



Market Insight Report Reprint

HP Inc delivers digital services for IT to improve optimization and employee experience

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Introduction

HP Inc's Personal Systems group recently announced that it is expanding its digital services portfolio with new services designed to help IT departments optimize their software licensing investments, as well as to improve the digital employee experience and hardware health monitoring.

THE TAKE

HP is accelerating its investment in services to support its PC, notebook and peripherals business, the Personal Systems group. The new services are software subscription-based, providing self-service and managed service options, which deliver new cloud-based capabilities. We are entering an era when cloud will no longer be seen as a separate IT category; quite simply, it is IT, and HP is evolving its portfolio in lockstep.

Details

For small and medium-sized companies (anything under 2,500 seats is considered midmarket) HP is now offering HP Subscription Management Service – for Microsoft cloud-based licensing for use with Microsoft 365 and all Microsoft cloud subscription services. It uses Microsoft's license management for Microsoft's cloud applications and where a customer doesn't have an ELA with Microsoft, HP adds support. The service provides online visibility of software analytics and usage trending by user, department or geography so that IT teams can shift and scale their subscriptions as needed. For channel partners, it provides a single cloud-based tool enabling them to sell Microsoft 365 and the Microsoft cloud subscription library to their customers (that get a tailored catalog) with value-added services from HP including licensing analytics and premier partner support. Deployments are self-managed or fully managed by HP or an authorized HP channel partner.

As the IT response to the pandemic has shifted workspaces to the cloud, many organizations are moving from traditional Windows PC image deployment to cloud-based setups. Traditional custom imaging is not well suited to more distributed ways of working, so HP is now offering Windows Autopilot to automate new device setup across the internet with little or no need to touch the device. With HP Enablement Service for Windows Autopilot, HP specialists will assess a customer's device management practices then design and implement Windows Autopilot into their IT environment. HP has an adaptive endpoint management service to accelerate an organization's move to this environment.

With employee experience key to satisfaction and retention, HP has added HP Proactive Insights Experience Management, a managed service (available in the Americas and Europe), as a new extension to its HP Proactive Insights portfolio. It's designed to enable IT teams, C-suite and other stakeholders to gauge employee sentiment and perceptions in the context of their IT environment. Developed using digital employee experience management ISV Nextthink and multi-OS device insights from the HP TechPulse analytics platform, HP service experts give IT teams insight into the employee digital experience using AI-driven analytics and employee sentiment benchmarking.

A new release of HP Proactive Insights, a SaaS offering, provides extended remediation capabilities for small and medium-sized companies including new security, system stability and performance optimizations through automatic BIOS updates and incident handling. Channel partners may manage Proactive Insights on behalf of their customers using the product's multi-tenant capabilities.

HP's Personal Systems Services portfolio includes Managed Services, Professional Services, Digital Services and Lifecycle Services. In addition to the software described above, the group offers Adaptive Endpoint Management, Teradici secure virtual workspaces and Wolf Security.

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