

Five Reasons HP is a Trusted Partner for SMB

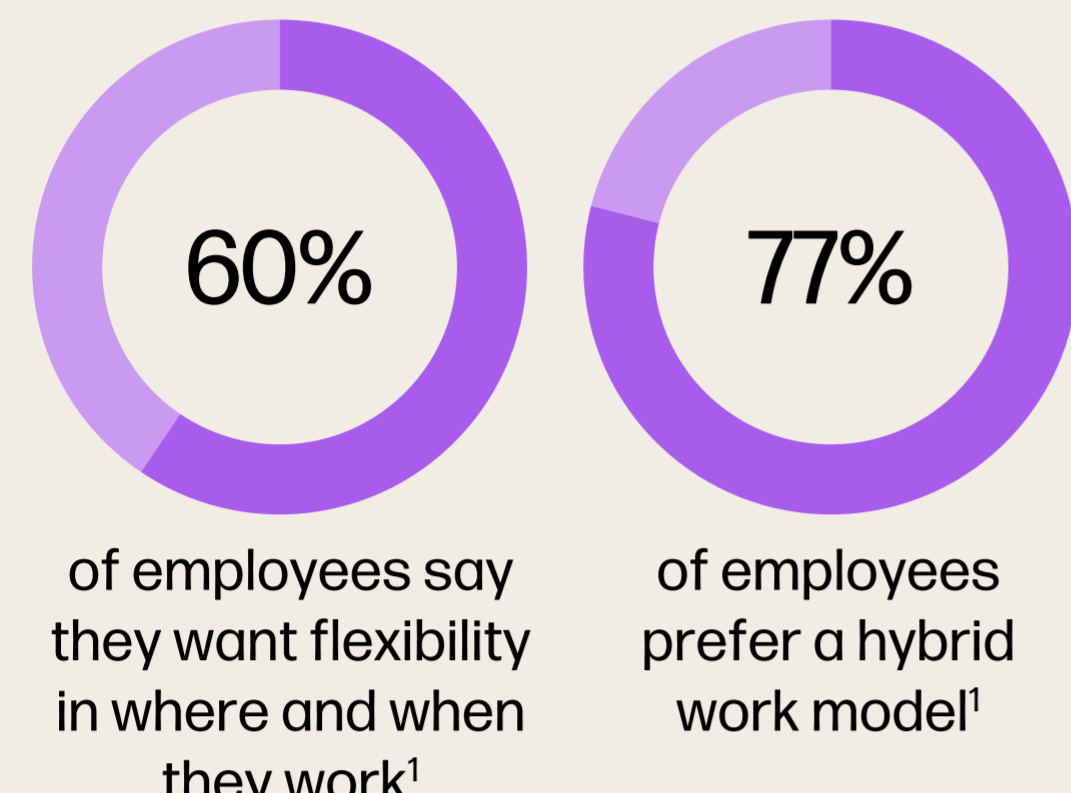
Empower your hybrid workforce with adaptable devices, solutions and services

Technology choices are significant for small and medium-sized organizations. From strong security to remote manageability, here are five reasons why HP will enable long-term success for your business.



1 Bring teams together with superb audio and video

HP helps teams stay connected with devices that enable work from anywhere and solutions that break down barriers for information sharing.

