



HP Services Bootcamp

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HP Services Priorities



ENABLING
HYBRID
WORK



DATA-DRIVEN
PRODUCTIVITY AND
EXPERIENCE



CLOUD-
BASED
MANAGEMENT



SIMPLIFIED
CONSUMPTION
MODEL



SUSTAINABILITY

Channel partner Value Proposition

Become #1 service provider for your customers and win in hybrid reality



Deliver exceptional hybrid employee experiences.
with personalized, cloud-ready tech that speeds time to productivity.



Enhance your position as a trusted advisor.
with the power to proactively predict and prevent device issues before they disrupt employee productivity.



Provide advanced protection and resiliency.
reinforcing layers proactive defense with HP Wolf Security.



Encourage customer loyalty with a simple path for tech refresh.
with convenient, secure device recovery, sanitization and repurposing that pays you back.



Help customers further their circular economy strategies.
by partnering with one of the world's most just & sustainable companies.



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HP Services Portfolio

Supporting the business-critical work of IT with best-in-class endpoint services that deliver business value and improve employee experiences

HP Professional Services

Strategic guidance, planning, and architecture design

HP Managed Services

Aggregate, outcome-based device, service and solutions offerings

HP Digital Services

Cloud-based software-driven services

HP Lifecycle Services

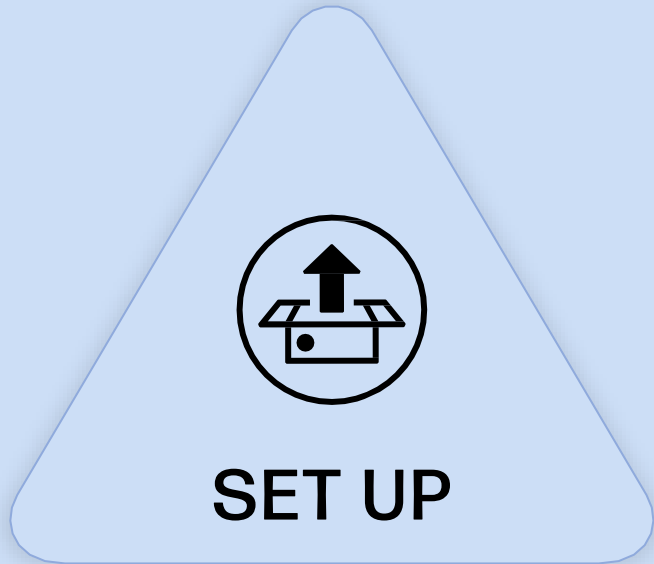
Services that optimize devices across the lifecycle



HP Services Portfolio

Best-in-class endpoint services that deliver value and improve customer experiences





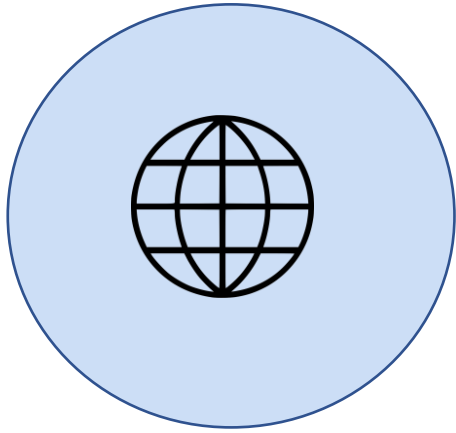
SET UP

HP helps IT deliver great device experiences for their employees starting on day one, with services for configuration, deployment, and zero-touch setup.

Why HP Configure & Deploy Services?



HP Set-up Services



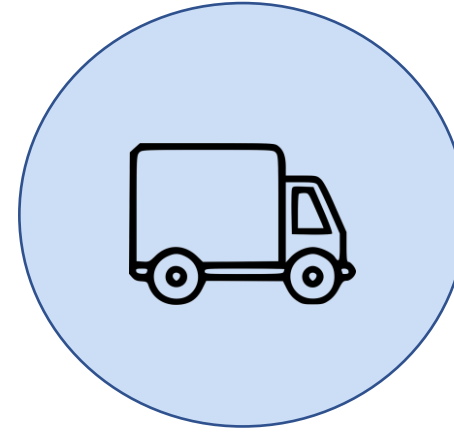
Scale your
business globally

Leverage HP's factory footprint and unlimited capacity to execute Configure Services at point of device manufacture.



