

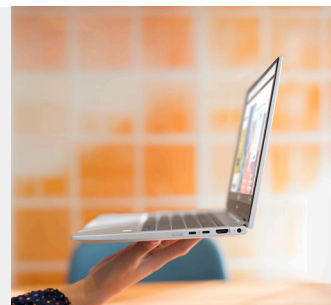


Windows



IT strategies for helping workers stay **flexible and focused.**

Like most business leaders, you likely joined the recent scramble to transition workers from office to home and (possibly) back again. You've had a lot on your plate—overseeing remote access and virtual meeting apps, solving new security issues, and trying to make do with aging or outdated PC hardware. How do you lead your workforce forward from here?





Support your people—wherever work happens.



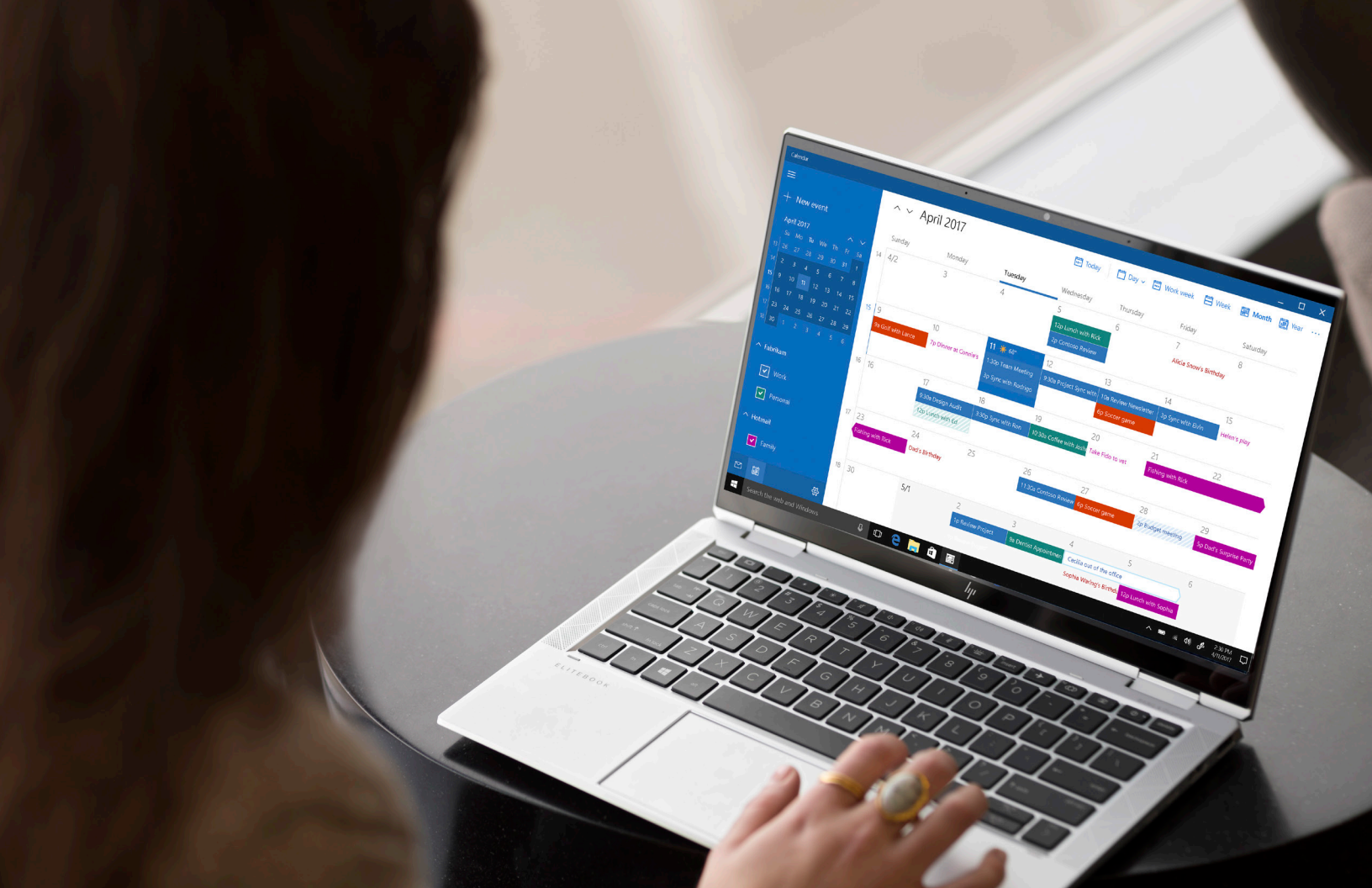
According to ITDMs, after 2020,
49% of workers will
be WFH at least part of the time.¹