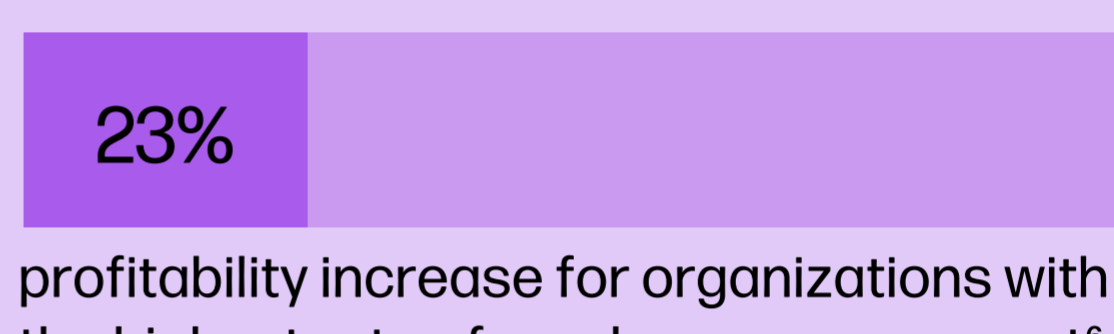
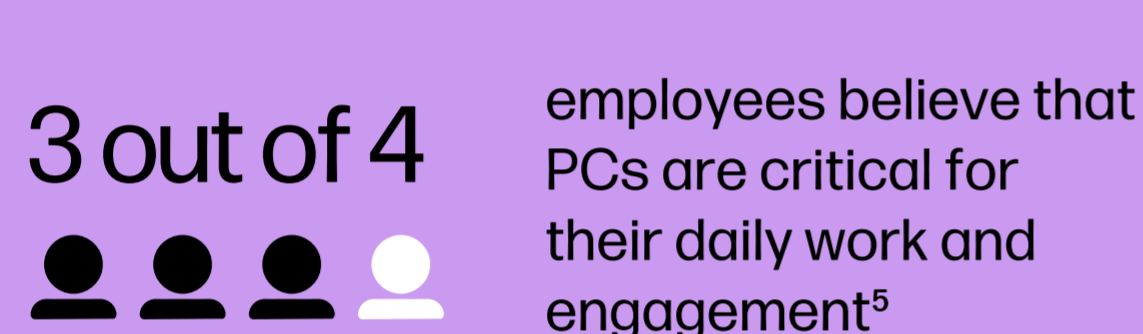


With advanced conferencing and collaboration technology from HP, your remote and in-office employees can feel like they're working together in the same room.

- Superior video resolution: Automatically upscales the camera output of an HD webcam to a higher, FHD-quality resolution²
- HP Dynamic Audio: Uses AI to detect the type of audio playing and automatically adjusts equalizer settings to provide the best sound³
- HP Sound Calibration: Customizes audio levels to match user's unique "ear print," enabling a personalized, balanced sound field⁴

2 Unleash productivity with more adaptable features

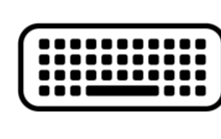
To work from virtually anywhere, employees need technology that can help keep them focused and effective.



With adaptable HP solutions, your employees can work however they work best.



Touch and pen support: Offers multi-touch input directly on the screen for more precise selecting and writing



HP Programmable Key: Allows users to assign a specific task or action when the key is pressed



HP AutoLock and Awake: Detects user presence to automatically wake and lock for seamless logins and logouts⁷

3 Ensure security across the entire tech ecosystem

HP Wolf Security and Windows 11 Pro uniquely protect your organization and devices from cyberattacks no matter where, when, or how you work.



Zero-trust endpoint security: Delivers stronger threat detection, protection, and recovery for remote workers



Hardware-based protection: Helps guard against threats immune to software-only solutions



Security management: Provides easily integrated, comprehensive device-security policies.

4 Extend IT teams with easier endpoint manageability

HP is just better across the board. Their support is top-notch, and I have easy access to all the resources I need."