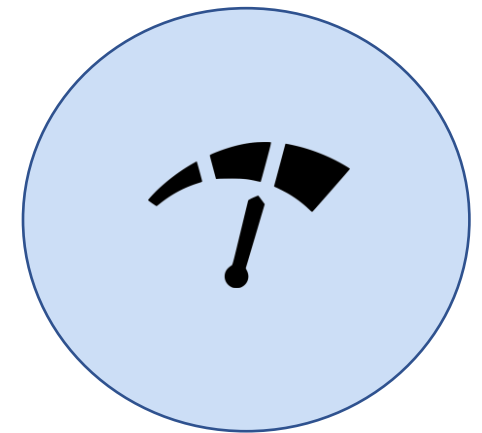
Streamline
deployments and
reduce costs

Eliminate extra touchpoints and reduce shipping legs with configured devices shipping from the factory to your customers, either at home or in the office.



Specify your
deployment
preferences

Take advantage of services for the deployment of HP hardware on your terms with flexible delivery options.



Get employees up
and running quickly

A broad range of installation and setup services tailored for your organization.

Set Up



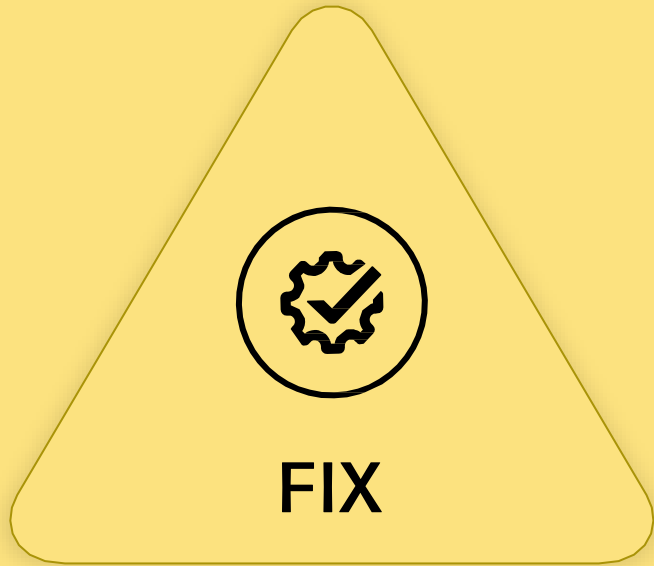
Great device experiences for employees starting on day one

Configuration Services

- **HP Custom System Settings Services.**
Custom System Settings Services: Go beyond factory default BIOS settings to meet specific IT requirements.
 - **HP Dynamic Configuration Service.**
Extends your imaging environment to an HP facility to dynamically configure and personalize user PCs.
 - **HP Device Provisioning Services (Win 10/11).**
Simplify device provisioning with a comprehensive suite of modular services for modern IT environments.
 - **HP Image and Application Services.**
Factory PC Imaging Services for fully configured PCs.
 - **HP Integration & Packaging Service.**
Customize what's included with the PC at HP's factories.
 - **HP Asset Labeling & Tagging Service.**
Ensure that labels and electronic asset tags are consistently implemented to company standards.
 - **HP Chrome Device Mgmt. Enrollment Service.**
Zero-touch enrollment for HP Chrome OS Devices.
-

Deployment Services

- **HP Logistics Services.**
Get PCs delivered when, where, and how you need them.
 - **HP Installation and Data Migration Services.**
Easy PC installation and set up with options for data migration.
 - **HP Deployment Project Management Services.**
Qualified project managers who will customize and complete a PC deployment plan for your business.
-



FIX

HP helps IT resolve employee device issues with minimal impact to their IT teams with services that bring rapid repair and replacement to wherever they're needed most.

