

Copilot+ PC: Buyer personas



SMB founder/owner

Sees affordable AI solutions as a game-changing source of productivity gains and improvements in customer service.

Professional overview

Job titles: Business owner, founder, SMB MD

Responsibilities: Sales/business development, IT Security, and overall company strategy

Priorities: Improving daily operations, driving growth through marketing channels, cutting unnecessary spending/costs and maximizing resources

Pain points: Managing the financial and HR required for HR, addressing shortage of AI-skilled talent

Role based messaging

Introducing the fastest, most intelligent Windows PCs ever*. Empower your SMB's growth with Copilot+ PC, the only PC that adapts to your founder's innovative spirit, ensuring their vision is executed with precision and protected with top-tier security.



ITDM professional

As the first point of contact when considering new tech, this leader is under pressure to ensure ROI on an ambitious AI strategy delivers.

Professional overview

Job titles: IT director, IT manager, IT executive

Responsibilities: Project management, product development, managing employees/teams, research/data/analytics

Priorities: Enabling efficiency and productivity across teams, outfitting the organization with tech for productivity/efficiency goals

Pain points: Ensuring AI solutions scale to meet evolving business needs, attracting and retaining skilled professionals in AI-related fields, safeguarding data

Role based messaging

Secure your IT infrastructure and drive your organization into unprecedented efficiency with Copilot+ PCs, designed to meet the exacting demands and visionary pace of today's ITDM professionals.



Knowledge creator

Empowering high-impact employees with Copilot+ PCs

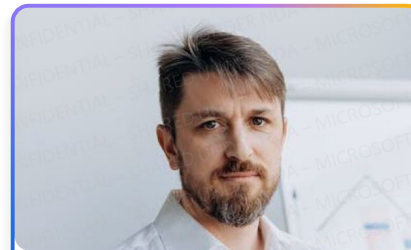
Knowledge creators are the vanguard of innovation within an organization: these early adopters are the driving force behind a team's progress. Leadership-driven purchasing decisions empower this ambitious employee with cutting-edge AI PCs that enhance collaboration, maximize output without sacrificing quality, and spearhead growth for the entire organization.

How Copilot+ PC can drive employee innovation

- New project development
- Expanding geographical presence
- Penetrating new customer segments
- Driving social impact
- Creating customer delight

Role based messaging

Maximize your potential with Copilot+ PC: the essential device that harnesses AI to adapt to your workflow and ensures swift, secure, and impactful results.



Sales and marketing pros

This executive is at the forefront of AI adoption: they're fast to embrace AI-powered efficiencies for an agile, creative, and data-informed sales and marketing team.

Professional overview

Job titles: Head of sales, head of marketing, sales director, marketing director

Responsibilities: Marketing, digital media, sales/business development, product development, and managing employees

Priorities: Improving marketing efforts across channels, ensuring productivity in teams, maintaining awareness across the organization

Pain points: Innovating with AI for a competitive advantage in volatile markets, managing virtual sales and remote teams effectively, proving ROI on AI investments

Role based messaging

Advance your sales and marketing strategy in a dynamic, changing market with Copilot+ PCs, optimizing virtual team performance and delivering quantifiable AI investment results.



C-suite

Betting on AI as a key growth driver, this leader is investing in their best people to turn technology into improved business outcomes.

Professional overview

Job titles: CEO, CFO, COO, CRO, CTO, CIO

Responsibilities: IT/security, digital strategy, project management, managing employees and teams

Priorities: Improving marketing efforts across a number of channels, ensuring productivity in teams, maintaining awareness across the organization

Pain points: Ensuring AI initiatives align with overall business strategies, justifying AI investments by showcasing measurable returns, recruiting and upskilling talent with AI expertise

Role based messaging

Implement Copilot+ PCs for a strategic integration of AI that aligns with your ambitious goals, delivers demonstrable ROI, and nurtures a skilled AI workforce.



