



# Unlock new possibilities with HP

Unleash a robust and hybrid-ready ecosystem for your workforce



# Why refresh?



Your business trusts you to enable hybrid work. Old devices will not suffice.

With hybrid work becoming the norm, employees need technology that allows them to work seamlessly from any location. Outdated devices hinder productivity with slow startups, system failures, and short battery life. They also lack features to support teamwork and safeguard device privacy and data from modern threats.

Upgrading to future-ready devices, including HP PCs with Windows 11, can create a win-win situation for both employers and employees, enabling a smooth hybrid work model through enhanced collaboration, seamless productivity, and strong endpoint security.

**89%** of employees acknowledge that old technologies are hurting their company's productivity<sup>1</sup>

## Ineffective collaboration

More than half of people state that their meetings are often disrupted due to challenges with audio and video<sup>2</sup>, causing counterproductive meetings and miscommunication. This can be frustrating and hinder employees' ability to communicate effectively.



## Reduced productivity

Slow startup times, limited battery life, and system crashes are more than just annoyances. They translate into a substantial productivity drain, with statistics showing it takes an employee 23.15 minutes to regain focus after disruptions.<sup>3</sup>

Meanwhile, modern PCs that utilize AI are innovating every second and working to improve productivity, increase battery life, and avoid system disruptions.

**70%**

of employees say they would use AI to lighten their workload<sup>4</sup>

## Increased security risks

Today, a single click on a suspicious site or attachment can lead to significant losses and downtime. Without modern AI PCs, which are equipped with high-end security and privacy features, your business is unnecessarily exposed.

**70%**

of successful breaches start at the endpoint<sup>5</sup>



# Why HP?

New HP technology modernizes your workforce and enables them to be productive and secure from anywhere.

In today's fast-paced business environment, it is essential to have technology that can keep up with the demands of a dynamic, hybrid workforce. HP, with its rollout of Windows 11 Pro, offers future-ready devices that cater directly to the needs of businesses by providing enhanced collaboration, seamless productivity, and strong endpoint security.





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## Enhanced collaboration

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HP and Windows 11 enable your workforce to engage and collaborate from anywhere with immersive conferencing and collaboration experiences:

- **Look and sound better**  
with HP Auto Frame & AI-based Noise Reduction<sup>6</sup>
- **Never break eye contact**  
with Auto-Camera Select<sup>7</sup>
- **Take a break when you need one**  
with Be Right Back<sup>6</sup>
- **Share work**  
with HP Multi-camera experience<sup>7</sup>
- **Share a whiteboard or physical document**  
with Keystone Correction<sup>6</sup>

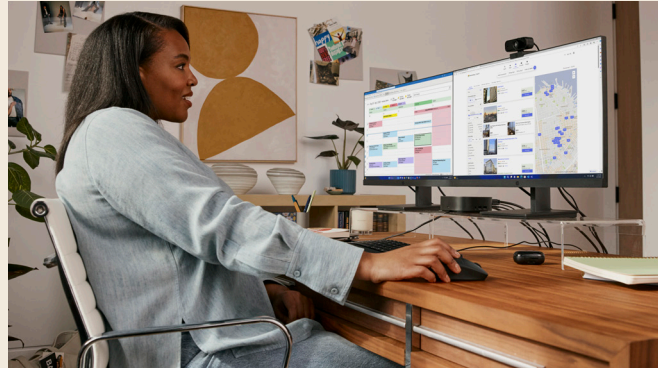




# Seamless productivity



HP's technology is a partner in boosting your workforce's productivity, ensuring that employees can work from anywhere, doing any kind of work. From multi-tasking to demanding spreadsheets, HP PCs are AI-powered and equipped with Copilot® in Windows®, which helps to ensure all tasks are brought to completion.



## PCs that run smoothly

With HP's AI and battery management applications, employees have the power they need, whenever and wherever they need it.