Although some organizations are entertaining the idea of going entirely remote, most are considering a blended approach. **The hybrid workplace is an opportunity to increase the productivity** and satisfaction of your workers by offering the ability to be on-site or remote.

At the conclusion of a recent study conducted by Harvard Business Review, which surveyed a diverse group of remote workers across the U.S., the authors said:

Helping employees **“build both work-from-home and work-from-office muscles”** and “share the realities—the advantages and disadvantages—of each... will allow organizations to use this unique time period to conduct experiments to find out what works best for them and leave them better-positioned—not just in terms of real estate cost per employee but also in terms of employee performance—for whatever the future of work brings next.”²



Shore up hardware and firmware security.

Consider this:

What would you do if a security attack was so destructive that it required your team to reimage all the PCs in your fleet—by hand? Unfortunately, it has happened.³

Constant vigilance is now essential to combat a staggering increase in security threats, including a rise in sophisticated malware that uses advanced technologies like machine learning, and the possibility of dangerous firmware attacks. You need foundational protection in, on, and above the OS to help in that battle, instead of relying solely on third-party software.

It's true that older hardware and OSs are more vulnerable to attacks, because the longer a technology has been out in the market, the more time hackers have had to find ways to breach it. Plus, older security measures were engineered more from a software perspective, and old equipment may not support updates that protect against the latest threats.

This vulnerability doesn't put just a single PC at risk; it could compromise your entire network. That's why it's so important to make sure your devices are able to detect and prevent threats and recover quickly if there is a breach.



Look for:

- Devices that provide resilience against newly-emerging and as-yet-unknown threats
- Security that starts deep inside at the firmware layer (BIOS) and works below, in, and above the OS
- Hardware-enforced security features that don't rely on the diligence of your workers to be effective





Make virtual collaboration easier and more productive

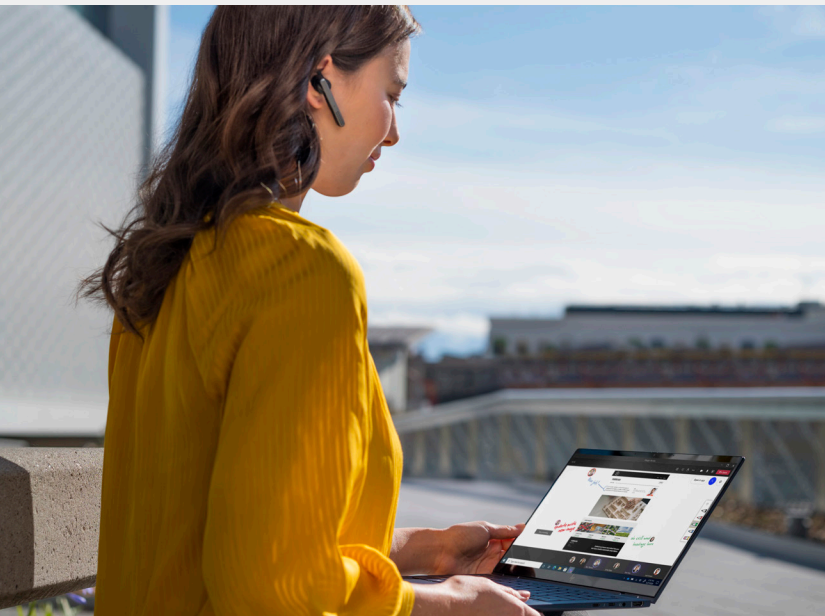
Virtual collaboration was already growing more popular before this year, and now it's proven to be a crucial business tool that keeps people connected when they can't to meet face-to-face.

