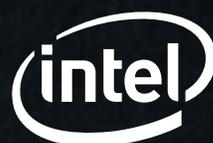


TO BEAT CYBERCRIME

Protect your business with the world's
most secure PCs and Printers¹,
powered by Intel[®]





UNMATCHED SECURITY

YOUR IN-DEPTH DEFENSES. BUILT BY HP, POWERED BY INTEL®

HP SURE CLICK

Protects your PC from websites and read-only Microsoft® Office and PDF attachments by trapping malware in an isolated virtual machine.

HP SURE RUN

To get control of your PC, attackers first need to take down its defenses. Keep critical security protections up and running and prevent unwanted changes to security settings with HP Sure Run, which provides resilience against attacks.

HP SURE VIEW

Instantly protect against visual hacking with the optional HP Sure View integrated privacy screen. At the touch of a button your screen appears unreadable to those around you.

HP SURE RECOVER

HP Sure Recover ensures fast, secure, and automated recovery of your OS with only a network connection, so you can minimize downtime and get back to business fast. Or, get HP Sure Recover with Embedded Reimaging to recover anytime, anywhere, without the need for a network connection.

HP MULTI-FACTOR AUTHENTICATE

Help keep your network and VPN safe from unauthorized access by requiring up to three factors of authentication for log in, including optional fingerprint reader and IR camera facial recognition with policies hardened at the silicon level.

HP SURE START

Firmware attacks can completely devastate your PC. Stay protected with the world's first and only self-healing BIOS. HP Sure Start automatically recovers the BIOS from attacks or corruption.

HP SURE SENSE

Over 350,000 new malware variants are created every day, and if you want to keep up, you better fight fire with fire. Traditional antivirus can't always recognize new attacks. But HP Sure Sense uses proprietary deep learning algorithms and advanced neural network technology to instinctively recognize malware and protect against never-before seen attacks.



SECURITY BUILT-IN

Business 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.

11%

of security incidents reported by organizations over the past year were print-related⁶