- Easy battery management with Battery Manager<sup>9</sup> dashboard
- Optimize battery life with Intelligent Hibernate<sup>10</sup>
- Recover anytime, anywhere at scale with Sure Recover<sup>11</sup>

### Insider insight:

HP Smart Sense makes your employees' PCs 40% quieter and at the same time, increases performance by 40%<sup>12</sup>

## PCs that adapt to workstyles

HP Smart Sense<sup>13</sup>, which utilizes built-in AI, optimizes PC power and thermal performance based on the usage patterns of its users. Additional HP solutions reduce start times and adjust to unique surroundings by altering colors and light, adjusting fan noise, conserving energy, and optimizing CPU temperature.

- Whenever/wherever work with In/Out of Bag & On Table/Lap<sup>14</sup>
- Reduce energy use and optimize power with Power Consumption Measurement<sup>15</sup>
- PC performance tailored to each end user with Smart Sense
- Optimized colors and enhanced visuals with Adaptive Color<sup>16</sup>
- Work well with Eye Ease<sup>17</sup>

## PCs that personalize

Employees think of their PCs as an extension of themselves. It's how they work and how they get work done, which is why personalization is a critical component of ensuring that the relationship between employees and their technology is optimized. With HP, tools like the integrated Copilot® key and dongle-free headset pairing, make workstyle personalization easy and stress-free.

- Customize the keyboard with the Programmable Key<sup>18</sup>
- Ditch the dongle with Direct Bluetooth® Connection
- AI assistant at the ready with the Windows Copilot® key<sup>19,20</sup>

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## Strong endpoint security

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Enable your workforce to work from anywhere with the world's most secure PCs on the planet<sup>21</sup>

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### Protect the device

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Whether it's lost, stolen, or breached, HP has secure solutions. Upon a physical breach, HP Tamper Lock<sup>22</sup> can trigger an alert, alongside security measures to protect the PC and its sensitive information. HP Wolf Protect & Trace<sup>23, 24</sup> can find a lost device, as well as lock and/or erase a missing one.

- Protect firmware against quantum computer hacks<sup>25</sup> with Endpoint Security Controller Gen5<sup>26</sup>
- Worry less about a lost or stolen PC with HP Wolf Protect and Trace
- Peace of mind from physical intrusion with HP Tamper Lock
- Trusted PC startup with Sure Start<sup>27</sup>
- Secure a password-free login with the Fingerprint Sensor<sup>28</sup>

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### Protect privacy

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Hybrid work means employees work from anywhere, including coffee shops, airplanes, and waiting rooms. Which is why HP PCs have extensive privacy protection. With integrated privacy screens that shield confidential information from prying eyes, as well as easy-access web-camera disablement, HP's technology ensures protection.

- Unreadable screens with up to 90 minutes more battery life with Sure View<sup>29</sup>
- See or unsee with Privacy Camera<sup>30</sup>

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### Protect data

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Unattended, unlocked devices are prime opportunities for data theft and malware injection. HP Auto Lock and Awake<sup>31</sup> locks the PC when users walk away and automatically unlocks it when users return.

- Hands-free logging in and locking out with Auto Lock and Awake
- Worry-free work and threat containment with Sure Click<sup>32</sup>



Work from anywhere, worry-free,  
with HP PCs

HP PCs are optimized specifically for, and with, AI, through hardware and software innovations designed to enable the future of work.





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## Plan, prepare and deploy

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Transitioning to Windows 11 can be complex, with compatibility issues across devices, applications and infrastructure. With the added pressure of Windows 10 going end-of-support, partner with HP to ensure a smooth, cost-effective upgrade, leveraging our extensive experience to craft you a modernization roadmap, optimize efficiency, simplify migration, and maintain employee productivity throughout.

### Define

Join forces with our experts on Windows 11 migration to define the ideal workplace experiences for your employees.<sup>33</sup>

### Design

Collaborate with our experts to design and validate the solution so it is aligned with your strategy, operations, and business outcomes.

### Deploy

Bring your Windows 11 solution to life with modern device configuration, factory and deploy services, on a global scale.

### Monitor

Service experts monitor key metrics such as device health, performance, configurations, security, and more.

### Manage

Our global teams take preventative actions to ensure the reliability and performance of your device experiences.

### Support

Service experts proactively detect and solve problems with your devices and software.

Enable exceptional employee experiences anywhere and everywhere with an HP PC refresh.



