The freedom to innovate
with HP Services

When IT does more, so can your people

Ask any IT leader what keeps them awake at night, and you'll hear it over and over – digital transformation. Emerging tech capabilities like cloud, big data, AI/ML, mobility, IoT, AR/VR, and blockchain present opportunities to create whole new ways to delight customers and streamline business operations. Given the tremendous potential of digital transformation, IT teams around the globe understand the need to take a strategic lead and bring these new capabilities into their organizations.

However, the current business environment requires IT to spend time and resources on developing the remote workplace and empowering employees to work anywhere, at any time. Considering that the day-to-day management of employee productivity, systems continuity, and security take up a lot of IT resources, it raises the question: How can you get it all done?

Innovation gives your company an edge

Modern IT is shifting from being perceived as a cost center to functioning as a strong competitive and strategic advantage for business

Modern IT is shifting from being perceived as a cost center to functioning as a strong competitive and strategic advantage for business – and your IT team is the best source of expertise and ideas to realize that advantage. When freed from time-consuming management tasks, they can use their time to innovate and focus on the strategic priorities that will provide value to your employees and give your company an edge.

The value of managed services

One way IT leaders solve the challenge of freeing their IT staff resources is by partnering with third-party services vendors – skilled resources who specialize in helping IT teams effectively manage routine management tasks. Services vendors provide focused expertise for the particular areas of your IT organization where you want attention, whether you need a little or a lot.

What can a third-party service vendor deliver for you?

1 ### Better employee experience
Reduce employee downtime and keep them equipped with what they need to be happy and productive wherever they work. Services vendors can supply your employees with ready-to-go devices and easy-access support that needs minimal intervention from your staff.

2 ### Tighter security
Services experts can complement your IT team's capabilities with secure systems and added expertise to work alongside your staff, help assess potential risks, and provide solutions that help defend and protect corporate data.

3 ### Greater visibility
With practical tools that give visibility into your organization's data and devices and provide actionable insights, service experts give you the ability to anticipate issues and prevent them before they actually occur.

4 ### Increased agility
Balance the short- and long-term needs of your employees and organization by taking advantage of managed services solutions to gain flexibility and scale as your requirements change.

5 ### Managed costs
Optimize your existing IT investments and reduce expenses like hardware and resources – services can give you coverage where and when you need it, and with predictable costs from as-a-Service models.

6 ### Reduced complexity
The right services approach can help you find ways to consolidate IT processes and reduce the sheer number of vendors you have to manage – reducing complexity and pointing out potential cost savings by flagging redundancies.

More and more IT leaders are developing relationships with services vendors as a way to manage their IT resources: In 2019, the worldwide managed services market was worth around US$186 billion, and it's predicted to nearly double to US$356.24 billion by 2025.[1] As the business climate remains uncertain and technology becomes more complex, having additional IT expertise you can rely on is a smart move.

IT is free to do more—with HP Services

HP doesn't just make the devices that employees love – we free IT to do more, by helping simplify, manage, and secure devices across the network. HP Services experts listen to IT managers to gain insight and understand their challenges with the diverse needs of their employees. This drives innovation in our services portfolio, so we can truly lighten the load on IT by making sure that employees get the right solutions, have better experiences with their devices, and stay productive.

With HP Services, you can ensure that your technology strategies and investments align with your changing workforce and their work styles. And when issues arise, HP's world-class service professionals can help resolve problems quickly and accurately – either onsite or remotely, leveraging insights from HP TechPulse analytics – while helping ensure devices and data remain secure.

"Working with HP (Services) creates predictability. We gain standardization across all platforms, which enables us to focus on the movie business instead of focusing on technology management."

Kate Swanborg,
Senior Vice President of Technology Communications and Strategic Alliances, DreamWorks Animation

HP Services helps IT to operate smoothly and employees to work at their best through a combination of lifecycle, manageability, and security services.

HP Lifecycle Services

Increases employee productivity and engagement with expert device lifecycle management, from ordering to retirement and everything in between.

- Preconfigures devices to unique specifications
- Expedites issue resolution for your employees with easy-to-use tools
- Reduces the total ownership cost of deploying, maintaining and renewing your entire fleet
- Provides recovery and recycling for PCs and devices at their end of use

HP Manageability Services

Simplifies device management and reduces cost and complexity with efficient, responsive capabilities driven by analytics, automation, and AI.

- Provides support to monitor, plan, and proactively prevent problems
- Enables device manageability at scale and ensures that your devices operate at their best
- Manages security risk, while allowing for scaling to meet business needs
- Makes a measurable impact on the employee experience

HP Security Services

Identifies threats and strengthens the first line of defense with a multi-layered and protection-first approach to protect your people and their data.

- Gives you multiple layers of protection, for security that goes beyond endpoints and devices
- Uses a protection-first approach to stop zero-day attacks with a multi-layered defense
- Provides timely and actionable insights through our powerful AI-based analytics platform, HP TechPulse

HP Lifecycle Services

HP Lifecycle Services can help simplify and enhance device lifecycle management to keep your employees and their devices working at their best. From the initial order of a device to its end of use, (and everything in between) HP Lifecycle Services helps your IT team manage the process.

