# Everything as a Service

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# OUR PORTFOLIO STRATEGY

## EMPOWERING ASSOCIATES | ENGAGING CUSTOMERS

*From traditional to mobile, HP has in-store solutions to empower associates and engage customers*

# HP Retail Solutions portfolio

## All-in-One systems

### RP2

- Value All-in-One
- Intel Quad-Core Processors
- IP-54 rated, fan-less design

### RP9

- Performance All-in-One
- Versatile, sleek-design
- Fan-based design

### ElitePOS

- Retail Redefined
- Intel 7th gen processors
- Highly configurable for clean counters

## Modular systems

### MP9

- Small form factor
- Multi-purpose platform
- Flexible mounting locations

### RP5

- Performance module system
- Multi-purpose platform
- Extensive connectivity and configuration options

## Mobile Solutions

### 6” Mobile Retail Solution

- Leverage HP Elite x3, 3-in-1 hand-held device
- Barcode scanning jacket allows for increased operational efficiencies

### 12” Mobile Retail Solution

- Leverages HP Pro x2 612 G2
- Retail case adds protection and ability to add hand or shoulder strap as well as connect 3rd party payment device

## Convertible Solutions

### HP MX12 Retail Solution

- Leverages HP Pro x2 612 G2
- Enables mobile and fixed POS
- Extensive connectivity options
- Dock and lock security features

# HP PCs & Printers security

# Security by the Numbers

| 200% | 68% | $4.0 million | 70% | 9 of 10 |
|---|---|---|---|---|
| Rise in breaches due targeting endpoint devices | of organizations reporting compromised laptops in past 24 months | Average cost of data breach | of breaches due to phishing | Number of visual hacking attempts successful |

# HP SECURITY STACK

| | DEVICE | IDENTITY | DATA |
|---|---|---|---|
| | | **HP Manageability Integration Kit**<br>Microsoft® SCCM (Certified) - Microsoft® Device Guard | |
| ABOVE THE OS | | | **HP Sure View**<br>Built-in Privacy Screen |
| IN THE OS | | **HP WorkWise**<br>Proximity-based Authentication | **HP Secure Erase**<br>Permanent Data Removal on HDD/SSD |
| | | **HP Client Security Suite Gen3**[15]<br>**HP Multi-Factor Authenticate**<br>Hardened Credentials and Policies enforced by Intel Authenticate<br>**HP SpareKey**<br>Self-service Password recovery<br>**HP Device Access Manager**<br>Just-in-Time access for ports and devices | **HP Sure Click**<br>Browsing Security Solution |
| BELOW THE OS | **HP Sure Start Gen3**<br>Self-healing with Runtime Intrusion Detection<br>Protect Win 10 Secure Boot and Virtual Security Mode | | **FIPS Certified Self Encrypting Drives**<br>HW Data Encryption |
| | **HP BIOSphere Gen3**<br>Comprehensive BIOS Management | | |

# World’s most secure printers from HP

**BIOS and firmware**
HP Sure Start, Whitelisting,
Run-time intrusion detection

**Management**
Print security management with
HP JetAdvantage Security Manager

**Control panel & settings**
Manage security
settings on device or
fleet level

**Output tray**
PIN Printing with HP Universal Printer Driver or HP Private Print HP Access Control or 3rd party pull print solutions

**Network**
Job encryption with HP Universal Print Driver & HP Private Print

**Storage media**
Encrypted hard disk for HP Enterprise printers

# Challenges impacting companies today

## Device proliferation

The number of devices to manage and secure are growing exponentially.

Multi-vendor SLA's create complexity and are tedious to manage.

## Multi-OS complexity

iOS and Android devices outnumber Windows devices in business.

Operating system updates occur multiple times a year, at different frequencies.

## Increasing security threats

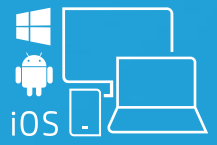
Cyber attacks are becoming more sophisticated.

Data breaches are happening more frequently.

## Strained IT resources

The time spent on managing endpoints and supporting users compete with delivering on strategic IT initiatives.

Today's lifecycle management practices are not sustainable.




