsoft Store offers products that businesses need to grow including Surface devices, Surface Hub, Windows devices, Office 365 and accessories.

#### **IN-STORE SERVICES**

Small- and midsize business customers can take advantage of the following at Microsoft Store locations:

- **Business Sales Specialists.** Highly trained experts provide consultations both in-store and onsite at a customer's office to help customize the right technology for their business.
- **SMB Zone.** SMB Zones feature hands-on access to business-grade technology that's built for business and made with business owners and entrepreneurs in mind.
- **Customized Business Solutions.** Buy or lease great business-grade products and services with an all-inclusive, flexible payment plan available only from Microsoft Store.
  - **Surface Membership.** Surface Membership provides small- and midsize business customers with access to the latest Surface devices with financing options, and membership benefits like in-store and phone support, one-on-one personal training, member discounts, and more.
  - **Accelerate Your Business.** This leasing program allows small and midsize business customers to choose from device and service bundles from partners like Dell and Intel, based upon their needs.
- **Answer Desk.** Advisors help small and midsize businesses keep their devices running smoothly. They are on hand to answer technical questions, make recommendations, and offer full service and support on all software and hardware. In fact, they'll answer questions and attempt to fix any device with Microsoft software free of charge, regardless of what device you have or where you bought it, so it's like having your very own help desk and IT support right in our store. Sign up for Answer Desk tech support appointments on [microsoftstore.com](https://microsoftstore.com) and get access to 24/7 phone customer support, including online chat. In-person services and support offerings include:
  - Software repair
  - Virus and malware removal
  - PC tuneups for increased performance
  - Hardware upgrades and installation
  - Data backup
  - Diagnostics
  - OneDrive setup
  - Data recovery

#### **Device Customization**

- **Asset tagging.** This enables the easy tracking and management of devices with customized tags to assist in theft prevention, inventory tracking and recovery.
- **Image loading.** With customized software installation for businesses, we can apply a customized image, including apps, software, wallpaper and network configuration to Microsoft Store-purchased devices.
- **Etching and skinning.** Customized devices offer a uniform look that's unique to a company's brand.
- **Kitting.** For efficiency, Microsoft Store can merge products into a single packaged kit for employees.
- **Distribution logistics.** Microsoft Store delivers products how, when and where customers want them.



**Personal training.** Microsoft Store specialists educate customers with tutorials about Windows devices, Office 365, OneNote, Skype, OneDrive and more. Personal technology trainings are available for \$49 for one hour or \$99 for one year of unlimited use.

**In-store events.** Microsoft Store locations regularly host networking events, workshops, trainings and seminars on topics like Surface Hub, "Quick and Easy Online Advertising" and "How to Stay in Touch With Customers" led by both Microsoft and industry experts.

**Hosting events.** The Community Theater is available (at most stores) for businesses to host trainings or networking events, free of cost.

For more information about Microsoft Store and its SMB offerings, please contact [microsoftstorepress@assemblyinc.com](mailto:microsoftstorepress@assemblyinc.com) or visit [microsoftstore.com](http://microsoftstore.com).