It's seamless – HP helps IT get the right devices with the right applications to the right people. And whether you're looking to purchase select lifecycle services or wrap them into an HP Device as a Service (DaaS) model, we can tailor a plan to help optimize your technology investment.

Keep your employees and their devices working their best during every stage of the device lifecycle.

1 Discover & design
Take advantage of HP professional services like strategic guidance, planning, and design to get the most from your IT investments.

2 Configure
Receive your PCs from the factory ready to use and expertly configured, right out of the box – for a smooth integration into your environment.

3 Deploy
Let HP make the delivery, staging, installation, and setup of your devices easy.

4 Optimize
Experience greater productivity when HP optimizes your PC environment with services that enhance organizational, IT, and user productivity.

5 Maintain
Get optimal uptime with support, repair, and replacement services onsite at your workplace and remotely.

6 Recover & renew
Let HP securely recover and repurpose or recycle your devices when they reach end of use.

"HP's service helped us manage logistics across all of our locations and then complete a high-touch installation. It was exactly what we needed."

Bryce Maybury,
Head of Information Technology, Southern Cross Austereo

Learn more about HP Lifecycle Services
www.hp.com/lifecycle-services

HP Manageability Services

The number of devices that IT must manage and secure has grown exponentially. Employees often get work done using a mix of personal and company-owned devices, including phones and tablets. Yet multiple devices can mean multiple OSes, with varying update cycles. That's why HP takes on your routine device management tasks – so your IT team can focus on the bigger picture. HP Manageability Services uses the HP TechPulse platform with analytics, automation, and AI capabilities to help IT simplify and improve end user device management and deliver a better employee experience with endpoint devices and applications.

Reduce the cost and complexity of end-user device management.

1

Monitor, plan, and prevent problems
Proactively identify and resolve issues with comprehensive issue prediction and diagnosis.

2

Manage devices at scale
Lighten the load on your IT staff with HP tools to monitor, respond, manage, and remediate issues.

3

Monitor security compliance
Get help from service experts in addressing non-compliant encryption, firewall, and antivirus devices.

4

Make a measurable impact on the employee experience
Keep your employees up-and-running by monitoring their experiences on their devices and digital applicationsn

HP Proactive Management

To help manage the time-consuming tasks of endpoint management at scale, HP Proactive Management is a cloud-based, multi-OS device management service that takes on some of the most ardous tasks – so IT can focus on driving improvements in the employee experience. Proactive Management leverages the proprietary HP TechPulse analytics platform to proactively identify issues, enable remediation at scale, and minimize security threats.

HP Adaptive Device Management[2]

Enterprises are transitioning to cloud-based device management – but many still have hundreds to thousands of legacy applications which require on-premise infrastructure for installation, and a security strategy built at the corporate-network level, not at the device level. HP Adaptive Device Management addresses the complexity of managing on-premises IT infrastructure, legacy apps, and increased security threats by providing a path to cloud-based device management at a pace that works best for the business. Your IT team benefits from the ability to keep access to existing applications.

To learn more, visit **www.hp.com/manageability-services**

"HP TechPulse has enabled us to make informed IT decisions based on measurable insights and analytics. The solution is far superior to other tools."

Jeremy Chellan,
Vice President, Head of End-User Services, Mashreq Bank

HP Security Services

Providing security against cyberattacks is a critical responsibility for today's IT leaders. Businesses need to defend their devices and customer and company data from increasingly sophisticated and frequent attacks. Unfortunately, most companies don't have visibility into their devices and therefore don't recognize attacks when they do occur: Over half of breaches take months or longer to discover.[3] At the same time, IT needs to support workers who are using a variety of devices and keep them secure without impacting their workflow or productivity.

When you work with HP Security Services, you get expertise and support to help beef up your first line of defense. Thanks to a multi-layered, protection-first approach designed to protect your organization's people and their data, your employees are able to work confidently and securely.

HP Proactive Security is a managed security solution that delivers multiple layers of protection, with insights and expert management, all delivered as a service and priced per device per month. You get government-grade, multi-layered, proactive protection with actionable operational and threat insights and reporting via HP TechPulse, plus monitoring and intervention by industry-certified security experts.

Defend against cyberattacks without changing your employees' behavior or increasing your team's workload.

1 Multiple layers of protection	**2** Protection-first approach	**3** Timely and actionable insights
Create layered security beyond endpoints and devices, using trusted technology.	Stop zero-day attacks with a multi-layered defense that combines industry award-winning deep learning, anti-malware, and isolation technologies.	Monitor the security of your devices from a one-stop dashboard using data from our powerful AI-based analytics platform, HP TechPulse.

"Statistically speaking, employees are often the weakest link. But they're not necessarily at fault. Employees need to be equipped with the right technology. They need built-in security on their systems to help them navigate this never ending, vast space of potential breaches and attack vectors."