**9B** commercial devices, **4.3** devices per employee by 2020

**57%** of companies had a security breach in past 12 months, costing **$3.49M** on average

Sources: Strategy Analytics 2014 Global Internet device forecast report, Forrester Business Technographics, 2016, Ponemon Institute's 2017 Global Cost of Data Breach Study, IDC Device as a Service Survey, October 2016

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# HP Device-as-a-Service (DaaS)

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# DaaS Premium plan details

DaaS

## Standard plan

## Enhanced plan

## Premium plan

Managed Service

### Devices

- HP desktops, notebooks, and workstations
- Expanding to multiple device types and OS platforms in 2017

### Hardware Support

- Next day onsite Break & Fix service
- Accidental Damage Protection[3]
- Defective media retention

### Customer Success Management

Highly trained HP Service Agent support

### Analytics and Proactive Management

Enhanced Plan plus:

- **Windows Information Protection**
- **Password Recovery**
- **Application Deployment**
- **3rd Party and OS Patch Management**
- **Wi-Fi provisioning**

1. Prices exclude HP devices
2. Recommended end user prices for 36 month plan
3. Availability may vary between countries

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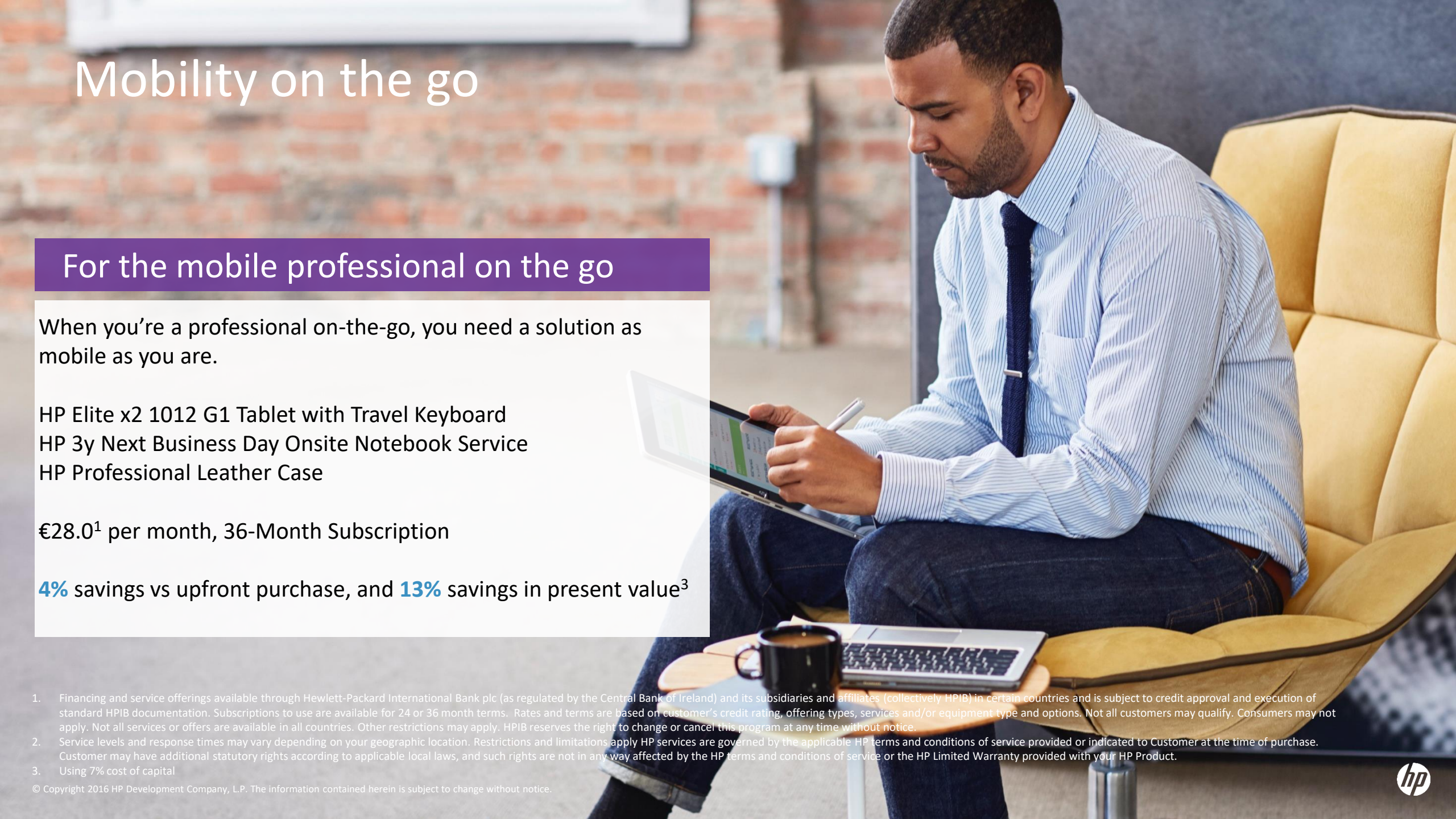
# Mobility on the go



## For the mobile professional on the go

When you're a professional on-the-go, you need a solution as mobile as you are.

