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. Microsoft Store locations across the U.S., Canada, Puerto Rico and Australia and microsoft.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 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 customers’ offices to help customize the right technology for their business.
- **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, based upon their needs, from partners like Dell and Intel.
- **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. 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 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 and workshops spanning topics such as Small Business Academy, trainings and seminars on topics like Surface Hub and Cybersecurity 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 or visit microsoft.com.