Michael Calce, aka 'MafiaBoy',
Chairman of HP's Security Advisory Board
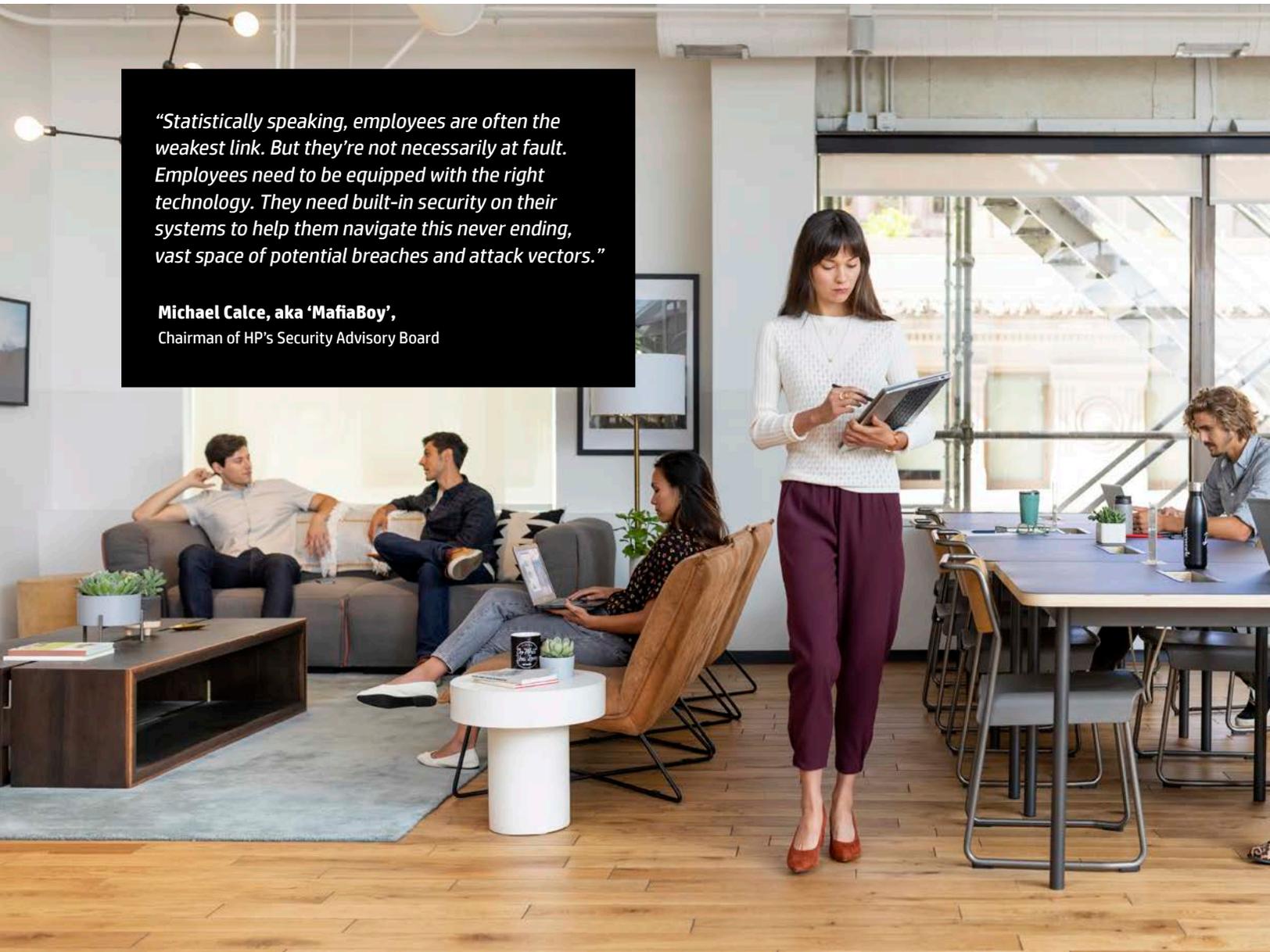
68% of business leaders say cybersecurity risks are increasing.[4]

The average cost of a cyberattack is $13m, up 12% in a year.[4]

Cyberattacks and data fraud are two of the top five risks CEOs are likely to face.[4]

To learn more about HP Security Services, visit: www.hp.com/hp-services

When IT does more, so can employees

With HP Services, your IT team has the tools they need to let your people do what they do best. HP Lifecycle Services, HP Manageability Services, and HP Security Services work together to help you give your employees the experience they want while freeing your IT staff to focus on innovation and strategic priorities. From protecting your data to getting the right devices to the right people, HP Services helps IT to do more. And when IT does more, so can your people.

Sources:

[1] Statista, Managed services market size forecast worldwide 2019-2025, March 2, 2020.
[2] Adaptive Device Management is in the early adopter phase at this time.
[3] Verizon, 2019 data breach investigations report, 2019.
[4] Ponemon Institute and Accenture, The cost of cybercrime, March 2019.