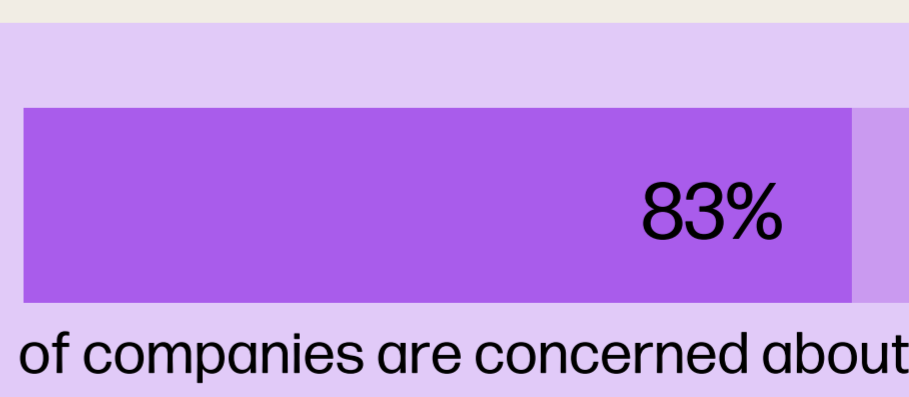
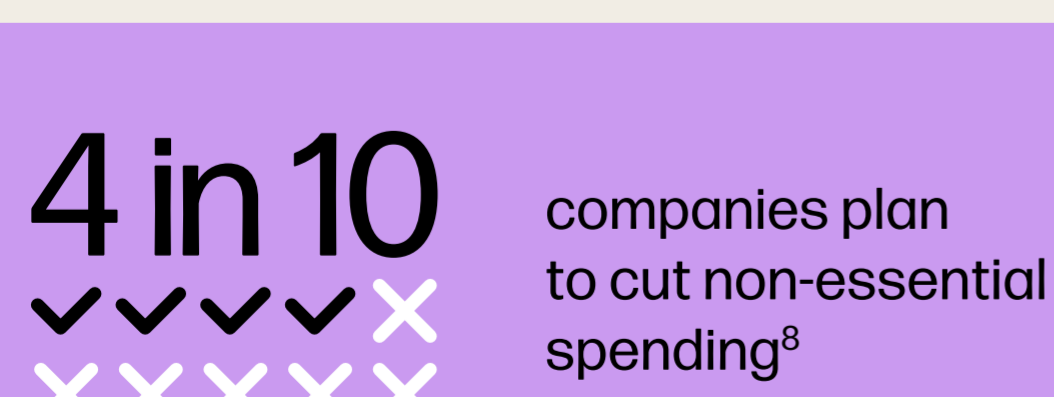
—Aaron Flora, desktop technician, Moraine Park Technical College

HP makes it easier to manage flexible work and distributed devices, both remote and onsite. This frees up your IT staff for more strategic tasks.

