# Does your PC security work from home?

Remote work has your PC fleet out of sight, but endpoint security is on your mind more than ever. You're not alone. 58% of workers in Singapore report feeling more vulnerable to cyber attacks due to remote work arrangements and 12% of senior managers feel that their organisations are not sufficiently prepared to manage a dispersed workforce.[1]

What if your business PCs were protected from cyberthreats from the inside out? What if you could easily manage your fleet remotely? What if your remote PC fleet could automatically fend for itself? Ask yourself the following six questions about your business PC security.

x10k/day
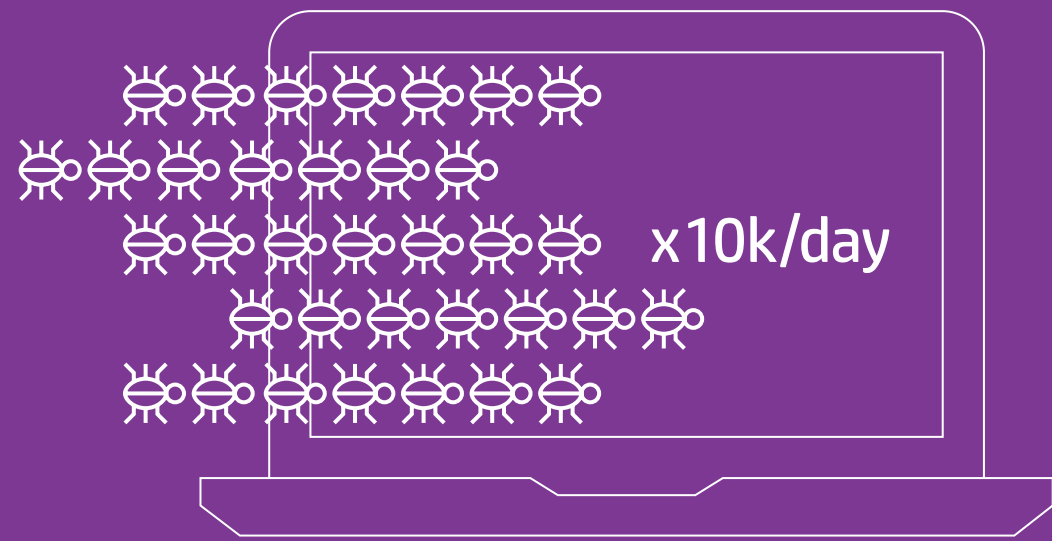
More than
350,000
new variations of malware are created every day.[5]

Downtime costs the average business over **US$10,000 per hour.**[8]
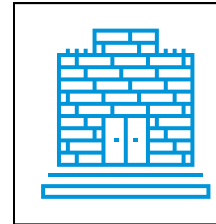
Is your PC security built on a firm foundation?

THEIR MOVE

What happens when hackers target your key defenses themselves? If cyberattackers can take down the root of your protections, control of your PCs is wide open. Hardware-based security is your best defense, helping you protect, detect, and recover from attacks. Can you guard your core defenses inside a bunker that malware can't touch?

YOUR MOVE

The HP Endpoint Security Controller is the foundation of the security architecture that protects HP Elite PCs. This physically isolated, cryptographically protected chip houses hardware-enforced, self-healing security features like HP Sure Start,[2] HP Sure Run,[3] and HP Sure Recover.[4]
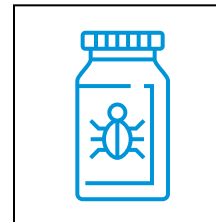
Do your PCs know a threat when they see one?

THEIR MOVE

Traditional virus protection operates by checking code against a list of known malware, stopping anything it recognizes. But more than 350,000 new malware variations are created every day[5]— and many of them use AI to disguise themselves through continuous mutation. Are your conventional defenses enough?

