Reinventing the way

People, Machines and Content

work together

Charis Amourgis
Distribution & Commercial Channel Manager
Greece & Cyprus

Workforce

Workplace
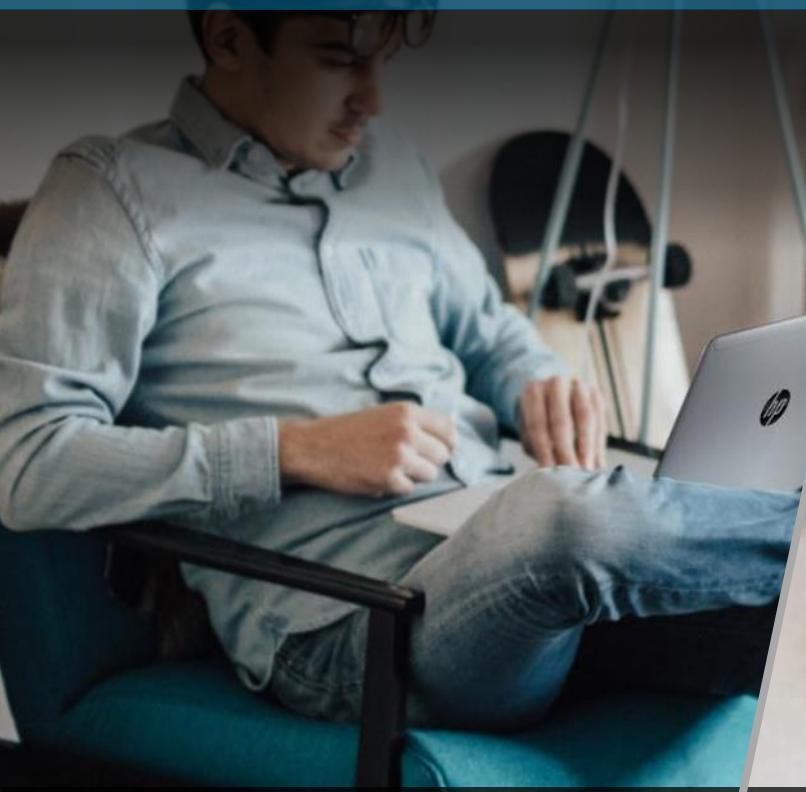
Workstyle

50%
Millennials by 2020[13]
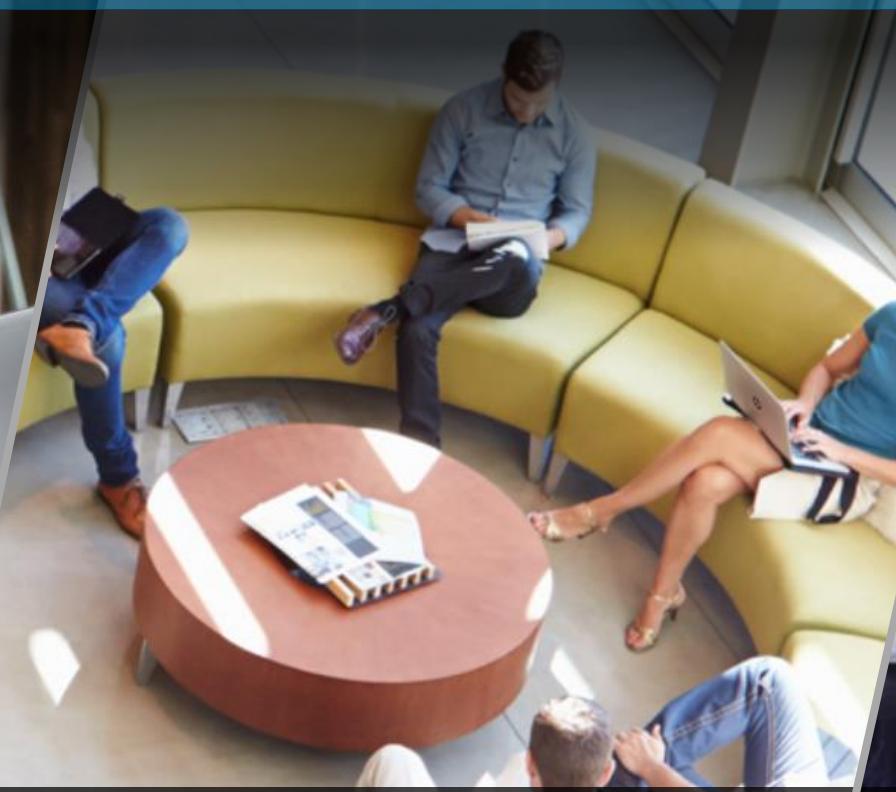
62%
work from more than one location[14]