HP Elite x2 1012 G1 Tablet with Travel Keyboard
HP 3y Next Business Day Onsite Notebook Service
HP Professional Leather Case

€28.0[1] per month, 36-Month Subscription

**4%** savings vs upfront purchase, and **13%** savings in present value[3]

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3. Using 7% cost of capital

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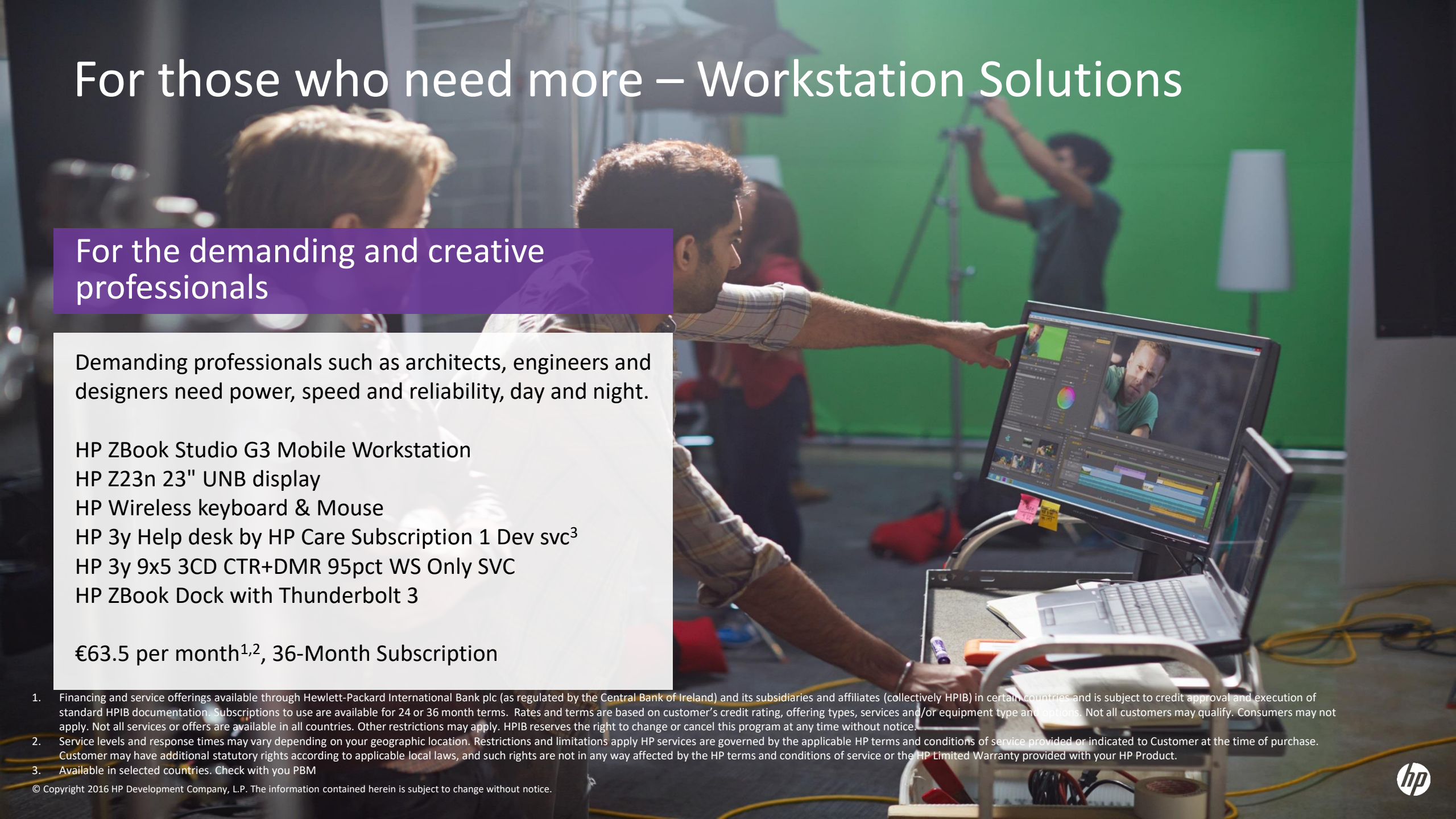
# For those who need more – Workstation Solutions



## For the demanding and creative professionals

Demanding professionals such as architects, engineers and designers need power, speed and reliability, day and night.