Customer Challenges Today



In a world of hybrid work

FOR IT TEAMS

FOR EMPLOYEES



LACK OF FLEET INSIGHTS

Difficult to identify hardware health issues before problems occur



REACTIVE DIGANOSIS

Manual processes do not scale well for remote support



EMPLOYEE DOWNTIME

Slow responses and downtime when problems occur



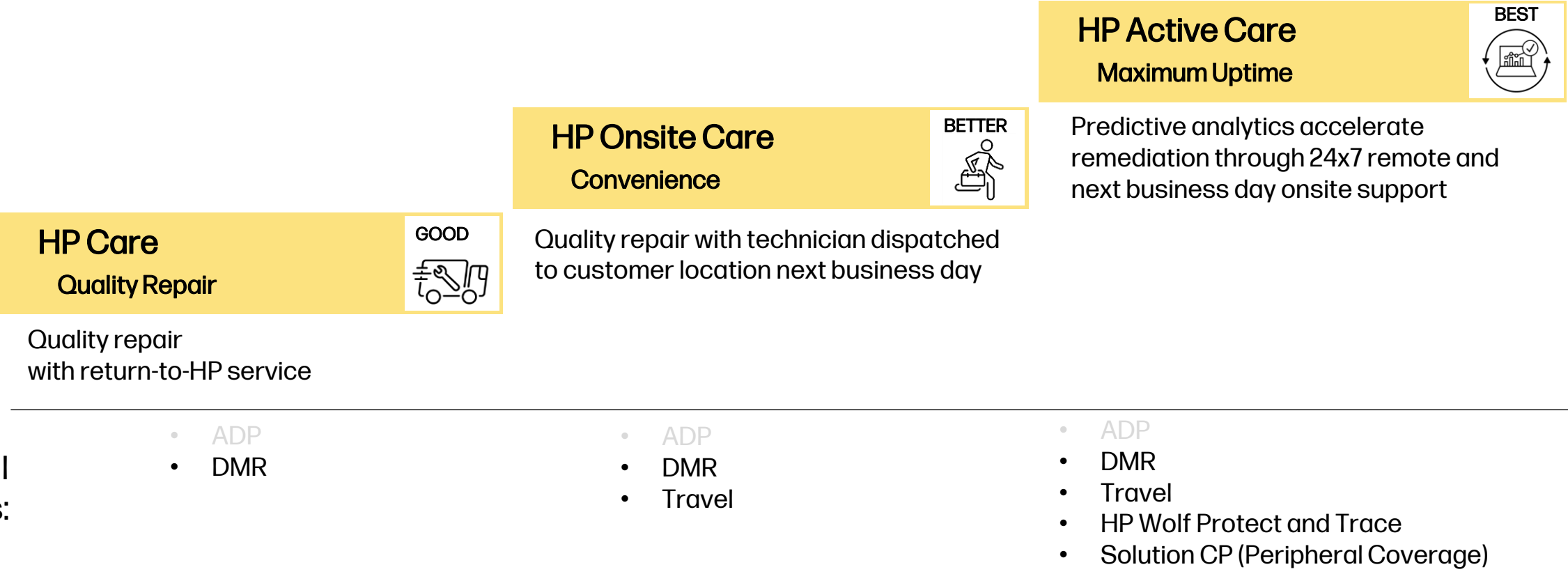
OFFSITE LOCATIONS

Can be hard to reach to remediate and fix issues

Simplified portfolio



Level up with our GOOD, BETTER, BEST approach



SPEED TO PRODUCTIVITY





Rapid repair and replacement wherever they're needed most

Fix Services

- **HP Priority Service.**

Enterprise-level global support services to reduce help desk workloads for HP commercial printers and PCs.

- Priority Access (Plus)
- Priority Management (Plus).

Carepack Services

- **HP Hardware Support Exchange.**

Remote assistance and onsite support for covered hardware.

- **HP Hardware Support Offsite Returns.**

High-quality return-to-HP service levels with remote telephone support and offsite repair for eligible products at an HP designated repair center.

- **HP Hardware Support Onsite.**

Remote assistance and onsite support for covered hardware.

- **HP Active Care.**

This service provides remote technical support, predictive device health analytics, remediation services, and Next Business Day Onsite Response in the office or on the go.

- **HP Helpdesk Services (vary by market).**

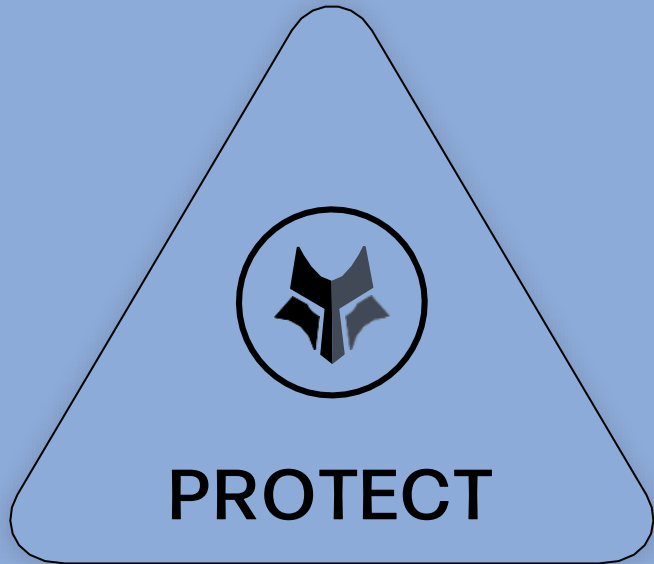
HP experts take end-to-end ownership of resolving typical IT issue.

- **HP Post Warranty Services.**

Extends hardware warranty coverage an additional year.

- **HP Travel Support.**

Hardware support for mobile users.



PROTECT

HP helps IT fortify the first line of defense with HP Wolf endpoint security solutions that safeguard people, devices, and data.

Protect



Endpoint security solutions that safeguard people, devices, and data

Protect Services

- **HP Wolf Security for Business**

Foundational, built-in security. Hardware-enforced endpoint protection.

