

# Why HP for Endpoint Security?

## Highlights and Differentiators



### HP and Endpoint Security

HP has long been known for world-class PCs and printers, but not for security. However, HP has in fact been active in the endpoint security domain for over 20 years.

HP LABS	TCG	NIST
HP Research Labs - Dedicated to cyber security research	Founding member of Trusted Computing Group (TCG)	Contributed to NIST standards including SP 800-193 (Platform Firmware Resiliency Guidelines) & SP 1800-34 (Validating the Integrity of Computing Devices)

We also offer a broad range of security capabilities both built into our hardware, and available as software for both HP and non- HP PCs.

This document will provide a brief introduction as to what makes HP unique in endpoint security and highlight a few of our most popular solutions.

### The HP Difference

Endpoint security is a crowded place, with dozens of vendors making similar-sounding claims. However, HP has long focused on making robust security ubiquitous on our PCs. HP security offerings are differentiated in two critical areas.

#### HP SECURITY Beyond Risk Management

HP has long been a leader in business productivity, and we have extended this vision across our security portfolio. While all security solutions are intended to mitigate risk, HP strives to deliver value across all three additional requirements for business success.

Efficient IT and Security Operations

User Experience and Productivity

System Availability

#### 1 We take a full-stack approach to security













- Just as you can't build a house on a weak foundation, you can't secure a PC with software layered on top of an insecure platform.
- Unfortunately, that's the approach taken by most organizations, despite the range of attacks arrayed against the endpoint.
- HP however takes a layered, not "bolted-on" approach: From factory services and motherboard hardware, all the way up to application execution and physical tracking, we build security layer by layer.
- The bottom line: When you buy an HP business-class PC, you're buying a highly secure platform.

#### 2 HP has pioneered hardware-enforced Endpoint Isolation to defeat malware & phishing

- HP Endpoint Isolation executes each potentially risky piece of content (e.g. an email attachment or web downloads) in its own isolated space on the PC, where it can't infect the PC's operating system or data.
- The isolation is enforced by the CPU's hardware, so attacks can't get around it. And it works on any PC with a modern Intel or AMD CPU.

# HP Wolf Security Recommended Offerings

Wolf is HP's overarching framework for endpoint security, and we are continuously evolving our capabilities to the Wolf portfolio to respond to the latest threats and simplify Security and IT Operations. The following table highlights a few of the most popular capabilities and solutions within the framework. More complete information can be found at [HP.com/Security](https://www.hp.com/security)

Potential Risk	HP Wolf Offerings	Capabilities	Benefits
 <p>Firmware &amp; BIOS Attacks</p>	 Sure Start <sup>1</sup>  Sure Admin <sup>2</sup>	<ul style="list-style-type: none"> <li>Protects both BIOS code and configuration from attack</li> <li>Uses custom HP hardware to provide maximum protection</li> </ul>	<p>BIOS LAYER RESILIENCE</p> <ul style="list-style-type: none"> <li>Lowers risk by stopping firmware attacks</li> <li>Low IT overhead: On by default; eliminates password management issues</li> </ul>
 <p>Lost or Stolen PC</p>	 <p>Wolf Protect &amp; Trace<sup>3</sup></p>	<ul style="list-style-type: none"> <li>Locates missing PC</li> <li>Locks data while PC is being recovered</li> <li>Remotely erase data on PCs that cannot be recovered</li> </ul>	<p>EFFICIENT, SECURE PC FLEET OPERATIONS</p> <ul style="list-style-type: none"> <li>Protects mobile workforce's data</li> <li>Lower IT overhead due to missing or lost PCs</li> <li>Easier, more accurate asset management</li> </ul>
 <p>Windows OS Corruption</p>	 <p>Sure Recover<sup>4</sup></p>	<ul style="list-style-type: none"> <li>Quickly restore Windows OS locally or from the cloud</li> <li>Supports generic and customized images with maximum code integrity</li> </ul>	<p>HYBRID WORK BUSINESS CONTINUITY</p> <ul style="list-style-type: none"> <li>Supports both incident and disaster recovery use cases</li> <li>Thwarts even sophisticated attacks that defeat conventional OS recovery tools</li> </ul>
 <p>Ransomware &amp; Phishing</p>	 Sure Click Enterprise <sup>5</sup>  Wolf Pro Security <sup>6</sup>	<ul style="list-style-type: none"> <li>Isolates malware, preventing infection</li> <li>Uses hardware-enforced virtualization that attacks can't get around</li> <li>Supports any Windows PC with modern CPU</li> </ul>	<p>SOCIAL ENGINEERING DEFENSE</p> <ul style="list-style-type: none"> <li>Greatly reduces risk from most common attacks</li> <li>Reduces operational noise from spurious alerts</li> <li>Users "work without worry", with no workflow changes</li> </ul>
 <p>Privileged User Compromise</p>	 <p>Sure Access Enterprise<sup>7</sup></p>	<ul style="list-style-type: none"> <li>Isolates privileged (superuser) remote access sessions to prevent attacks</li> <li>Even if the PC is compromised, sensitive applications and data are protected</li> </ul>	<p>MORE SECURE, PRODUCTIVE IT OPERATIONS</p> <ul style="list-style-type: none"> <li>Decreases risk from spear phishing of privileged users</li> <li>Allows IT administrators to mix personal and privileged activity on single PC</li> </ul>

<sup>1</sup> HP Sure Start is available on select HP products.

<sup>2</sup> HP Sure Admin requires [HP Manageability Integration Kit](#) and HP Sure Admin Local Access Authenticator smartphone app from the Android or Apple store.

<sup>3</sup> HP Services are sold separately. 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.

<sup>4</sup> HP Sure Recover is available on select HP products and requires an open network connection. You must back up important files, data, photos, videos, etc. before using HP Sure Recover to avoid loss of data.

<sup>5</sup> HP Sure Click Enterprise is sold separately. Supported attachments include Microsoft Office (Word, Excel, PowerPoint) and PDF files, when Microsoft Office or Adobe Acrobat are installed. For full system requirements, please visit [System Requirements for HP Sure Click Enterprise](#) for details.

<sup>6</sup> HP Wolf Pro Security is available preloaded on select HP devices, is available as a subscription and in term licenses. Contact your HP sales representative for more details.

<sup>7</sup> HP Sure Access Enterprise is sold separately. For full system requirements, please visit [System Requirements for HP Sure Access Enterprise](#) for details.