YOUR MOVE

Fight AI with AI. HP Elite PCs are protected by HP Sure Sense,[6] which uses deep-learning neural networks to recognise and defeat never-before-seen malware. If malware does slip through, HP Sure Click[7] isolates it in a micro-VM container so that it can't escape—and then destroys it.
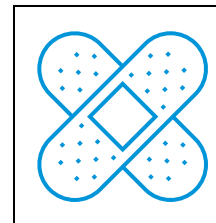
Can your PCs self-heal?

THEIR MOVE

Destructive firmware attacks can devastate a PC, fundamentally corrupting it by attacking it at the BIOS level. An OS-level attack can cost hours or days of worker downtime and IT attention before systems are restored and ready to get back to business. If an attack avoids detection, can your PCs fix themselves?
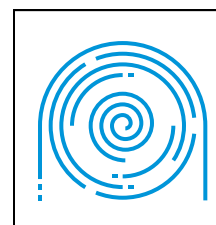
YOUR MOVE

A complete solution must consider that eventually an attack may evade detection defenses. With HP Sure Start,[2] HP Sure Recover,[4] an HP Elite PC can automatically self-heal its BIOS from attacks or corruption and quickly recover its own OS—from anywhere—with or without a network connection.
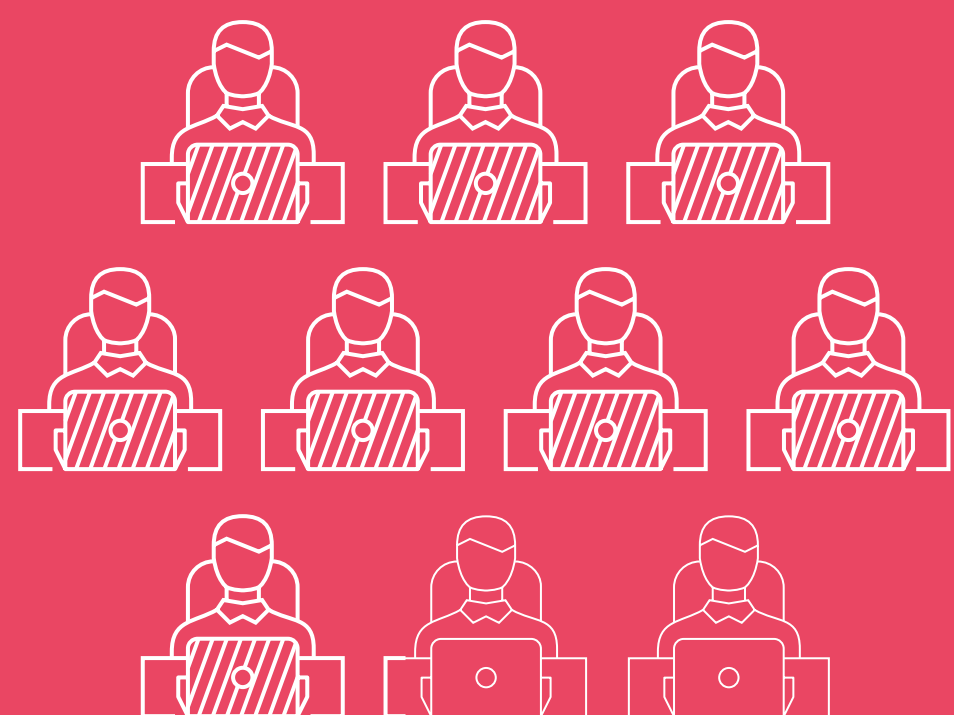
81%

of IT pros say assessing remote endpoints for compliance has become more difficult than ever.[13]

Up to 80% of hacking-related breaches stem from compromised credentials.[9]

Do your PCs require proof of identity?

THEIR MOVE

Password protection isn't enough for business PCs—most hacking-related breaches stem from compromised credentials.[9] From spear-phishing attacks that trick users for login information to bad hygiene practices like weak, shared, and reused passwords,[9] how can you guard your greatest endpoint vulnerability—your users?[10]

YOUR MOVE

Protect your PCs—and your network—from unauthorised access with multifactor authentication. Configure HP Elite PCs to require up to three verifications for login, including an optional fingerprint reader and IR camera for facial recognition. These policies are locked in at the hardware level.

