



Turn the tables on cybercriminals



Learn more



60% of CIOs believe they're losing the battle against cybercrime¹. So, how can you develop a winning security strategy?

Just when you think you've tightened your security to seal any holes exposing your network, a new cyberattack presents itself. More sophisticated and persistent than the last, and ready to wreak havoc on your business. In fact, there seems to be no end to the evolution of these attacks, which is why 68% of CIOs believe their endpoint security tools aren't cut out to fight back¹.

This is no more apparent than in a recent 2018 attack, targeting the BIOS of several high-profile organisations with malware, now known as LoJax². BIOS attacks have long been a concern because they can be virtually impossible to detect, are extremely difficult to remove, and can grant hackers near-total control of the infected PC. And, although this attack was always a possibility, it was never a reality for businesses – until now.

If LoJax points to anything, it's that as soon as you turn your PC on, the system is vulnerable to an attack. Anti-virus software and other third party software solutions aren't enough to protect

your network – especially as they're unable to monitor changes to the BIOS. So, instead of joining the 79% of businesses that rely on antivirus software alone³, you need to develop an alternative security strategy. How? The answer is with multi-layered security solutions that are built directly into the hardware.

We believe every PC decision is a security decision. That's why we've designed the [HP Elite family](#) with [security at the forefront](#), including PCs, workstations and retail point-of-sale devices. For instance, the HP EliteBook x360, with optional 8th Generation Intel® Core™ i7 Processors, has security features enforced by the hardware itself to give you a multi-layered defense that can protect your business from all angles.

Your workforce is a mobile target for visual hackers

[Innovative security features](#), like HP Sure View Gen2⁴ – an optional integrated privacy screen that instantly protects you against visual hacking. Or HP Sure Click⁵, which takes the pressure off the end user to identify a secure website. Instead, the PC itself creates an isolated browsing session and prevents the spread of malware from one infected tab to another.

Or, if an attack like LoJax strikes your business, you can continue to work safely and confidently knowing that you have a hardened security feature built into your PC. As the first and only self-healing BIOS protection, HP Sure Start Gen4⁶ automatically detects a malware attack – even if it’s never seen it before – and restores the BIOS.

However, reinforcing your business with these cutting-edge devices can be easier said than done. That’s where computing solutions, like [HP Device as a Service \(DaaS\)](#)⁷ can help. HP DaaS simplifies how you equip your employees with the right hardware, accessories and lifecycle services – all with a flexible approach that matches your security needs.

To find out how your business can be more secure, and the steps you can take to protect against cyberattacks, read our [Cyber-Security Field Manual](#).

Sources:

¹ <https://www.bromium.com/company/press-releases/majority-cios-believe-they-are-losing-battle-against-cybercrime.html>

² ESET research: “LoJax: First UEFI rootkit found in the wild, courtesy of the Sednit group”, October 2018, <https://www.welivesecurity.com/2018/09/27/lojax-first-uefi-rootkit-found-wild-courtesy-sednit-group>

³ Statista Survey ID 622857, “Small and medium sized enterprises in the U.S by Statista, October 2016

⁴ HP Sure View integrated privacy screen is an optional feature that must be configured at purchase.

⁵ HP Sure Click is available on most HP PCs and supports Microsoft® Internet Explorer, Google Chrome, and Chromium™. Supported attachments include Microsoft Office (Word, Excel, PowerPoint) and PDF files in read only mode, when Microsoft Office or Adobe Acrobat are installed.

⁶ HP Sure Start Gen 4 is available on HP Elite and HP Pro 600 products equipped with 8th generation Intel® or AMD processors.

⁷ HP DaaS plans and/or included components may vary by region or by Authorized HP DaaS Service Partner. Please contact your local HP Representative or Authorized DaaS Partner for specific details in your location. HP services are governed by the applicable HP terms and conditions of service provided or indicated to Customer at the time of purchase. Customer may have additional statutory rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service or the HP Limited Warranty provided with your HP Product.

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