

UNMATCHED SECURITY

INTRODUCING HP'S MOST SECURE AND MANAGEABLE PCs



EVERY PC DECISION IS A SECURITY DECISION

IN OUR INCREASINGLY CONNECTED WORLD, CYBERCRIME IS ONE OF BUSINESS'S BIGGEST THREATS.

WE'VE GOT YOUR BACK. INTRODUCING HP'S MOST SECURE AND MANAGEABLE PCs.⁷

60%

of IT decision makers state security is their #1 concern¹

\$11.7m

The average cost of cybercrime per business worldwide. 23% higher than the year before²

In 2017

new malware emerged every 4.2 seconds³

80-90%

of passwords can be breached in less than 24 hours⁴

81%

of IT decision makers agree that browsers are the primary attack route⁵

68%

of compromised endpoints in the last 2 years involved laptops⁶



YOUR IN-DEPTH DEFENSES. BUILT BY HP.

SECURITY BUILT-IN

Businesses can no longer rely on software security alone – especially with the rise in cybercrime and the potential financial damage. HP Elite PCs with Intel® Core™ vPro™ processors have hardware enforced security solutions, making them far less vulnerable and far more trustworthy, right out of the box.

SELF-HEALING

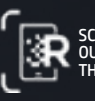
With new malware emerging faster than most businesses can keep up with, a system that can react with equal speed has never been more crucial. That's why HP Elite PCs have an integrated self-healing solution. Whenever a security threat is detected, they automatically protect, detect and recover from any effects – even if it's an attack they haven't seen before. They look after themselves, so you can focus on what's most important for your business, knowing you're fully secured.

EASY TO MANAGE

Security is mission-critical for every business. With a HP Elite PC, company IT teams can remotely manage all aspects of it – right down to the BIOS and drivers. Designed with manageability in mind, this hardware provides complete compliance for organisations of 10 – 10,000 or more, while saving them money and time.



DOWNLOAD OUR HP REVEAL APP, CREATE AN ACCOUNT, THEN SEARCH AND FOLLOW "HP PC SECURITY"



SCAN THESE PAGES WITH OUR HP REVEAL APP TO BRING THIS BROCHURE TO LIFE



RELIABLE SECURITY 24 HOURS OF THE DAY

HELPING IT MANAGERS TO REGAIN CONTROL



MORNING

Despite the entire fleet of new HP Elite PCs with Intel® Core™ vPro™ processors she has in front of her, our IT Manager feels confident. She knows she can set them up in no time with the **HP Manageability Integration Kit**.

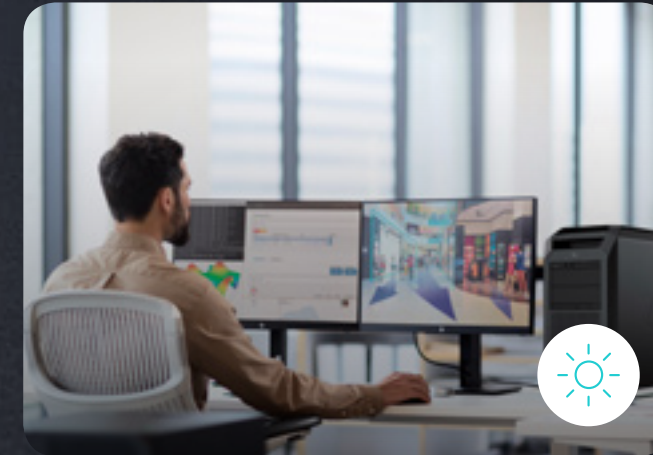
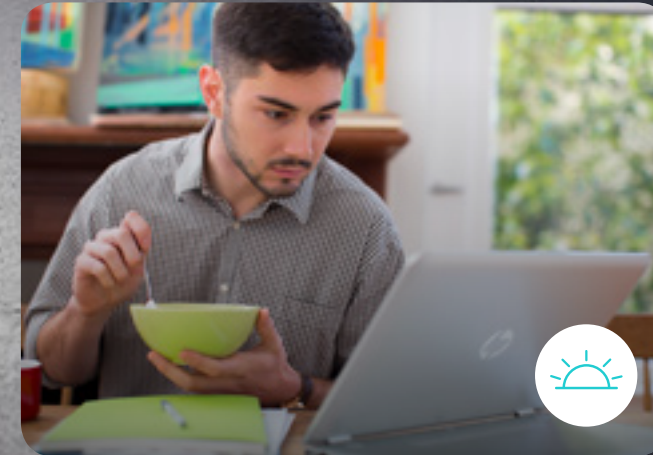
AFTERNOON

Having downloaded the latest anti-virus software across the network, our IT Manager can take her lunch break, confident her security efforts won't be compromised. With **HP Sure Run**, even malware can't shut her network down.

EVENING

On her commute home, our IT Manager receives a news alert on her mobile device: "Businesses Across Europe Hit by Major BIOS Attack". But, there's no need to panic. Her company PCs have **HP Sure Start** built-in so they can automatically detect, alert and recover from any BIOS attack.

GIVING COMPANY EMPLOYEES PIECE OF MIND



MORNING

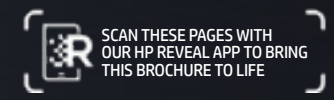
While having breakfast at home, our employee sits down to check his first flood of emails. He receives an invitation to a new conference and registers. The link leads to a malicious website that was planning to add a malware onto his PC. But with **HP Sure Click**, he does not have to worry. He's fully protected. Once he closes his browser, the malware is gone.