65%
Collaborate multiple times a day[15]

ATTACKS ACCELERATING

MORE COMMON

Cyber-attack volume **doubled** in first half of 2017 (compared to 2016)

InfoSecurity, F-Secure Labs, 2017

MORE COSTLY

The global cost of cybercrime has rocketed by **23%** over the past year to reach **$11.7m** per business

Ponemon Institute, 2017 Cost of Cyber Crime Study, 2017

MORE UNPREDICTABLE

In the first quarter of 2017, **new malware** emerged every **4.2 seconds**

GData, Malware Trends 2017, 2017

# EVERY PC DECISION
IS A SECURITY DECISION.

HP HARDENS THE SYSTEM WITH
HP ENDPOINT SECURITY CONTROLLER
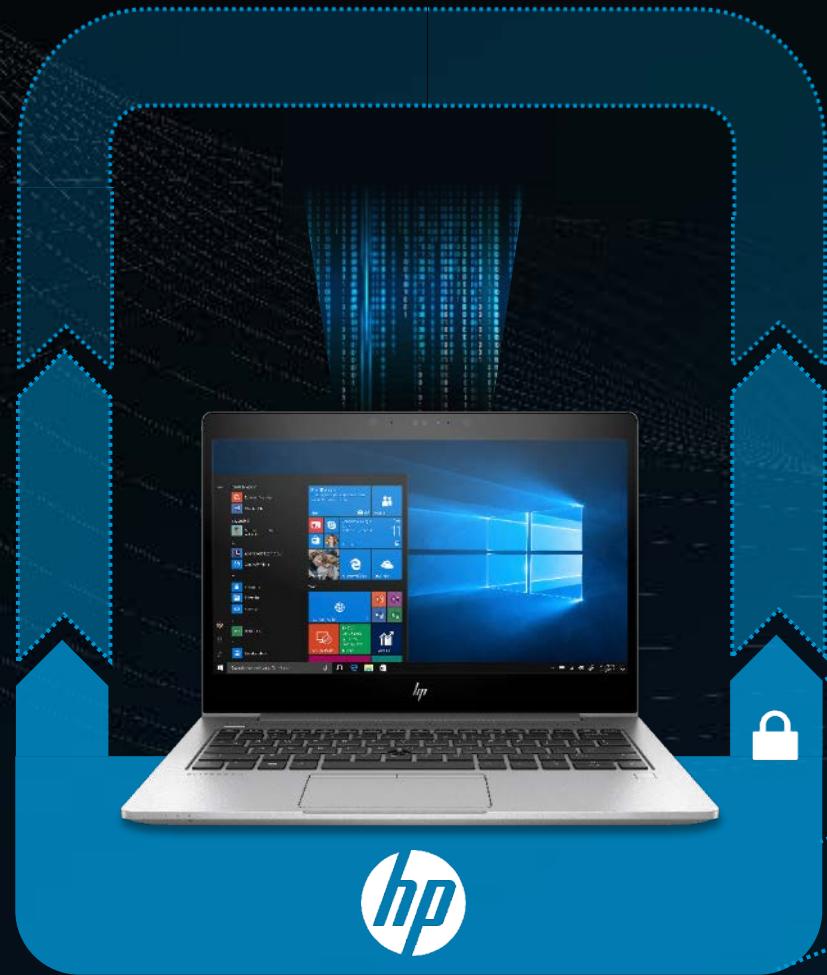
Creating a Root of Trust: using the HP ESC, HP's BIOS is trusted to be secure.

BELOW THE OS
Firmware (BIOS, etc.)