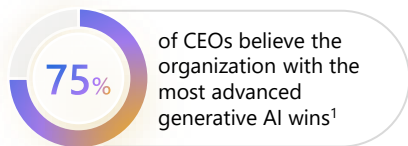
SMB founder/owner

This is a dynamic and confident leader, primarily focused on sales and business development, who values creativity and enjoys high job satisfaction. They are dedicated to pursuing new initiatives that strategically align with and propel their business goals forward.

Personality traits: open-minded, confident, creative, ambitious

Job satisfaction: extremely satisfied

Cares about: Ensuring that teams work across channels and maintain productivity, developing mutually satisfying relationships with suppliers, innovating across their organization and industry



Top challenges

- Navigating industry-specific regulations and compliance
- Safeguarding sensitive business data and customer information
- Ensuring that AI investments yield meaningful returns



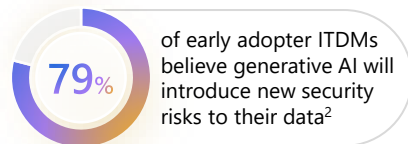
ITDM professional

As the go-to when considering new tech, IT is first looking to understand the new features/capabilities offered, followed by the promised benefits and corresponding cost.

Personality traits: open-minded, confident, creative, ambitious

Job satisfaction: satisfied

Cares about: Delivering high-value products and services that drive performance, saving costs across the organization, safeguarding company data and ensuring compliance



Top challenges

- Integrating AI technologies with existing workflows and tech stacks
- Balancing costs of AI implementation and ongoing maintenance
- Facilitating user adoption and providing training for employees, and generative AI posing security threats



Knowledge creator

Priorities

Productivity – wants to uplevel efficiency, insights, and skills

Search – struggles with information silos. Search is a differentiator.

Easy adoption – wants technology that's easy to deploy, use, and manage.

ARM – needs strong claims on app compatibility to consider

NPU – needs to understand the benefit of local vs cloud power

Privacy – needs clarity on how they can protect business and customer data, with concerns around generative AI

Employee roles

Content creators – content strategists, marketing writers, consultants

Sales – sales reps/managers/analysts

Upskill IWs – employees in generalist roles

Executives – CxO, senior leaders

Fueling high-performance employees to accelerate growth

Empowering employees committed to results through innovation directly enhances the customer experience. By arming them with Copilot+ PCs tailored to their workstyle, we not only increase their potential, but optimize every moment of their time for maximum value.



Sales and marketing pros

Operating autonomously from IT, BDMs are dedicated to using advanced AI tools to significantly enhance their teams' performance and productivity. This strategic use of AI enables them to streamline processes and make data-driven decisions that directly contribute to achieving business goals more effectively.

Personality traits: open-minded, creative, ambitious, adventurous

Job satisfaction: extremely satisfied

Cares about: Improving marketing efforts across channels, ensuring productivity in teams, maintaining awareness across the organization, advancing product innovation



Top challenges

- Personalizing customer engagement with AI
- Uniting sales and marketing through ethical practices
- Creating impactful content for various channels and audiences
- Ensuring the privacy of data used in AI-driven campaigns



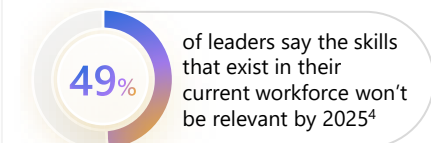
C-suite

As the leaders of their organization, C-suite is interested in being one of the first to capitalize on emerging technology, while maintaining a consistent UX and spend.

Personality traits: confident, open-minded, creative

Job satisfaction: extremely satisfied

Cares about: Maintaining data security and compliance, saving costs while ensuring a high team output, improving team efficiency and productivity



Top challenges

- Managing organizational change and fostering a culture receptive to AI adoption
- Building and maintaining trust with customers
- Mitigating risks associated with AI implementation, including data security and algorithmic biases