According to the Global Work-from-Home Experience Survey 2020, after self-discipline, the second-most-significant driver of work-from-home success is high-quality remote collaboration.⁴



Help people connect and collaborate with the right tech:

- Performance, speed, and power to share large files and complex ideas remotely and without interruption
- Easy-to-use remote meeting and collaboration tools across data-flow management systems and apps
- High-res displays and crisp, clear sound
- Mobile-friendly features like long-lasting battery life and fast battery charging



Get the best of Windows 10 Pro

Windows 10 Pro offers simple, flexible management and powerful protection you can trust. However, using Windows 10 with hardware older than four years has limitations, including:



Lack of support for new security updates: Without updates, outdated devices are vulnerable and could compromise your data and network.



Lack of manageability: Older devices don't take advantage of the remote management features you get with Windows 10 Pro and the Intel® vPro® platform which simplify security for your employees on either side of the firewall.



Inability to utilize remote work features like Microsoft Teams fully.



Plus, PCs older than four years can cost 1.5 times as much in repairs in addition to maintenance costs^{5,6}.





Move your business forward, faster.

Today, work can happen anywhere—and now your business can move forward faster with an exceptional Windows 10 Pro experience on HP Elite Notebooks powered by Intel® vPro® processors.

HP offers the world's most secure and manageable PCs.⁷ HP Elite Notebooks are made for today's challenges—with hardware-enforced security features and layers of protection below, inside, and above the OS to prevent threats proactively and recover quickly in the event of a breach. Sleek and light, Elite Notebooks offer advanced features like secure, wide-angle webcams, hardened security features like self-healing BIOS, 5G and 4G LTE connectivity, Audio by Bang & Olufsen, HP Noise Cancellation, and the power and performance for smooth virtual collaboration. Together with Windows 10 Pro and the Intel® vPro® platform, you get the latest software and out-of-the-box hardware security features to help defend your devices and your business.

When your IT is at its best, so are your people. [Learn more](#)



HP EliteBook 800 Series

Meet the demands of your multi-task, multi-place workday with a beautifully designed, powerful and highly secure EliteBook 800 Series.



HP EliteDesk 800 AiO

Elevate expectations of what an AiO can do with powerful, secure, no-compromise solution in a stunning design for those on the front lines of business.



HP EliteBook 1000 Series

Powerful, precision-crafted, and versatile PCs that adapt to the way you get life done.

Sources:

¹HP Proprietary research, US, UK, and Australia, 2020

²Harvard Business Review, The Implications of Working Without An Office, July 15, 2020 <https://hbr.org/2020/07/the-implications-of-working-without-an-office>

³PCMag, <https://www.pcmag.com/news/petya-ransomware-what-you-need-to-know>, June 28, 2017.

⁴Iometrics and Global Workplace Analytics, Global Work-from-Home Experience Survey, <https://globalworkplaceanalytics.com/wp-content/uploads/edd/2020/05/Global-Work-from-Home-Experience-Survey-Report-FINAL.pdf>, 2020.

⁵The Verge, Microsoft thinks Coronavirus will forever change the way we work and learn, <https://www.theverge.com/2020/4/9/21214314/microsoft-teams-usage-coronavirus-pandemic-work-habit-change>, April 9, 2020.

⁶Techaris, New research uncovers impact of owning an old PC on SMBs in Asia Pacific, <https://news.microsoft.com/apac/2018/10/03/new-research-uncovers-impact-of-owning-an-old-pc-on-smbs-in-asia-pacific>, October 3, 2018.

⁷Cost reduction scenarios described are intended as examples of how a given Intel-based product, in the specified circumstances and configurations, may affect future costs and provide cost savings. Circumstances will vary. Intel does not guarantee any costs or cost reduction.

⁸Based on HP's unique and comprehensive security capabilities at no additional cost and HP's Manageability Integration Kit's management of every aspect of a PC including hardware, BIOS and software management using Microsoft System Center Configuration Manager on HP Elite PCs with Windows and 8th Gen and higher Intel® processors; and HP ProDesk 600 G6 with Intel® 10th Gen and higher processors.