Hardware

TRUSTED BIOS
HP Sure Start Gen4[2]

HP Endpoint Security Controller
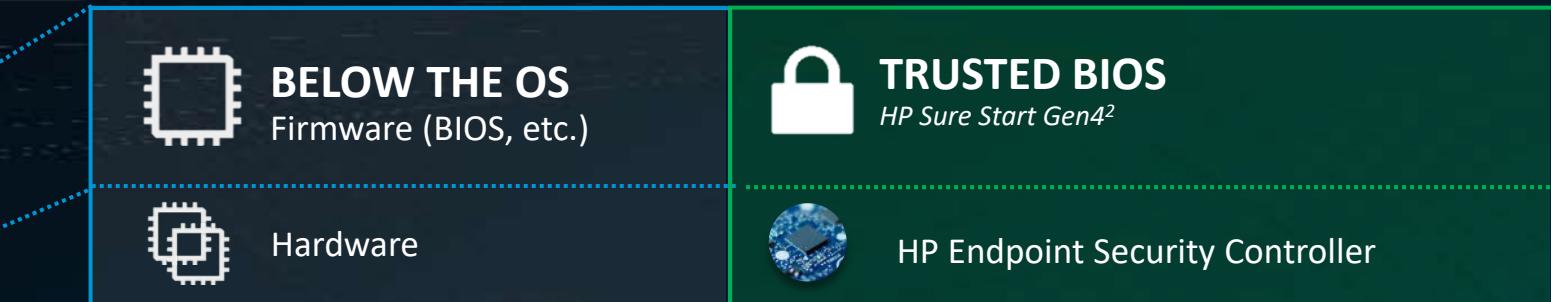
TAKING PROTECTION TO A NEW LEVEL: OS HARDENING
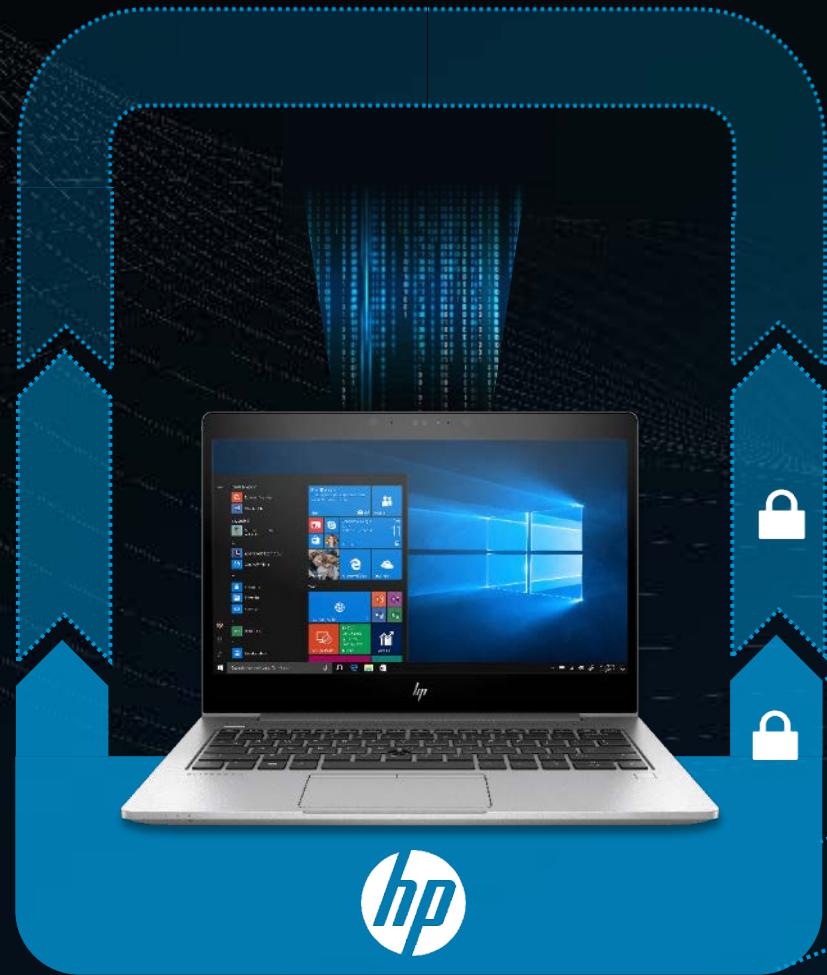
In 2018, the HP Endpoint Security Controller will extend HARDWARE-ENFORCED protection into the OS – building a chain of trust.