- **HP Wolf Pro Security.**

Is a comprehensive security suite that helps small to mid-sized businesses defend against endpoint attacks.

- **HP Wolf Enterprise Security.**

Eliminates disruptive high-risk threat vectors so IT teams can stay focused on what really matters.

Protect



Available through added purchase
Added factory service available
Preloaded on WPS Edition PC's



Endpoint security solutions that safeguard people, devices, and data

BELOW the OS

- **HP Sure Start**

Ensures only trusted firmware code is executed. If a firmware deviation is detected, HP Sure Start will replace the BIOS with a safe copy.

- **HP Sure Run**

Monitors HP security solutions and will automatically restart/restore/remediate these defenses if they're ever disabled or attacked. (Sure Sense/Sure Start).

- **HP Sure Recover**

Can quickly restore the OS when the hard drive has been compromised or corrupted, without the need of IT intervention.

- **HP Protect and Trace**

Remotely locate a PC and quickly secure the device by locking or wiping data.

- **HP Tamper Lock**

will trigger an alert and security measures upon a physical breach.

- **HP Platform Certificates**

creates a cryptographic manifest for customers to validate that no unexpected changes occurred since the device left the HP factory.

- **HP Sure Admin**

creates a digital signature that provides IT admins secure access to the BIOS settings over a network without the need for a password.

IN/ABOVE the OS

- **HP Sure Sense**

Uses AI to scans files before they execute and quarantines any potentially malicious file and can even recognize zero-day attacks.

- **HP Sure Click**
HP Sure Access

HP's Threat Containment technology uses hardware-enforced isolation to prevent malicious email links, files, and web link from causing harm to the PC.

- **HP Sure View**

With the press of a key, HP Sure View Reflect activates an integrated privacy screen.

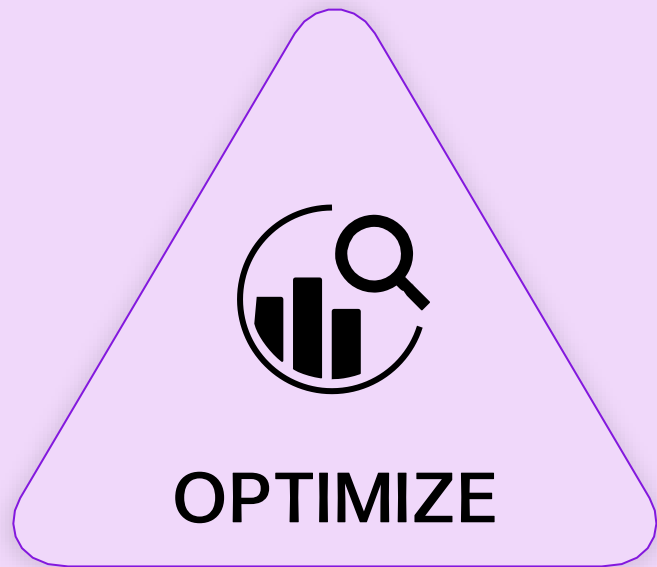
- **HP Privacy Camera**
HP Camera Privacy Key
HP Sure Shutter

Can block and disable the web camera, helping boost privacy and added peace-of-mind.

- **HP auto-lock and awake**

Will lock the PC as soon as the user walks away and automatically unlocks using biometrics when the user returns.





OPTIMIZE

HP helps IT anticipate, identify, and resolve problems with endpoint management services that use artificial intelligence and automation to give them more visibility and control into issues before they make an impact on business.

Customer Challenges Today



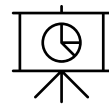
In a world of hybrid work

PAIN POINTS OF TRADITIONAL DEVICE MANAGEMENT



COST AND COMPLEXITY

traditional device
management is
complex and costly



FLEET OVERSIGHT

No unified analytics
platform to optimize
device management



SECURITY POSTURE

Keeping remote
devices updated and
secure is a challenge



REMOTE SUPPORT

Employees are
hard to reach, and
support is reactive



PACE OF CHANGE

Many IT Teams
struggle to keep up
with new technologies

Optimize



HP helps IT anticipate, identify, and resolve problems

Optimize Services

- **HP Proactive Insights**

Provides cloud-based, AI-driven, multi-vendor, multi-OS, device fleet hardware, and software insights delivered by the HP TechPulse analytics platform.

- **HP Adaptive Endpoint Management.**

A fully managed service operated by HP Service Experts who offload this burden from IT.

Optimize



Proactive Insights

Advanced employee device experience management from an AI-powered, cloud-based platform.



Ensure employees have the right devices.



Optimize fleet performance and management.



Deliver the ultimate device experience.

Multi-vendor, multi-OS





COLLABORATE

HP helps employees avoid unexpected tech problems during meetings with collaboration services that provide IT with proactive visibility into the health of audio and video conferencing tools.



