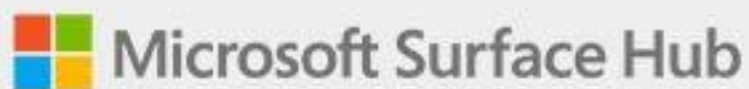
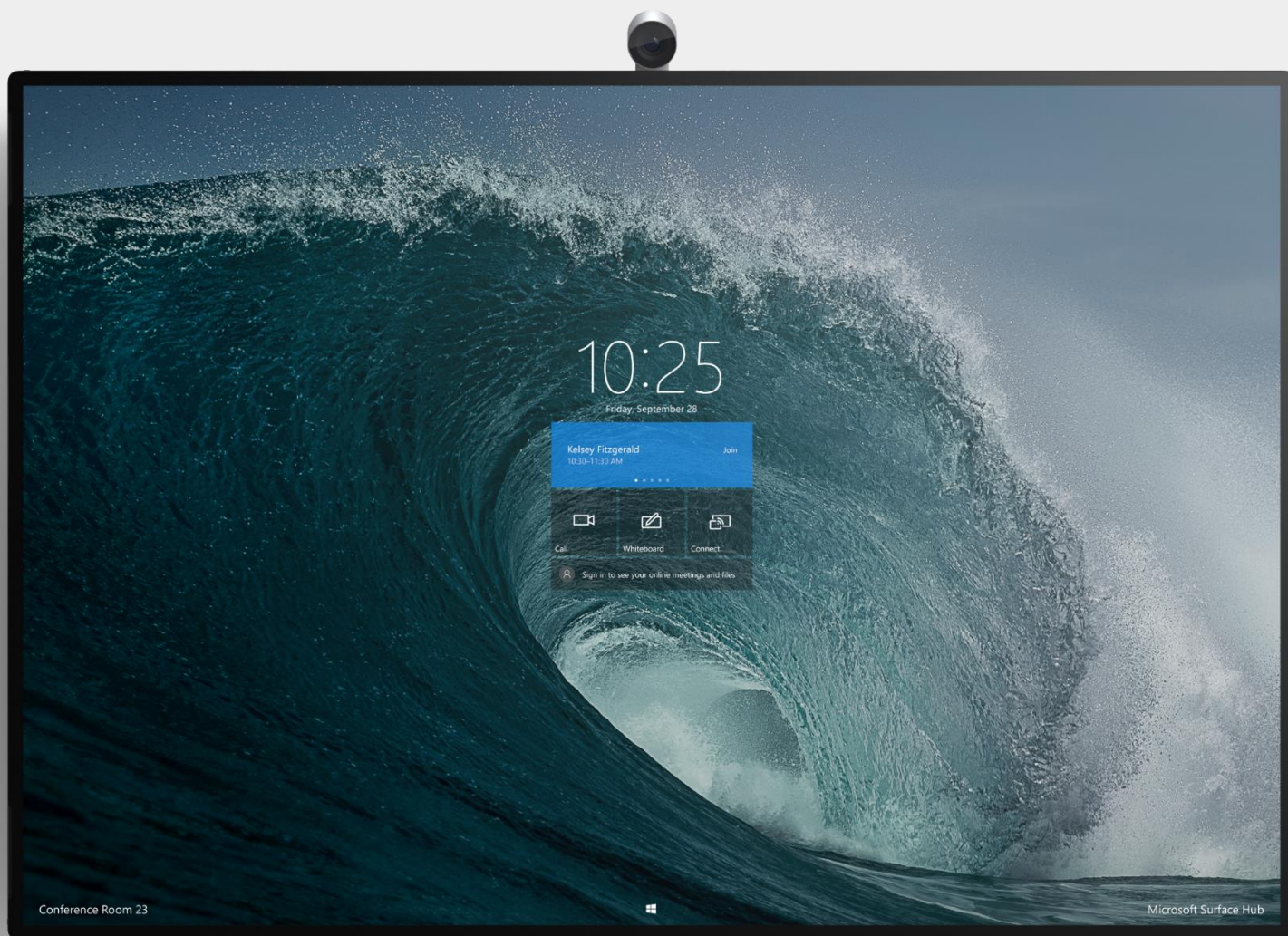


Surface Hub Adoption Kit

A guide for generating Surface Hub awareness and driving Surface Hub adoption



Introduction

The goal of the Surface Hub Adoption Kit is to provide your organization the tools and best practices regarding technical readiness and equip your organization with quick and informative Surface Hub reference materials in order to expedite Surface Hub adoption for your lines of business.