IN THE OS
Operating System, Software, Downloads

STRENGTHEN THE OS
HP Sure Run[3], HP Sure Click[8], HP Sure Recover[4]

BELOW THE OS
Firmware (BIOS, etc.)

TRUSTED BIOS
HP Sure Start Gen4[2]

Hardware

HP Endpoint Security Controller
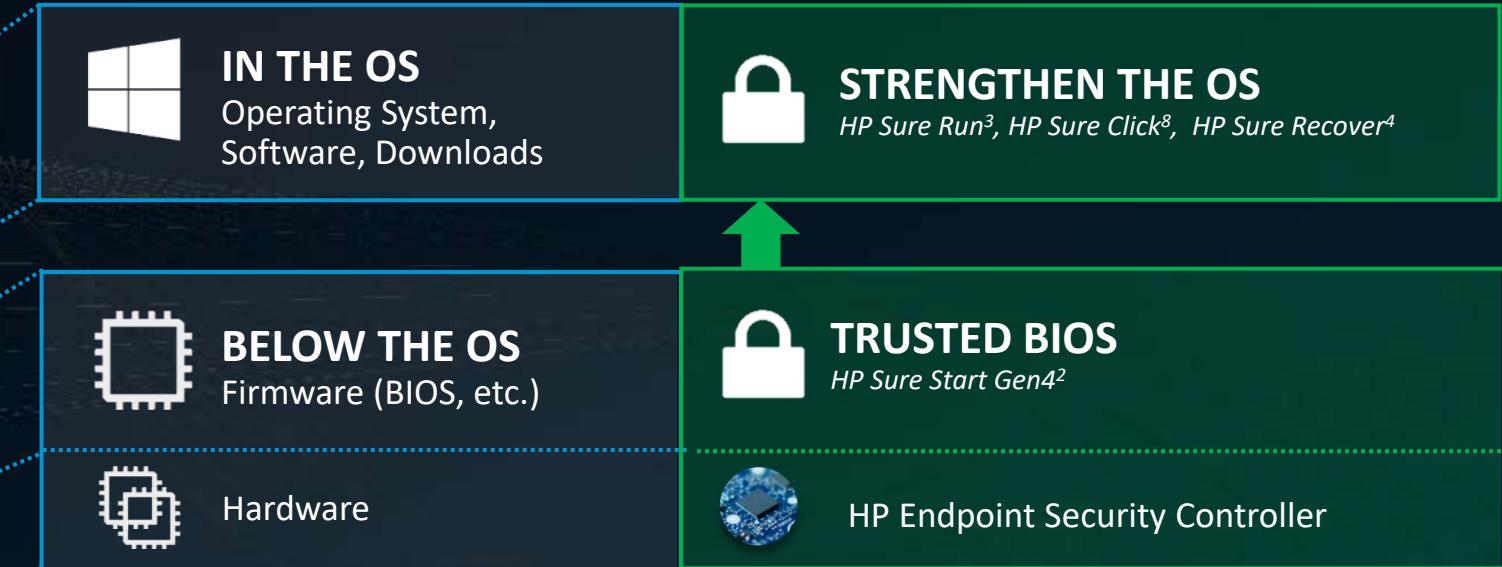
ENFORCING COMPLIANCE WITH MANAGEABILITY

HP MIK ensures the systems continues working as it should

| ABOVE THE OS | ENFORCE COMPLIANCE |
| Manageability | HP Management Integration Toolkit[6] |

| IN THE OS | STRENGTHEN THE OS |
| Operating System, Software, Downloads | HP Sure Run[3], HP Sure Click[8], HP Sure Recover[4] |

| BELOW THE OS | TRUSTED BIOS |
| Firmware (BIOS, etc.) | HP Sure Start Gen4[2] |