AFTERNOON

Every time our employee needs to log onto his PC, he uses his fingerprint and contactless card. Easy, fast and much more secure than the previous single password he had. To avoid attacks from stolen credentials, he can log on with up to 3 simultaneous methods with **HP Multifactor Authenticate** based by Intel® Authenticate™ technology.

EVENING

Our employee has to travel overseas for a meeting tomorrow. At the airport terminal, he decides to go over the facts and figures one last time, but is conscious of prying eyes. By activating **HP Sure View**, he has instant screen privacy at a touch of a button – which means instant data security.



REST EASY KNOWING YOUR COMPANY IS PROTECTED

HARDWARE FEATURES WITH AN ADVANTAGE

RECOVER QUICKLY AND MINIMISE DOWNTIME

Reimaging can be a painful process, costing companies hours of productivity loss. **HP Sure Recover** enables users to restore their machines quickly and securely. No IT intervention needed!

SECURE – CLICK SAFELY

Clicking the wrong link in an email or unknowingly browsing an infected website could open the door to your network, and all the sensitive data it contains. Hardware-based **HP Sure Click** ensures that web-based attacks are contained to an isolated tab and are not spread across your other browser tabs, PC or network.

THWARTING HACKERS

To gain access to your PC, attackers often use malware to shut down critical operating-system processes, like antivirus or firewalls. **HP Sure Run** is built-in to the hardware to prevent services being switched off. In the event of an attack, it automatically restarts the processes that make your PC more secure.

PRIVACY SCREEN AT THE TOUCH OF A BUTTON

Visual hacking is the most simple form of data theft. It may be a tactical form of shoulder surfing, but it's effective 9/10 times*. **HP Sure View** is an integrated privacy filter that prevents unwanted viewers from seeing the screen. Simply press F2 and the privacy screen is activated.

AUTHENTICATE SAFELY

Even the most secure password isn't 100% effective at protecting devices. With **HP Multifactor Authenticate**, based on Intel® Authenticate™ technology, you can require up to three factors of authentication for login, including fingerprint or facial recognition – each adds an extra layer of security against hackers.

SELF-HEALING BIOS IN A MATTER OF SECONDS

In the event of a malware attack at the BIOS level, your antivirus software is redundant and your PC, bricked. To prevent this, **HP Sure Start** – the first and only self-healing BIOS – inspects the system BIOS and automatically reinstalls it with a trusted copy.

FULL FLEET CONTROL FROM ANYWHERE

By using the **HP Manageability Integration Kit** and the latest generation of Intel® Core™ vPro™ processors with Intel Active Management Technology, IT professionals can centrally manage and remotely control key security solutions, such as **HP Sure Start** or enterprise security policies for an entire fleet of HP PCs.

INTRODUCING OUR MOST PREMIUM AND SECURE PC RANGE:

HP ELITE PC FAMILY

For powerful performance both in the office and on-the-road, meet the HP Elite family. Like the thin and light HP EliteBook x360, with the Intel® Core™ i7 vPro™ processor. 360° of versatility across five modes, over 16 hours of battery life and unmatched security makes it the perfect PC for highly mobile professionals.

Discover more at hp.com/uk/elitebook-x360

HP ZBOOK STUDIO

Smaller, faster, brighter, plus more secure than ever, these distinctively designed workstations let you work anywhere. Featuring HP's brightest 4k display, ultra-slim design and certified processing power for editing and rendering, you can unleash your creativity and be as productive on the go, just as you are in the office.

Find out more at hp.com/go/zbookstudio

HP ELITEONE 1000 G2 AIO

Transform your workspace into the ultimate immersive video conferencing solution, with the HP EliteOne 1000 All-in-One PC. With cutting edge premium features including, video conferencing at the touch of a button, HP Noise Cancellation for clearer audio calls, as well as built-in security, you can boost your work productivity, all with the peace of mind of knowing you are secure.

Learn more at hp.com/go/eliteone1000

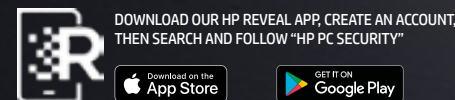
HP ENGAGE ONE

With security, durability and flexibility built into its sleek design, the HP Engage One is the ideal solution to support your critical business operations. Offering a modern approach to retail, this versatile POS system is set to transform your customer experience.

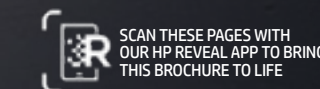
Read more at hp.com/go/engageone



Your network is only as secure as its weakest link. And that includes printers. Find out how HP can also keep your printers secure, and your network with it at hp.com/go/printsecurity



HP.COM/GO/COMPUTERSECURITY



STRENGTHEN YOUR DEFENSES TO BEAT CYBERCRIME



[HP.COM/GO/COMPUTERSECURITY](https://www.hp.com/go/computersecurity)

1. IDC, 2016 Commercial Survey: PC Results, Doc # US41101516, March 2016. 2. Ponemon Institute, 2017 Cost of Cyber Crime Study, 2017. 3. GDataSecurity, Malware 2017 Trends, 2017. 4. Brian Contos, "How hackers crack passwords and why you can't stop them", November 2017. 5. Ponemon Institute, sponsored by Spikes Security "The Challenge of Preventing Browser-Borne Malware", February 2015. 6. Vanson Bourne study commissioned by Bromium, January 2017. 7. Based on HP's unique and comprehensive security capabilities at no additional cost and HP Manageability Integration Kit's management of every aspect of a PC including hardware, BIOS and software management using Microsoft System Center Configuration Manager among vendors with >1M unit annual sales as of November 2016 on HP Elite PCs with 7th Gen and higher Intel® Core® Processors, Intel® integrated graphics, and Intel® WLAN. 8. Ponemon Institute, "Visual Hacking Experiment", 2015.

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