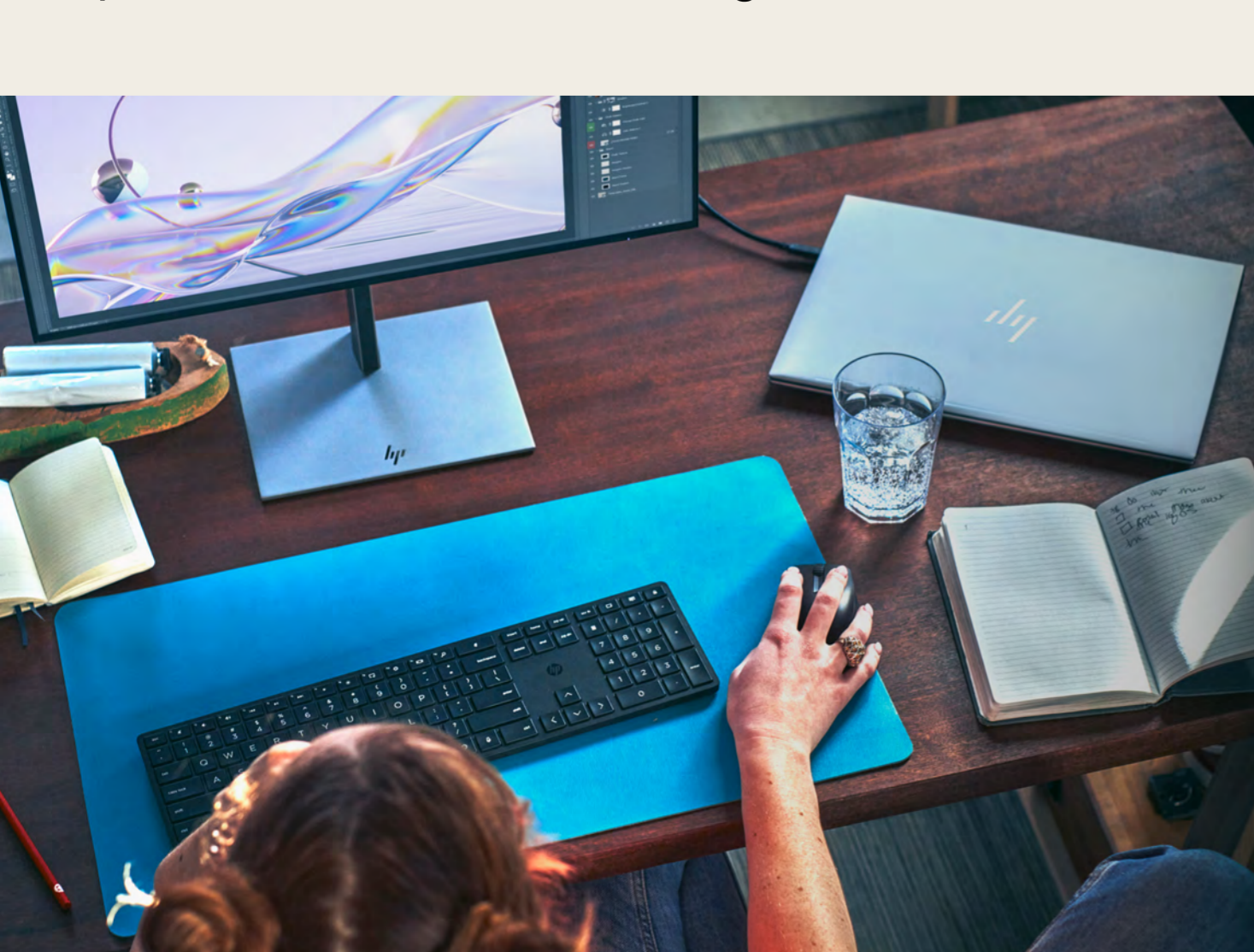
- Seamless deployments: HP makes it easy to prepare devices for users with easy configuration and zero-touch deployment.
- Update management: HP PCs with Windows 11 Pro allow IT to manage endpoints easily without specialized tools or expertise.
- Technical support: HP offers highly repairable devices, tools to support help desks, next-day-fix services and self-repair programs.

5 Get more value from your technology budget

HP ensures that organizations can get more value on their IT investments with time-saving services like HP Active Care. Help from live experts and smart automation can keep PCs running anywhere.



For a similar price as competitor products, you can get an HP device that's faster, more powerful, and has more storage.



Ready to thrive in a hybrid work world?

With HP devices, solutions and expertise, your entire organization can do more with greater collaboration. See how far you can go with better collaboration, greater productivity and unmatched flexibility.

[Learn More](#)

References: ¹HP Proprietary Survey Future of Work, 1741 end-users/IT/Facilities/HR in US and DE, 2022. ²Requires the myHP application and Windows OS. FHD display resolution required to view FHD images. ³HP Dynamic Audio is delivered automatically through Windows update or can be downloaded from <https://support.hp.com/us-en/drivers> when available. Requires Windows 10, compatible with internal PC speakers and analog headsets. ⁴HP Sound Calibration is delivered automatically through Windows update or can be downloaded from <https://support.hp.com/us-en/drivers> when available. Requires Windows 10 or higher, analog headset, and setup. ⁵Invest in Employee Experience (EXL) Drive Your Bottom Line Growth, a commissioned study conducted by Forrester Consulting on behalf of Intel and Lenovo, August 2020. ⁶Gallup, The Powerful Relationship Between Employee Engagement and Team Performance, 2020. ⁷HP Auto Lock and Awake requires a proximity sensor that is available on select EliteBooks and requires Windows Hello for authentication. ⁸Spiceworks Ziff Davis, "The 2023 State of IT," 2022.