RENEW

HP helps IT phase out end-of-use devices securely and responsibly with services that provide options that benefit the business and the environment.

Customer Challenges Today



In a world of hybrid work

PAIN POINTS OF TECHNOLOGY END OF LIFE AND DISPOSAL



GOVERNMENT COMPLIANCE

Environmental regulations are doubling every 3 years



DATA PROTECTION

Secure and responsible deinstallation of company from equipment



INCREASED TRANSPARENCY

into sustainability and circular economy strategies for customers, investors, NGOs



LACK OF RESOURCES

Asset retirement complex, costly and time consuming



TRANSITION COMPLEXITY

with managing concurrent device transitions and waste storage and disposal





HP helps employees avoid unexpected tech problems during meetings

renew Services

- **HP Deinstallation Services.**

Let HP experts handle the deinstallation of your PCs, displays, and peripherals and prepare them for transport so your IT staff can focus on higher priority projects.

- **HP Sanitization Services**

HP permanently erases the information by either wiping the data or destroying the hard disk drive. Full report on the outcome through the Certificate of Data Sanitization.

- **HP Recycling Services.**

Take advantage of efficient recycling of old devices. We are committed to improving our planet by reducing waste and environmental impact through our recycling policies and standards.

- **HP Device Recovery Services**

Securely retire your end-of-use devices with expert data erasure services, receive residual value, and help enable the circular economy for greater sustainability.

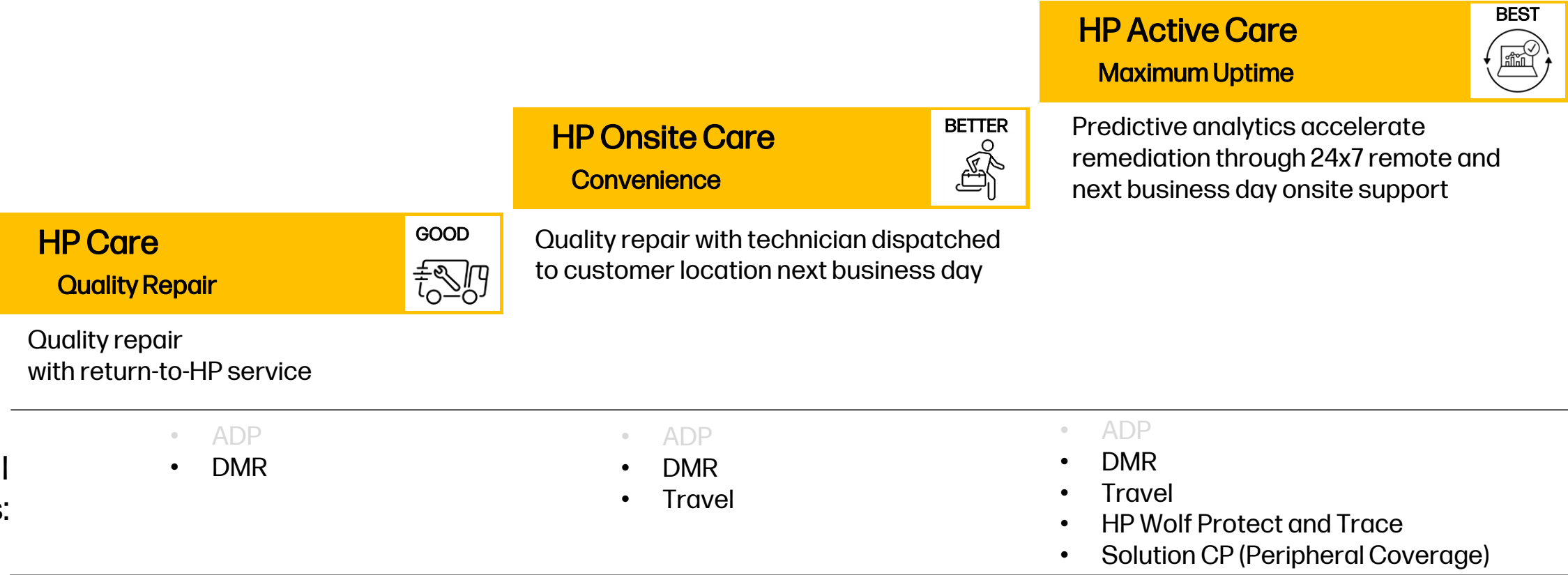
A man with glasses and a beard, wearing a blue jacket, is sitting at a round table with a white tablecloth in a cafe. He is leaning forward, resting his chin on his hand, and looking at a dark blue HP laptop. The table also has a glass of water and a small vase with pink flowers. In the background, other people are seated at similar tables, and the cafe is decorated with pink flowers and green shutters.