| Hardware | HP Endpoint Security Controller |
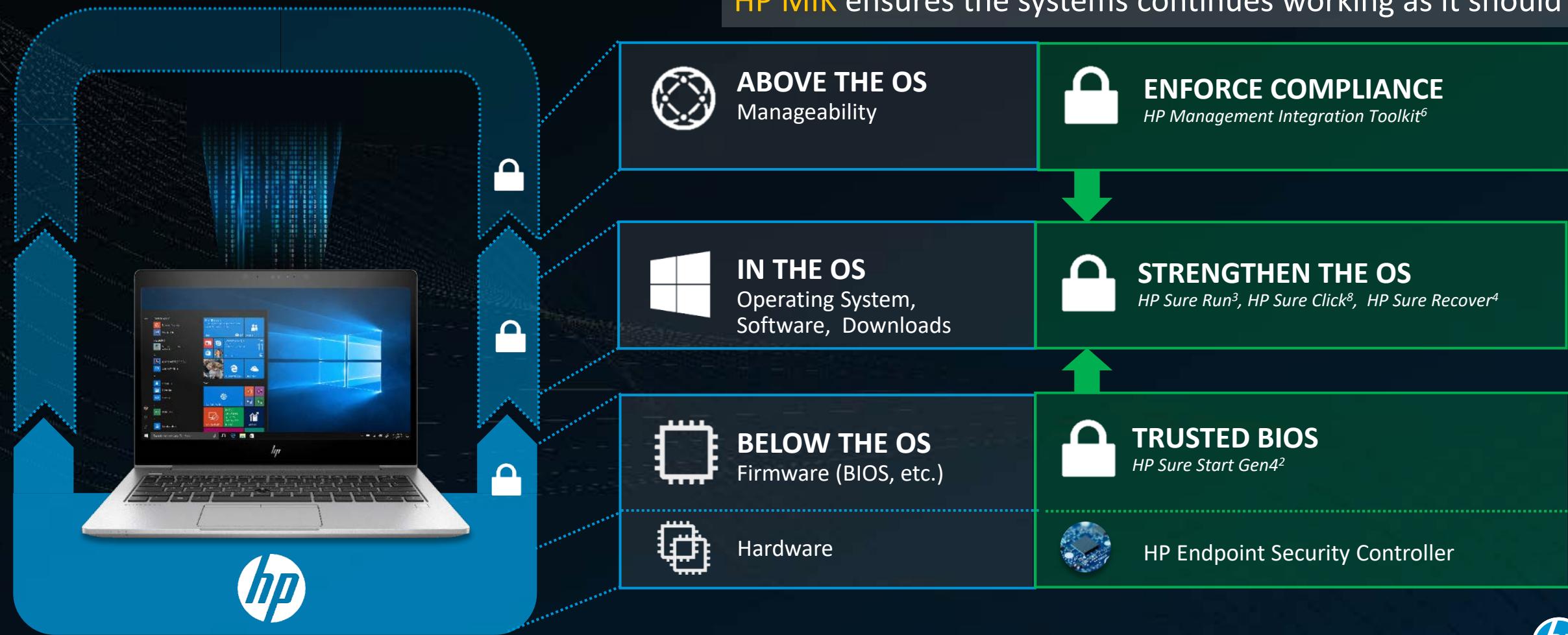
HP RPOS Sleek. Modern. Adaptable

HP ENGAGE DEVICES

HP has reinvented its full portfolio of retail products to help you deliver optimal experiences, in a variety of form factors from traditional to convertible to mobile.

HP ENGAGE ONE   **HP ENGAGE GO**   HP ENGAGE FLEX

All-in-One Retail Systems

HP Engage One

With security, durability, and flexibility built into its gorgeous design, the HP Engage One meets the demands of your business and marks a new era in retail. Now available in white or black.

HP RP9 Retail System

Deliver an engaging experience to your customers with the modern, versatile retail system that combines powerhouse performance with reliable engineering.

HP Engage One Prime

Deliver exceptional experiences to customers and value to your business with the sleek, affordable HP Engage One Prime. This system is ready to run quickly, integrates seamlessly with popular software and payment services[6], and has the reliability you need.

HP RPOS Peripherals Family

2x20 Customer Display

10" Touch & Non-Touch Customer Displays

Magnetic Stripe Reader

Column Printer

Standalone Printer

2D Barcode Scanner

Biometric Fingerprint Reader

Items sold separately or as an optional feature

THANK YOU