Effectively driving adoption can be **the** biggest challenge when rolling out new technologies to end users. Without proper guidance the most well-intentioned changes can cause overwhelming issues for all those involved. The Surface Hub Adoption Kit was created to help reduce adoption stress and help accelerate Surface Hub usage throughout the organization. This document will help you plan for **success** by helping you understand your organization's technical baseline, while also preparing you for each challenge along the way. Not only is it important to centralize Surface Hub FAQs/tips/documentation to make it accessible to users, it is vital that you develop a comprehensive Surface Hub awareness plan and scalable end user training strategy. Your users will thank you for making your organization's Surface Hub deployment both cost-effective and a happier experience for everyone involved.

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1. Microsoft Technology Checkpoint

For your organization to effectively adopt Surface Hub, users need to understand how Surface Hub fits into their teams' day-to-day modern, mobile workplace or education journey.

Surface Hub is a team collaboration tool powered by Windows 10 Team, Microsoft Teams, Office 365 with OneDrive, Exchange, Microsoft Whiteboard, and Intune.

If a large portion of your organization is brand-new to Microsoft Teams, OneDrive, Office 365, Windows 10, touch-enabled laptops, and/or Skype for Business, training users on these modern technologies first is an important step to maximizing Surface Hub adoption.

2. Identify Where to Centralize Surface Hub Tips, FAQs, Documentation and Feedback

In preparation for driving Surface Hub awareness and adoption, think about how your organization currently centralizes technology information. Where do users go to learn more about internal projects? How do they open help desk tickets? Does your organization have an internal library of technical and self-help information?

We highly recommend leveraging an existing internal library or implementing a new portal for Surface Hub support information, FAQs, documentation, and feedback collection such as an *Organization-wide team in Microsoft Teams*.

The goal is to ensure Surface Hub adoption content is available and discoverable in the location of your choice. This content may be deployed in SharePoint, Microsoft Teams, or another internal web site. With a SharePoint or Microsoft Teams site, you can access this information directly on the Surface Hub via portal.office.com or teams.microsoft.com. This makes it easier for IT support staff to communicate and work together.

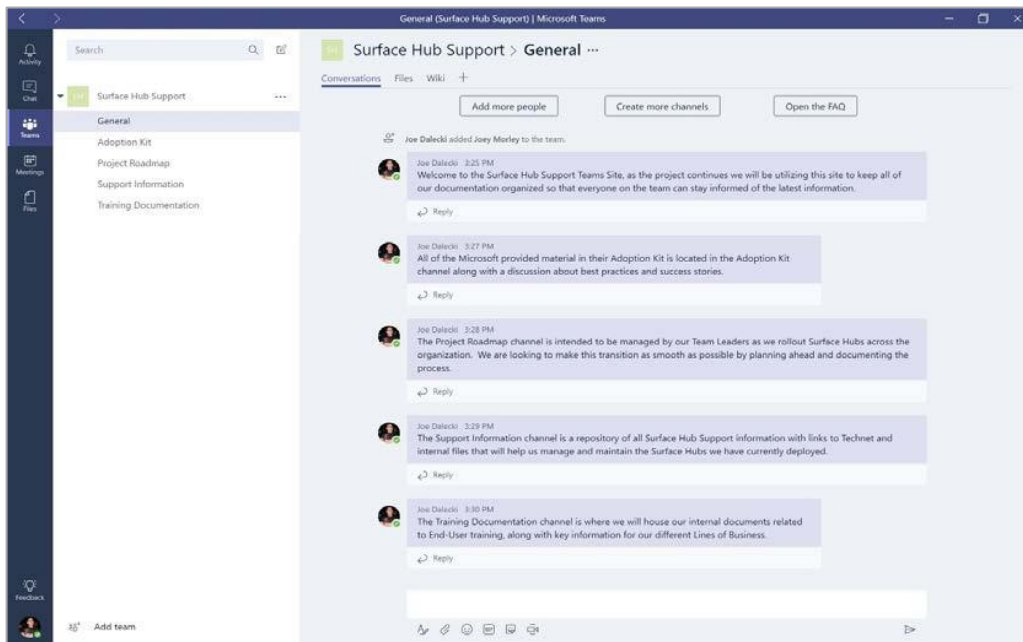
Common Surface Hub FAQs:

These are some of the questions you should be prepared to answer for users in your organization.

1. Where do I find quick tips for using Surface Hub?
2. How do I book or reserve Surface Hub?
3. When will my department have Surface Hubs?
4. What apps are relevant to my day-to-day workflow?
5. How do I report a problem?

See Section 5, Surface Hub Reference Materials, for suggestions on information to add to your internal portal.

As an example, here's a Microsoft Teams site your organization could leverage to centralize important Surface Hub information.



3. Drive Surface Hub Awareness

Many Microsoft customers have discovered that hosting a “Surface Hub Awareness Day” event is a great way to expose first-time users to Surface Hub.

The event can be advertised ahead of time for an open area (e.g., cafeteria) or a specified conference room. It can last for an hour or all day. The goal is to have users come by and see quick, bite-sized demos of Surface Hub at a time that fits their schedules. Users can walk away excited to learn more about the powerful device your organization has chosen.

Surface Hub Awareness Day events can be conducted by Microsoft authorized personnel, or we can work with you to develop what we call “Surface Hub Ambassadors” to conduct the event.

After conducting Surface Hub Awareness Day event(s) (it may take multiple days if your organization has Surface Hubs in multiple locations), a more formalized Surface Hub education plan can be developed.

3.1. Identify Surface Hub Ambassadors

Microsoft customers have discovered that having a trusted internal resource who is passionate about Surface Hub and related technology such as Microsoft Teams helps accelerate Surface Hub adoption with other end users.

Surface Hub Ambassadors are trusted internal resources who could be part of your technical support group, or a group of dedicated “power users” who enjoy learning new technology and sharing their experiences with others.

Surface Hub Ambassadors could be trained the morning of the Surface Hub Awareness Day, and then they, along with Microsoft-authorized personnel, can help drive adoption and awareness throughout the event.

Surface Hub Ambassadors can help keep the adoption momentum going after the Surface Hub Awareness Day event(s).

3.2. Microsoft Partners Can Help You Develop and Deliver a Successful Demo

We recommend you discuss your Surface Hub Awareness Day and adoption project with your Microsoft Partner of choice. They can help you and your teams develop relevant and successful demos that will expedite Surface Hub adoption.

In addition, it is helpful to have a brief demo prepared in advance. The goal of a demo script is to offer a framework to begin developing precisely relevant demos for your executives, lines of business leaders, and end users.

Together with your Microsoft Partner, your teams can confidently prepare and execute demos that will resonate with your lines of business.

4. Develop a Plan to Train Surface Hub Users, Ambassadors, and/or Experts

To maximize Surface Hub adoption, a clear plan for end-user training should be established and utilized. Defining end-user categories is a great place to begin.

If the audience is:	We recommend this type of training:	With this general duration:
End-Users brand-new to Surface Hub	End User Training – A hands-on, interactive training session that takes users from little to no Surface Hub/Teams knowledge to a confident user	2-3 Hours depending on their knowledge of Teams, Skype, O365, and Windows 10
Executive, VIP, Admin, Assistant	Laser-focused session specific to line-of-business use cases	30–60 Minutes
Technical Experts, Power Users	Power User and Help Desk – Topics depend on your technical environment	1-3 Hours, depending on topics covered
Technology Trainers	In-depth technology knowledge for IT Pros – is usually recommended for companies that rely on internal or external IT support teams or for partners aiming to support Surface Hub	1–3 Days

Extend Surface Hub with Apps

Also, think about applications that you leverage in your organization. Surface Hub leverages Windows 10 Universal Windows Platform (UWP) apps. In addition to the UWP apps available today in the Windows Store, could your organization benefit from an application developed for your line of business?