# Why now?

The fast-approaching Windows 10 end-of-support deadline poses a risk to your IT infrastructure but also offers an opportunity to modernize and set your employees up to be a force for growth with the latest HP PCs.

With Windows 10 support ending on October 14, 2025, and migration to Windows 11 averaging up to 14 months for many organizations, you should act now to avoid:

- Security risks
- Software incompatibility
- Loss of support
- Rising Windows 10 subscription costs

Transitioning to Windows 11 offers a chance to modernize IT and boost employee productivity. HP's portfolio of Windows 11 devices is tailored for hybrid work success.

Contact SCC today to assess your readiness and ensure a smooth, cost-effective transition.:

E: [online@scc.com](mailto:online@scc.com)

T: 0121 766 7000

W: [scc.com](http://scc.com)



Move to the best future-ready hybrid solutions and empower your workforce for growth by refreshing with HP today

Refresh to Windows 11 today



# Disclaimers:

1. Source: Future of Digital Work Enterprise insights: Productivity is a shared responsibility rooted in tech | Adobe Blog <https://blog.adobe.com/en/publish/2023/07/27/future-digital-work-enterprise-insights-productivity-shared-responsibility-rooted-in-tech>
2. Source: [https://hbr.org/2020/06/dress-for-the-remote-job-youwant?utm\\_content=132209253&utm\\_medium=social&utm\\_source=facebook&hss\\_channel=fbp-106610319415443&fbclid=IwAR0EaiWAIB5DOQVEJXTVN2pCDeqeZoRxxvgrDdO4vrLIQOg3E35fJMDZ8N18](https://hbr.org/2020/06/dress-for-the-remote-job-youwant?utm_content=132209253&utm_medium=social&utm_source=facebook&hss_channel=fbp-106610319415443&fbclid=IwAR0EaiWAIB5DOQVEJXTVN2pCDeqeZoRxxvgrDdO4vrLIQOg3E35fJMDZ8N18)
3. Sources: <https://www.themuse.com/advice/this-is-nuts-it-takes-nearly-30-minutes-to-refocus-after-you-get-distracted> <https://lifehacker.com/how-long-it-takes-to-get-back-on-track-after-a-distract-1720708353> <https://blogs.manageengine.com/desktop-mobile/desktopcentral/2022/06/02/in-2022-should-westill-be-wrestling-with-slow-computers.html>
4. Will AI fix Work. Work trends index annual report, May 2023.
5. 70% of successful breaches start at an endpoint (SOURCE: Ponemon Institute, "Third annual study on the state of endpoint security risk," January 2020).
6. Requires myHP application and Windows OS.
7. Dual video streams and camera switching with Multi-Camera requires second camera that is sold separately or as an optional feature and requires myHP application.
8. Some features of Copilot in Windows are premium features and require a paid subscription from Microsoft.
9. Battery Manager requires Windows 10 and higher and can be downloaded from the Microsoft Store.
10. Intelligent Hibernate requires HP Power Manager installed and battery mode is set as "Let HP manage my battery" with intelligent charging turned on.
11. HP Sure Recover Gen5 is available on select HP PCs and requires Windows 10 Pro and higher and an open network connection. You must back up important files, data, photos, videos, etc. before using HP Sure Recover to avoid loss of data. Network based recovery using Wi-Fi is only available on PCs with Intel Wi-Fi Module.
12. Smart Sense is available on select PCs with Windows 10 or higher and Intel processors. 40% quieter based on HP internal testing of the HP EliteBook 1040 G11 with turbo fan compared to Smart Sense in Balanced Mode on the previous generation, HP EliteBook 1040 G10 laptop PC. 40% improved performance based on HP internal testing comparing the HP EliteBook 1040 G10 in Performance mode and the HP EliteBook 1040 G11 in Smart Sense mode.
13. HP Smart Sense is available on select PCs with Windows 10 or higher and Intel processors. Some features of Copilot in Windows are premium features and require a paid subscription from Microsoft.
14. Available on select HP PCs with Windows 10 and higher and Intel processors.