HP Active Care



Simplified Portfolio

Level up with our GOOD, BETTER, BEST approach



What is HP Active Care?

Is an HP Care pack which can be sold with NEW Hardware and allows:



Next
Business
Day ONSITE
Service



24/7
Remote
Technical
Support

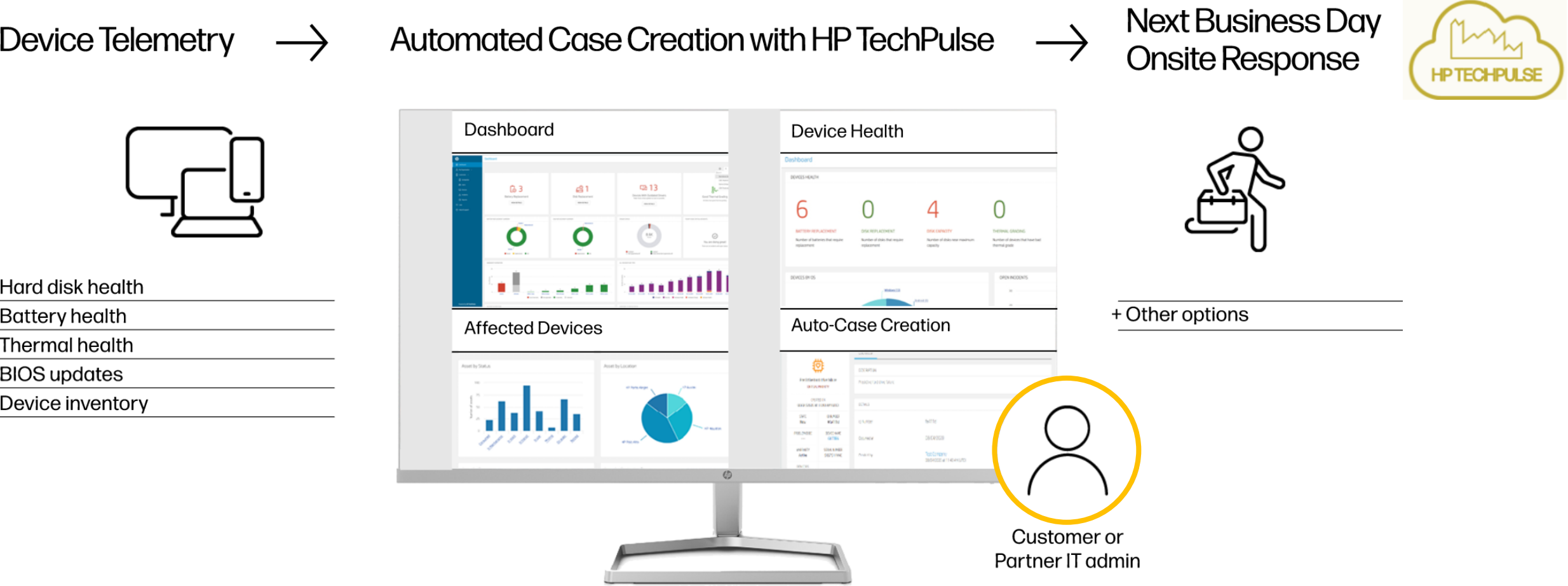


Predictive
Device
Analytics



End-to-End
case
Management

HP Active Care – Powered by TechPulse



Active Care: Reseller Selling motions

As a Reseller, you have the choice how to position the Active Care solution

1

Partner Resell

(All partners eligible)

- **Partner** resells the service.
- **Customer** self-manages the HP TechPulse HW health analytics.
- **HP** fulfills NBO and other services.

2

Partner Managed

(All partners eligible)

- **Partner** resells the service.
- **Partner** manages HP Active Care.
- **HP** fulfills onsite support/other services.

3

Partner Delivered

(Delivery Partners only)

- **Partner** resells the service.
- **Partner** or **Customer** manages HP Active Care.
- **Certified Delivery Partner** fulfills onsite support and other services.