[CollaBoard – Collaboration](#)

[AirServer Surface Hub Edition – iOS connect](#)

Collaborative
Apps

[Mural – Collaboration](#)

[Network File Manager – Connect network file shares](#)

[Microsoft Remote Desktop – Connect remote PC](#)

[Stormboard – Collaboration](#)

[AutoCAD 360 – CAD viewer](#)

[Aveva Engage Demonstrator – Engineering 3D viewer](#)

[Catchbook – Sketch](#)

[JT2Go – 3D viewer](#)

[Fresh Paint – Painting](#)

[Sketchable – Sketch](#)

	Drawboard PDF – PDF markup
Productivity	Bull Clip – PDF markup
	Plumbago – Note taking

Fun Apps	Crossy Road – Game
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We recommend working with your Microsoft Partner of choice for further guidance on user training and application development.

5. Surface Hub Reference Materials

5.1. Surface Hub Demo Tips and Tricks for Surface Hub Awareness Event(s)

+

It's Exciting. ... Surface Hub is one of the most demonstrated, fan-inspiring technologies within Microsoft today. Here are some tips and tricks to make your demo experience unforgettable for your audience.

Think more like John King, less like Steve Jobs.

It's no surprise why Perceptive Pixel, the precursor technology to Surface Hub, was adopted by so many broadcast organizations and desired by so many executives. Driving a presentation from the device, using touch is a more engaging experience than passively flipping through slides. Imagine watching a news segment with a detached voice-over while content passed over the screen. We can all agree, when a presenter is standing in front of a large screen and driving the content, the audience is more engaged, the data livelier, and the presenter more in control.

When thinking about your presentation, go heavier on elements that are interactive and use the technology Surface Hub provides. Swipe the screen with your hand to move the presentation forward, don't use a clicker or keyboard. Use PowerPoint slide transitions like "Cover" and "Page Curl" as a way to emphasize the touch and dynamics of a Surface Hub presentation and leverage the Pen to add diagrams and emphasis to your slides (kind of like a "chalk talk"). PowerPoint in particular becomes a great tool to facilitate an engaging conversation on Surface Hub.

Know the room

Understanding the layout of the room you're going to present in is critical, especially when you consider how much space you will have to stand at Surface Hub. In some cases, with a smaller room, Surface Hub is large enough for everyone to see, however in larger rooms, consider projecting the content to an overhead projector screen if available. This doesn't mean you should drive the presentation from the projector—you still want to stand at Surface Hub—the projector is just there to allow those in the room who can't see Surface Hub clearly to follow along with you.

Know your audience

This should go without saying, but *good* demos clearly communicate Surface Hub's value proposition in a way that users can understand. **Great** demos, however, clearly communicate Surface Hub's value prop using real-world problems (pain), using the organization's brand as much as possible.

Users understand quicker, and greatly appreciate, when a presenter uses their business and their business problems and points out how Surface Hub will solve those business problems. Always tailor your presentation to *their* world (simple things like their *branding* and their *business language* make a **huge** difference). Reference their webpage for their brand imagery and contact the customer account team if you're not on it, to determine what business problems they're trying to solve. The easier you make it for them to understand how *your* product solves *their* business problems, using *their* language, the closer you are to driving adoption.

Get them on the device

This cannot be said any simpler—"to learn touch, you need to *touch*." Touch technology is experiential. People have expectations on how touch interfaces work and how they feel. Surface Hub is designed to have the best touch experience of any device on the market, so getting your audience up on the device during your demonstration is *critical*. Critical. Dedicate

a portion of the agenda to bring one or two individuals up onto the board and then leave time at the end of the demo for anyone who wants to come up to Surface Hub to do so.