15. Power Consumption Measurement with real-time total power usage tracking planned to release in 2024 on our commercial notebook line. The energy consumption data is planned to be available to end users within myHP and ITDMs via HP Proactive Insights in May 2024. Fleet management within HP Proactive Insights requires Windows 10 or higher and registration for the Workforce Experience platform at <https://admin.hp.com>. Some features and capabilities may require additional purchase of HP services and/or commercial hardware capable of supporting the HP Insights agent for Windows, Mac, & Android. Activation and restrictions may apply. Select HP Workforce Solutions require an HP Insights agent for Windows, Mac, & Android, available for download at <https://admin.hp.com/software>. For full system requirements and services that require the agent, please visit <https://admin.hp.com/requirements>. The agent collects telemetry and analytics around devices and applications that integrate into the Workforce Experience platform and is not sold as a standalone service. Internet access with connection to the Workforce Experience platform is required. HP follows stringent GDPR privacy regions, and the platform is ISO27001, ISO27701, ISO27017 and SOC2 Type2 certified for Information Security.
16. Requires myHP application and Windows OS.
17. Low blue light panel is only available on non-touch models.
18. Available on select HP PCs.
19. Requires Windows 11 and an NPU. Timing of feature delivery and availability varies by market and device. Requires Microsoft account to log in. Where Copilot in Windows is not available, the Copilot key will lead to the Bing search engine. See <http://aka.ms/WindowsAIFeatures>
20. Some features of Copilot in Windows are premium features and require a paid subscription from Microsoft.
21. "World's most secure PCs" claim is based on HP's unique and comprehensive security capabilities at no additional cost among vendors on HP Elite PCs with Windows and 8th Gen and higher Intel® processors or AMD Ryzen™ 4000 processors and higher; HP ProDesk 600 G6 with Intel® 10th Gen and higher processors; and HP ProBook 600 with AMD Ryzen™ 4000 or Intel® 11th Gen processors and higher. HP Tamper Lock must be enabled by the customer or your administrator.
22. HP Tamper Lock must be enabled by the customer or your administrator.
23. HP Wolf Protect and Trace available on select HP 600, 800, 1000, Windows based Elite Dragonfly Laptops, select 800 desktops, and Z1 G8 Workstations and will function when the device is powered on and connected to the Internet. HP Wolf Protect & Trace requires HP TechPulse to be installed by customer manually via a one-click download at <http.com/active-care> or by providing consent at the time of your hardware's first boot, which enables HP to install HP TechPulse to collect information related to the Device. HP TechPulse is a telemetry and analytics platform that provides critical data around devices and applications and is not sold as a standalone service. HP TechPulse follows stringent GDPR privacy regulations and is ISO27001, ISO27701, ISO27017 and SOC2 Type2 certified for Information Security. Internet access with connection to TechPulse portal is required. For full system requirements, please visit <http://www.hpdaas.com/requirements>
24. HP Wolf Protect & Trace requires the lost or stolen device to be powered on and connected to the Internet in order to find, lock or erase the device.
25. Based on HP's internal analysis of business PCs with preinstalled encryption, authentication, malware protection, BIOS-level protection and passing MIL-STD testing, finding that no other in-class PC implements a quantum-resistant cryptographic scheme to protect the integrity of UEFI BIOS firmware as of February 2024.
26. Requires Windows 10 or higher. For supported HP PCs with the latest HP Endpoint Security Controller. See <https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA8-3644ENW>.
27. HP Sure Start Gen7 is available on select HP PCs and requires Windows 10 Pro and higher.
28. Optional feature that must be configured at purchase.
29. HP Sure View Reflect integrated privacy screen is an optional feature that must be configured at purchase and is designed to function in landscape orientation.
30. HP Privacy Camera only available PCs equipped with HD or IR camera and must be installed at the factory
31. Windows 10 (and higher) and Windows Hello required.
32. HP Sure Click Enterprise is sold separately and requires Windows 8 or 10 and Microsoft Internet Explorer, Google Chrome, Chromium or Firefox are supported. Supported attachments include Microsoft Office (Word, Excel, PowerPoint) and PDF files, when Microsoft Office or Adobe Acrobat are installed.
33. HP Professional Services require workshops, including the implementation of technical enablement capabilities, and are available in all countries where HP conducts business. Service not available in China. Workshops are in English and may be in-person or virtual. Please contact your HP representative for more details and options for local language support. 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.