Can you manage your PC security from anywhere?

THEIR MOVE

Managing remote devices is complicated, even in the best of times. With a scattered workforce using a mix of personal and business devices, having to manage more remote devices at once now ranks as one of the top five biggest challenges for IT managers.[11] Is your hodge-podge of devices and policies a heyday for hackers?

YOUR MOVE

Take control of your PC endpoints with a platform that lets you administer security settings from anywhere. HP Sure Admin[12] gives IT admins a secure digital signature for managing BIOS settings remotely over the network.
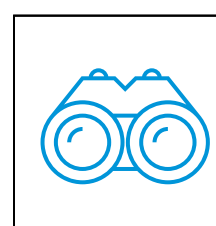
Do your PCs protect against prying eyes?

THEIR MOVE

Hackers have more techniques than just digging through your hard drives. From over-the-shoulder coffee-shop lurkers to creepy camera-commandeers, unwanted eyes can watch your workers—and what they're working on—from either side of the screen. Can your PCs protect your workers and your confidential data?

YOUR MOVE

End visual hackers' game of I Spy with these built-in privacy tools:
- HP Privacy Camera,[13] a physical shutter that protects users from surveillance
- HP Sure View,[14] a one-touch privacy shield that makes the screen unreadable to those nearby
- HP Presence Aware,[15] which confirms identity and unlocks the PC, hands-free

The next move is yours.

Although the threat of cyberattacks has never been greater, choosing a business PC that can self-defend against those attacks has never been easier. HP Elite PCs are engineered with deep, hardware-embedded security features that protect, detect, and recover from cyberattacks before they can disrupt your remote workforce—and your business.

See why the HP Elite family of laptops, desktops, and convertibles are The World's Most Secure PCs [16] at https://www8.hp.com/sg/en/solutions/computer-security.html

Sources

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     https://www.zdnet.com/article/remote-work-readiness-gives-singapore-firms-cybersecurity-anxiety/
2   HP Sure Start Gen5 is available on select HP PCs with Intel processors. See product specifications for availability.
3   HP Sure Run is available on HP Elite products equipped with 8th generation Intel® or AMD® processors.
4   HP Sure Recover Gen2: See product specifications for availability. Requires an open, wired network connection. You must back up important files, data, photos, videos, etc.
     before using HP Sure Recover to avoid loss of data.
5   Malware statistics—You'd better get your computer vaccinated, DataProt, November 22, 2019, https://dataprot.net/statistics/malware-statistics/
6   HP Sure Sense requires Windows 10. See product specifications for availability.
7   HP Sure Click requires Windows 10 Pro or Enterprise. See https://bit.ly/2PrLT6A_SureClick for complete details.
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9   80% of hacking-related breaches leverage compromised credentials, June 5, 2020, https://www.securelink.com/blog/81-hacking-related-breaches-leverage-compromised-
     credentials/
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     taken-basic-steps-to-protect-their-remote-workforce/
11 HP Covid19 pulse survey, US, China, France, Mar 2020, 400 ITDMs (equal mix of SMB and Enterprise) + 851 end users (meaning given a pc for work)
12 HP Sure Admin requires Windows 10, HP BIOS, HP Manageability Integration Kit from http://www.hp.com/go/clientmanagement and HP Sure Admin Local Access Authenticator
     smartphone app from the Android or Apple store.
13 HP Privacy Camera available only on PCs equipped with HD or IR camera and must be installed at the factory.
14 HP Sure View integrated privacy screen is an optional feature that must be configured at purchase and is designed to function in landscape orientation.
15 Requires Windows 10 and set up of facial recognition through Windows Hello.
16 Based on HP's unique and comprehensive security capabilities at no additional cost among vendors on HP Elite PCs with Windows and 8th Gen and higher Intel® processors
     or AMD Ryzen™ 4000 processors and higher; HP ProDesk 600 G6 with Intel® 10th Gen and higher processors; and HP ProBook 600 with AMD Ryzen™ 4000 or Intel® 11th Gen
     processors and higher.

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