Be encouraging. People are often hesitant to touch Surface Hub initially. Use a line like, “This is the audience participation part of the presentation,” and ask someone to come up. When they are on their feet, use Maps, Whiteboard, and/or JT2Go (an app from our partners at Siemens) to demonstrate how the technology works and how it *feels*.

When people actually touch the Surface Hub device, they immediately understand how different it is from other antiquated technologies they may have experienced.

It’s Windows. It’s Office.

One of the most powerful messages that you can land with a user is that there is no proprietary software involved in our solution. When a customer asks, “What is the operating system that drives the device?” its “Windows.” When they ask if they could “develop an app that [fill in the blank],” you can say, “If you can do that on Windows, then yes.” The same goes for Office and Windows applications as a whole. They have everything they need already. In many cases, they are already licensed for the majority of software they would need to use.

Use Microsoft Whiteboard to diagram and draw as a team on any device!

Nothing reinforces the “It’s Windows. It’s Office.” message more clearly than using PowerPoint or Whiteboard to capture and then share your notes and diagrams from the presentation. As you go through a PowerPoint deck, use the Pen to draw diagrams and jot notes. Create a blank slide or two for the purpose of note taking. When you’re done, demonstrate that you can send the entire PowerPoint deck, with all the notes and diagrams from your session, to the customer as part of the follow up. The same goes for Whiteboard. Draw with ink, romance how fluid and natural it feels. And when you’re done, use the sharing tools again to enable real-time creativity and then email your Whiteboard to your participants. In both scenarios, you now have a digital copy of what was discussed, reinforcing how your users can improve collaboration and communication in their organization.

By following these tips and tricks, you can guarantee your users will leave the demonstration raving about Surface Hub.

5.2. Configure Surface Hub Resource Account Auto Response

In order to drive Surface Hub adoption and increase awareness of the new technology, it is important to use a wide variety of communication tools. One tool that can greatly enhance end user's comfort level with Surface Hub is to customize the response that users receive from the Surface Hub room when they invite it to a meeting.

During the configuration of the Surface Hub resource account, you will configure it as a resource in Exchange. You will also set certain parameters related to the processing of calendar items. One of those is the additional response that is appended to the Auto-Response for meeting invitations.

Follow these steps to customize the message for your Surface Hub room:

1. Configure the resource account in PowerShell by following the directions outlined for your environment [here](#).
2. When applying the Calendar Processing rules to the resource account for Surface Hub, you may opt to use the Additional Response parameter to set the contents of the message received when inviting Surface Hub to a meeting.
3. The Set-CalendarProcessing cmdlet is used to set several parameters for the resource account according to your organization's needs.

The `-additionalresponse` parameter can be used similar to the example below to customize the message that users will receive (*text in red should be changed to match your environment—the identity is the account name you are configuring, and the email address should be the email users send questions or feedback to*):

```
set-calendarprocessing -identity surfacehub -additionalresponse "This is a Surface Hub room!  
<align=justify> This message is intended to help you get started with the new Surface Hub. If  
your meeting request was accepted: Congratulations, you have scheduled a meeting with a  
Surface Hub.</p><p align=justify>Surface Hub is an all-in-one collaboration device that enables  
interactive meeting scenarios, video conferencing, whiteboarding, PowerPoint presentations, and  
more. We are excited to have you try Surface Hub and would love to hear your feedback! To use
```

Surface Hub, make sure that your meeting is a **Skype/Teams** Meeting. </p><p align=justify>Here is some information to help you get started.</p><p align=justify> 1.) Join Meeting – Just touch the Join button on Surface Hub to join your scheduled meeting. Don't see a Join button? Make sure you have invited the correct resource and that Surface Hub has accepted the invitation.</p><p align=justify> 2.) Launch Whiteboard – The Whiteboard will automatically start when you join a meeting, or you can tap the Whiteboard app on the Welcome screen or Start menu.</p><p align=justify> 3.) Present PowerPoint – You can attach a PowerPoint Presentation to the Skype meeting invitation and present it from Surface Hub or access a PowerPoint Presentation that has been saved to OneDrive or on a USB Flash Drive.</p><p align=justify> 4.) Connect Your Device – If you are using Windows 10 with Miracast, press the Windows Key + K to bring up the Connect panel and project your screen onto Surface Hub and control your device from the Surface Hub touchscreen. If your device doesn't support Miracast, you can also connect with wires.</p><p align=justify> 5.) Surface Hub Videos – Click HERE to access some short helpful videos on using the Surface Hub.</p><p align=justify>If you run into any issues or have any questions, ideas, or feedback, please contact **the Support Team** at Support@Company.com Thanks!</p>"