Active Care: Partner Benefits

FLEXIBILITY



Partner's choice to:
Sell
Deliver
Manage

OUTCOMES



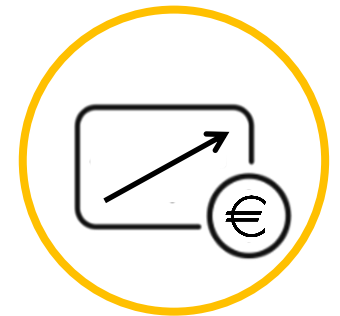
Act as **Strategic IT Advisor**
Enhanced **customer value**
Frictionless support **Experience**
Seamless **customer experience**

LOWER COSTS



Reduce remote and
onsite support **costs**

MORE MARGIN



Grow **revenue** with
better **margin**



Poly + HP Stronger Together

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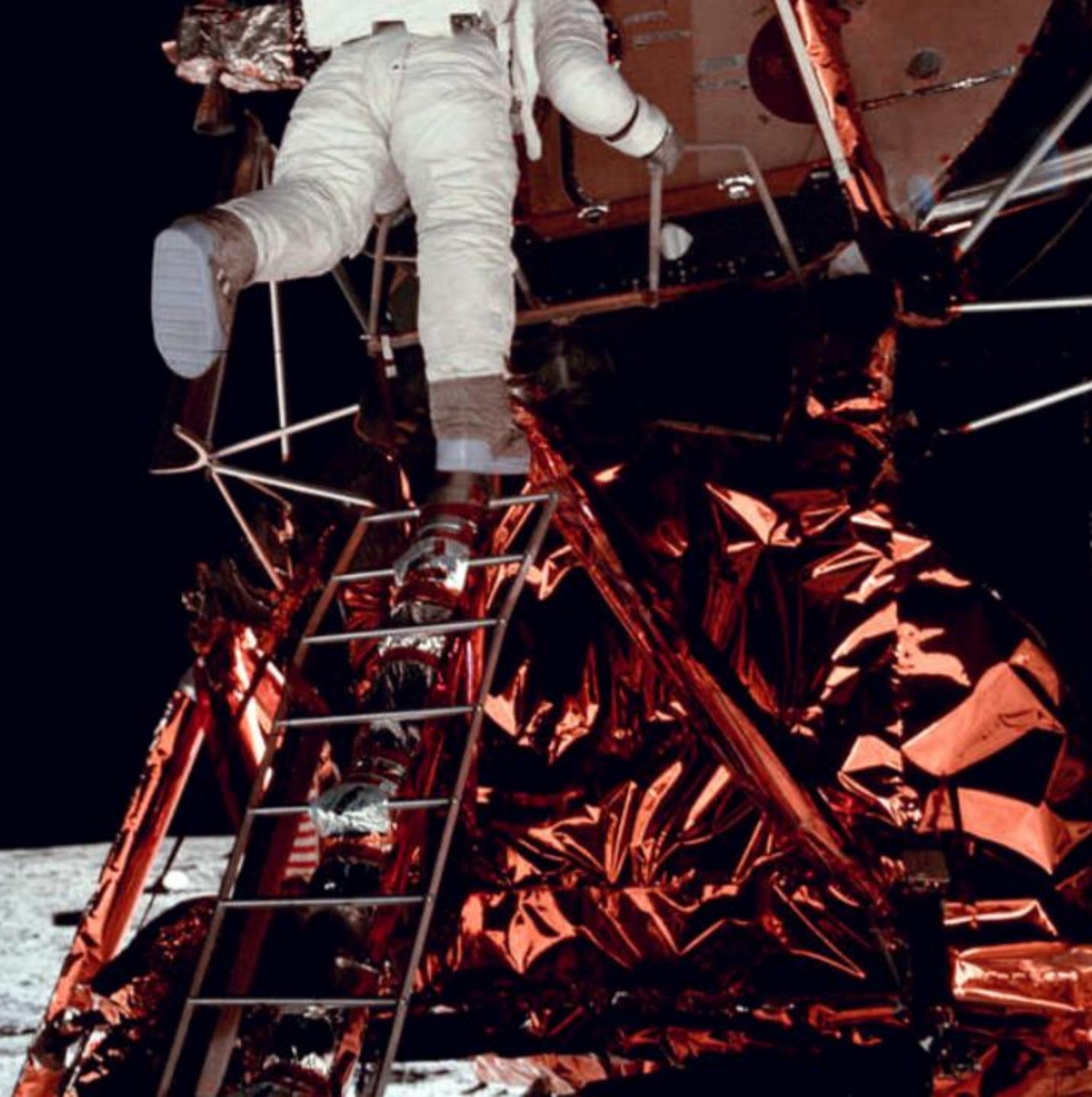
Channel Account Manager

19/04/2023



Working remote since 1969

In 1961, two adventurous pilots set out to build a better aviation headset. By the end of that decade, Poly would be enabling the most famous transmissions in history: "The eagle has landed" and "...One giant leap for mankind," notifying the world that for the first time in history, human beings had safely landed on the moon.