68%

report at least one DoS or malware attack on a printer device⁷

43%

of companies ignore printers in their endpoint security practices⁸

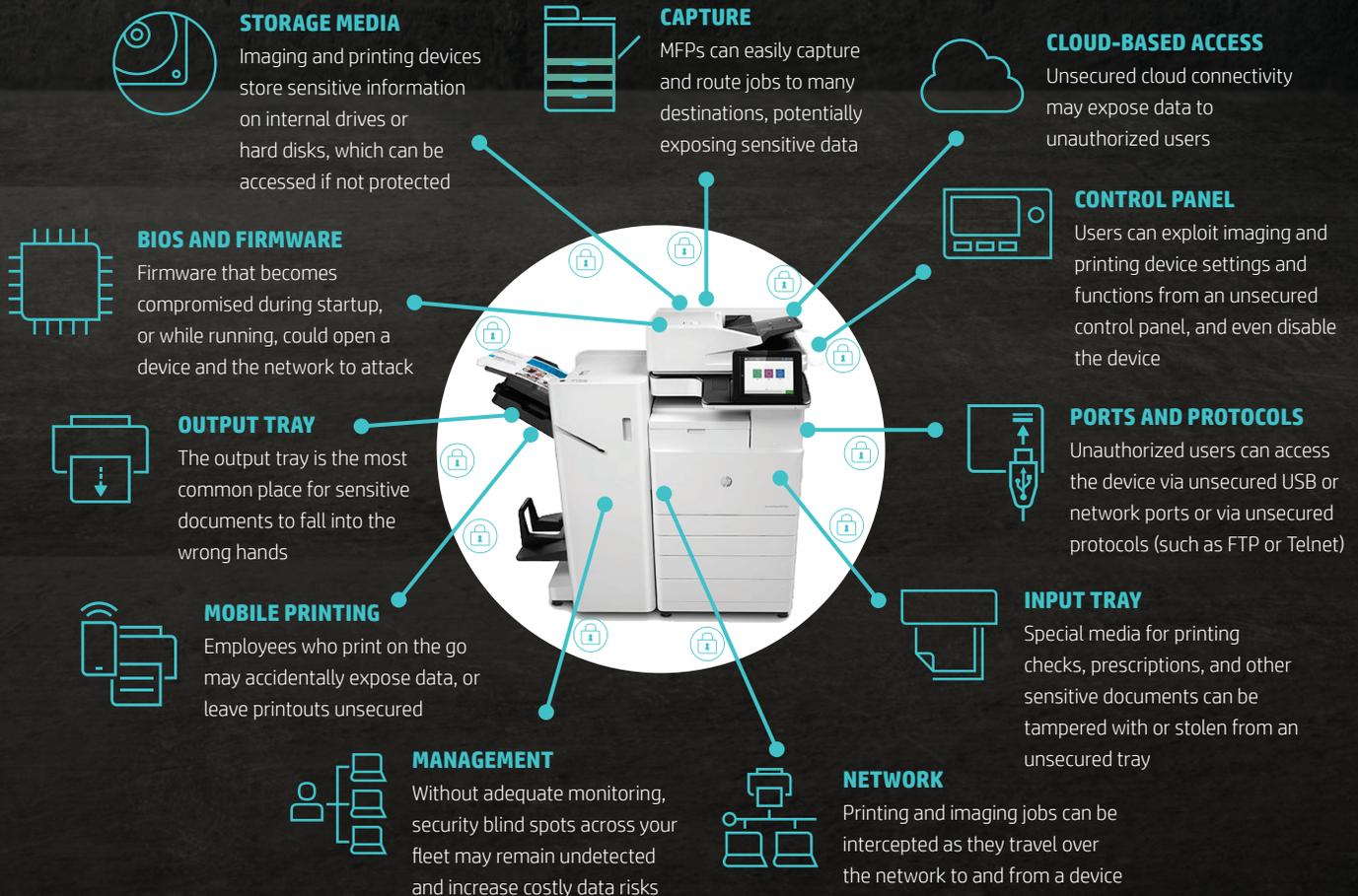
62%

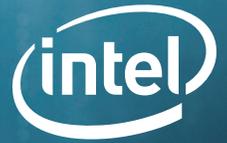
of organizations look to their MPS provider for print management and security skills⁶

INNOVATIVE DEVICE, DATA, AND DOCUMENT SECURITY TO HELP PROTECT YOUR FLEET

Cybercrime, internal breaches, compliance infringement and more can hurt your business. In addition to expensive fines and lawsuits, a security breach can result in loss of revenue and a damaged reputation.

Although many IT departments rigorously apply security measures to computers and the network, printing and imaging devices are often overlooked. As threats continue to evolve, unsecured printers offer opportunities for attackers to compromise the device, your data, or the entire network.





Learn more about how HP can protect your company.

hp.com/go/HPSecure

hp.com/go/computersecurity



keep reinventing

Sign up for updates
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¹ "Most secure printing" claim based on HP review of 2017 published security features of competitive in-class printers. Only HP offers a combination of security features that can monitor to detect and automatically stop an attack then self-validate software integrity in a reboot. For a list of printers, visit: hp.com/go/PrintersThatProtect. For more information: hp.com/go/printersecurityclaims.

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.

² Ponemon Institute, 2017 Cost of Cyber Crime Study, 2017.

³ AV-Test Institute, <https://www.av-test.org>.

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 Quocirca Global Print Security Study, Louella Fernandes, February 2019.

⁷ Quocirca, "Managed Print Services Landscape, 2018," quocirca.com/wp-content/uploads/2018/09/Quocirca-MPS-2018-Summary-Report-Web.pdf, October 2018.

⁸ Spiceworks survey of 309 IT decision-makers in North America, EMEA, and APAC, on behalf of HP, November 2016.

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