4. Finish configuring the device account by completing the rest of the steps necessary for your organization.
5. When Surface Hub is invited to a meeting, the response received will be easy to read and contain useful information for the user.

5.3. Available training and reference material for users

Microsoft has developed materials that you can make available for your users to aid in adoption.

As part of this adoption package you will find:

- Training Guide – End user
- Training Guide – Power user
- Training Guide – Help desk
- Training Guide – Microsoft Teams desktop
- Guide to Navigation on Surface Hub
- Guide to Office 365 on Surface Hub
- Guide to Microsoft Whiteboard on Surface Hub
- Guide to Microsoft Teams on Surface Hub
- Quick Reference Cards for Surface Hub
- FAQ for Surface Hub

Congratulations on your organization's new Surface Hub. We hope this Adoption Kit helps your organization along its Surface Hub adoption journey!

Appendix A - Surface Hub Demo Script for Hub Awareness Event(s)

Surface Hub Pillars - Teamwork without boundaries

Teamwork anywhere

Bring remote teams together

Fluid team collaboration

Items in italics are **suggested** talking points

Identify Topic and/or Take Action	Discussion Points
<p>Before tapping anything, tour the hardware and Welcome screen</p>	<ul style="list-style-type: none"> • <i>“So what are we looking at?”</i> • Integrated computer • State-of-the-art technology
<p>Modern Mobile Workplace</p>	<ul style="list-style-type: none"> • <i>“One of the few devices you’ll use at 12 inches and 12 feet.”</i> • <i>“This is designed to fit into any space in the changing, modern mobile workplace—whether it’s a traditional conference room or more open or casual “huddle spaces.”</i> • <i>“36% of enterprises believe open workspaces will grow in next 24 months, 34% for “Huddle Rooms.”</i>
<p>Power Plug and Ethernet</p>	<p><i>“The idea is you can take it out of the box, put it on the wall or the cart, plug in just power and you’re ready to go using built-in Wi-Fi— or you can plug in one more cable for Ethernet.”</i></p>
<p>Communal OS and “Walkup and Use”</p>	<p>Three key apps (Teams, Whiteboard and Connect) to cover most common scenarios</p>

<p>One Touch Join</p> <p>Touch Join on scheduled meeting</p>	<p><i>"With just one tap I join the meeting—my audio and video is automatically started."</i></p>
<p>Romance Teams Integration</p> <p>Move call from one side to the other by pressing the arrows.</p>	<p><i>"I can quickly move the pane to the left side or right side, whatever's comfortable for me as the presenter."</i></p>
<p>Romance AV HW</p>	<p><i>"On average 54% of meetings include remote participants. We wanted to make sure the remote experience was a great experience because studies show the second remote users go on mute, most are not engaged and start doing email (65%), other work (63%), or doing non-work related things altogether (on social media (43%), playing video games (29%)."</i></p> <ul style="list-style-type: none"> • 4k ultra HD camera • Integrated stereo speakers allow for beam forming and background noise reduction

Present Screen and Use Whiteboard

Touch "Present Screen" to share the Whiteboard into the meeting Grab Pen from charger and write an agenda for the meeting: "Agenda – 1) meetings, 2) brainstorming, 3) apps"
Show remote-user experience from Mac Device

- Talk about how everyone can see and write at the same time.
- Talk about how this improves the remote experience as well
- *"Everyone can see what's on the Whiteboard, no more grabbing a marker, going to a whiteboard on the wall and saying to remote participants, 'you guys on the phone can't see this but...' which disconnects and isolates them."*

Wireless Projection (Miracast)

Connect a Windows 10 device via Miracast and begin projecting a PowerPoint deck

Advance the slides *from* Surface Hub.