HP ZBook Studio G3 Mobile Workstation
HP Z23n 23" UNB display
HP Wireless keyboard & Mouse
HP 3y Help desk by HP Care Subscription 1 Dev svc[3]
HP 3y 9x5 3CD CTR+DMR 95pct WS Only SVC
HP ZBook Dock with Thunderbolt 3

€63.5 per month[1,2], 36-Month Subscription

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3. Available in selected countries. Check with you PBM

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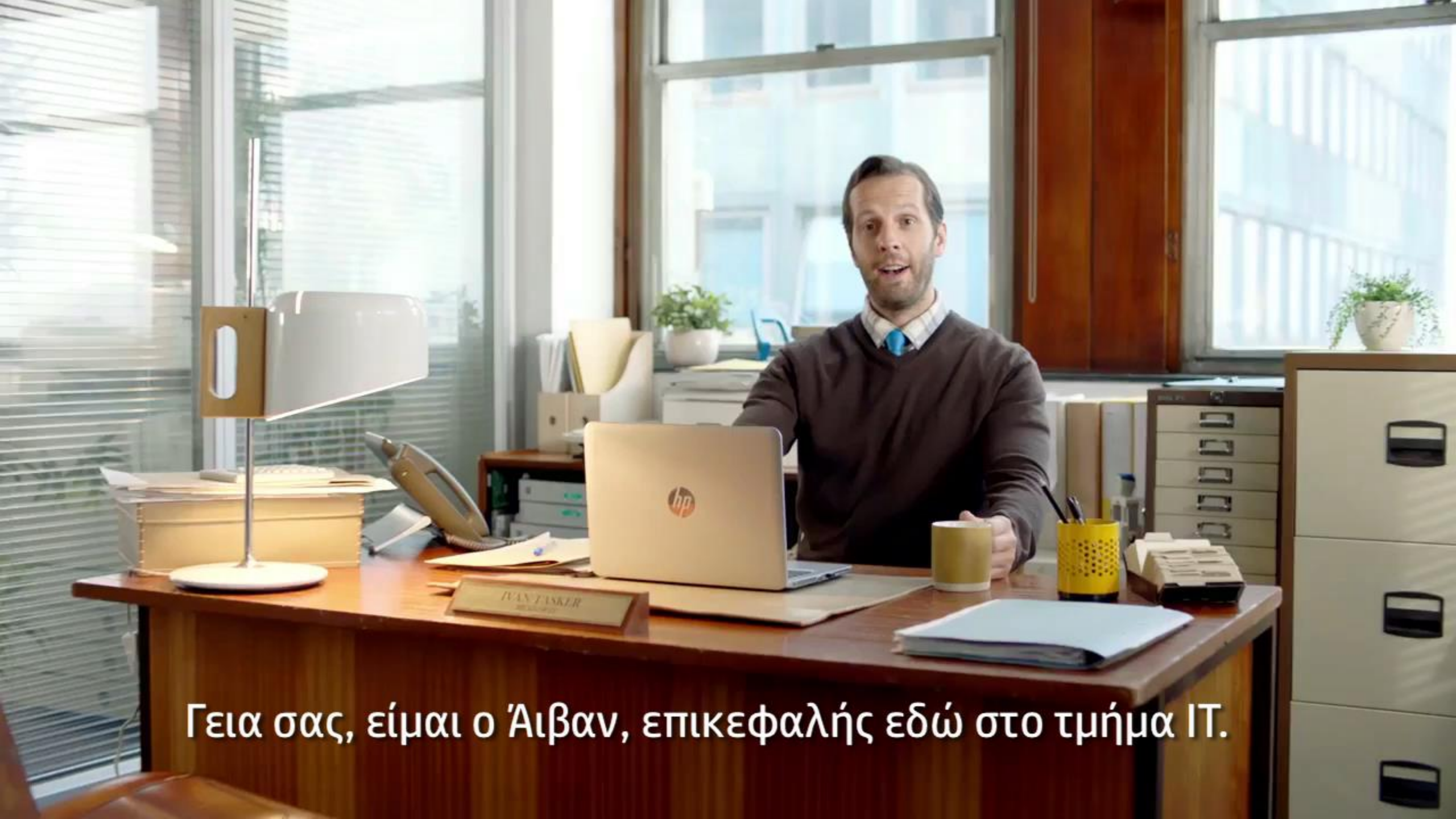
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