- Talk about how people want to present/share content in the room—we make it easy
- Talk about how this “untethers” you from the device
- Explain the scenario of having another person want to present/share content to the screen
- Talk about the great presentation experience on Surface Hub
- *“This changes the dynamic of how we present. We lead from the front of the room, not from the table where people are splitting their attention from the screen to speaker and back again. As a presenter I am in more control of the content, more in control of the audience and not only those remote participants but the folks in the room as well.”*
- *“When people in meetings aren’t engaged another study suggests that 73% of them*

<p>Wireless Projection (Miracast) <i>Continued</i></p>	<p><i>admit to doing unrelated work in meetings and 39% doze off.”</i></p> <ul style="list-style-type: none"> • Explain support for Miracast and show Inkback and Touchback. Talk about takeover and how easy it is to change presenters • Reinforce Miracast and support for “all Miracast compliant devices” (presentation for all, bidirectional for some) • Reinforce support for other non-Miracast devices like Mac, Win7, etc.
<p>Touch End Session</p>	<ul style="list-style-type: none"> • Talk about how it cleans up the device and resets for next user. • <i>“Walk away with confidence.”</i> Confidence knowing your data is gone and the next meeting will be ready to go
<p>Romance the Whiteboard Experience</p>	<ul style="list-style-type: none"> • Designed for a large screen— infinite canvas • Co-authoring across devices • Fast and fluid ink

<p>Talk About Support for UWP Universal Windows Platform (UWP) – the importance that customers can install their own experiences</p>	<ul style="list-style-type: none"> • Talk about the large ecosystem of partners we are recruiting to the new Windows 10 platform and how easy it is for them to port their apps to Surface Hub • Show third-party apps in Start Menu (JT2Go, Mural, Stormboard, etc.) • Talk about how they address specific needs of customers (vertical or horizontal)
<p>Show Third-Party Apps in Start e.g., JT2Go, Mural, Stormboard, etc.</p> <ol style="list-style-type: none"> 1. Touch the Start Menu 2. Touch JT2Go (to launch) 3. Slide Whiteboard to the side 4. Open JT2GO object 5. Pinch, zoom, rotate JT2GO object 6. Ink on the JT file by zooming in, tracing and filling in a part of the drawing 	<ul style="list-style-type: none"> • Talk about the rich, immersive experience of JT2Go and Siemens as a partner • Reinforce that this was written as a Universal app and designed originally for a tablet • <i>“This was originally designed for a tablet, a Surface, but look how great it is on Surface Hub. It changed the dynamic for Siemens to see their exact same app go from personal productivity to group productivity”</i>

<p>Showcase Ad Hoc Meeting with Remote Colleague</p> <p>Touch Teams call control (no need to enter credentials)</p>	<ul style="list-style-type: none"> • Discuss about how you can bring in a remote colleague in an “ad-hoc meeting” by Touching on the Teams controls in the chrome • Talk about the simple transition of solo, to group productivity • <i>“39% of companies identified indicates travel reduction issues as key pressure to adopting video collaboration. This simple action I just showed you reduces travel costs as well as closes decision cycles faster.”</i>
<p>Share Whiteboard</p> <p>Touch Email icon in Whiteboard Enter in demo email/alias and hit Send</p>	<ul style="list-style-type: none"> • Talk about sending content to people that were in the room or sharing to people who weren't there (<i>“no more having to take a picture”</i>)

End Demo

Touch **End Session**

- Reinforce “walk away with confidence,” cleaning up and resetting for the next person to come in and have a great experience
- Quick recap
- *“In general, professionals lose 31 hours per month to unproductive meetings—whether it’s the time lost from getting remote participants on the line or content shared to the screen in the room and the people on the phone. Surface Hub is designed to eliminate that.”*