A Powerful Strategy

Unified platform to lead hybrid work



Empowering end users to be seen and heard



HP's Strength
Compute, print and displays



Poly's strength
Headsets, desk phones, video and room solutions



Enabling IT to manage and secure in a hybrid world



HP's Strength
Security, manageability and services

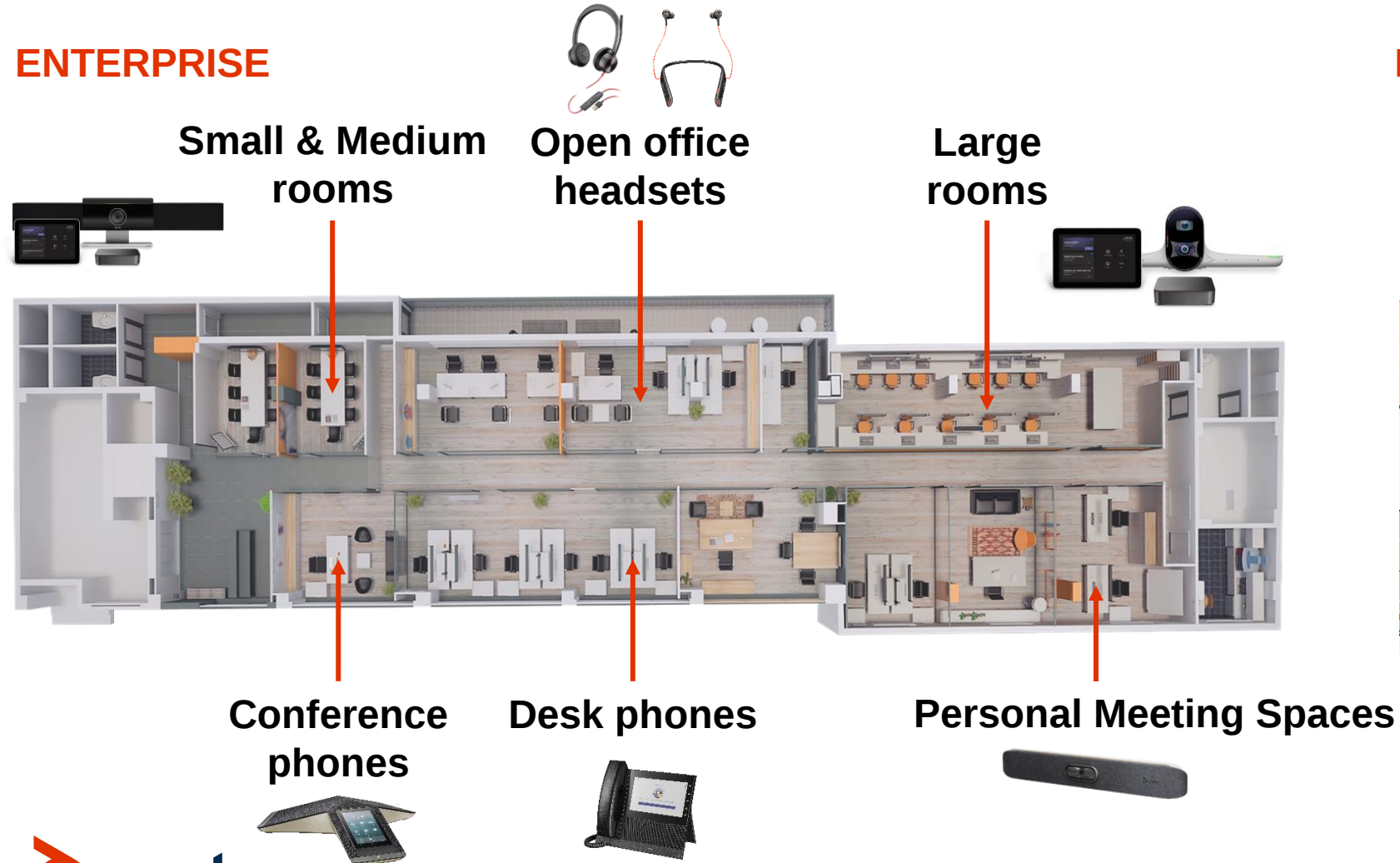


Poly's Strength
Peripherals management, insights and room services

We deliver the future of work

So you can be seen and heard with incredible clarity—no matter where you work

ENTERPRISE



REMOTE/HOME



Our hybrid work solutions portfolio

HEADSETS & SPEAKERS



HP Stereo



Blackwire



Voyager



Sync



Savi



EncorePro

VOICE



CCX



Poly Edge E



Trio C60



Poly Edge B



VVX



Rove

PERSONAL VIDEO



HP 320 / 325



HP 620/625



HP 960 / 965



HP Presence All in One



Poly Studio P5



Poly Studio P15

GROUP VIDEO



Studio Bundles for Zoom Rooms



Studio Kits for Microsoft Teams Rooms



Controllers



Poly Studio X



Poly Studio R30



Cameras



Integrator



Accessories

LENS CLOUD

management

APIs*

TECHPULSE

analytics & insights

Joint customers



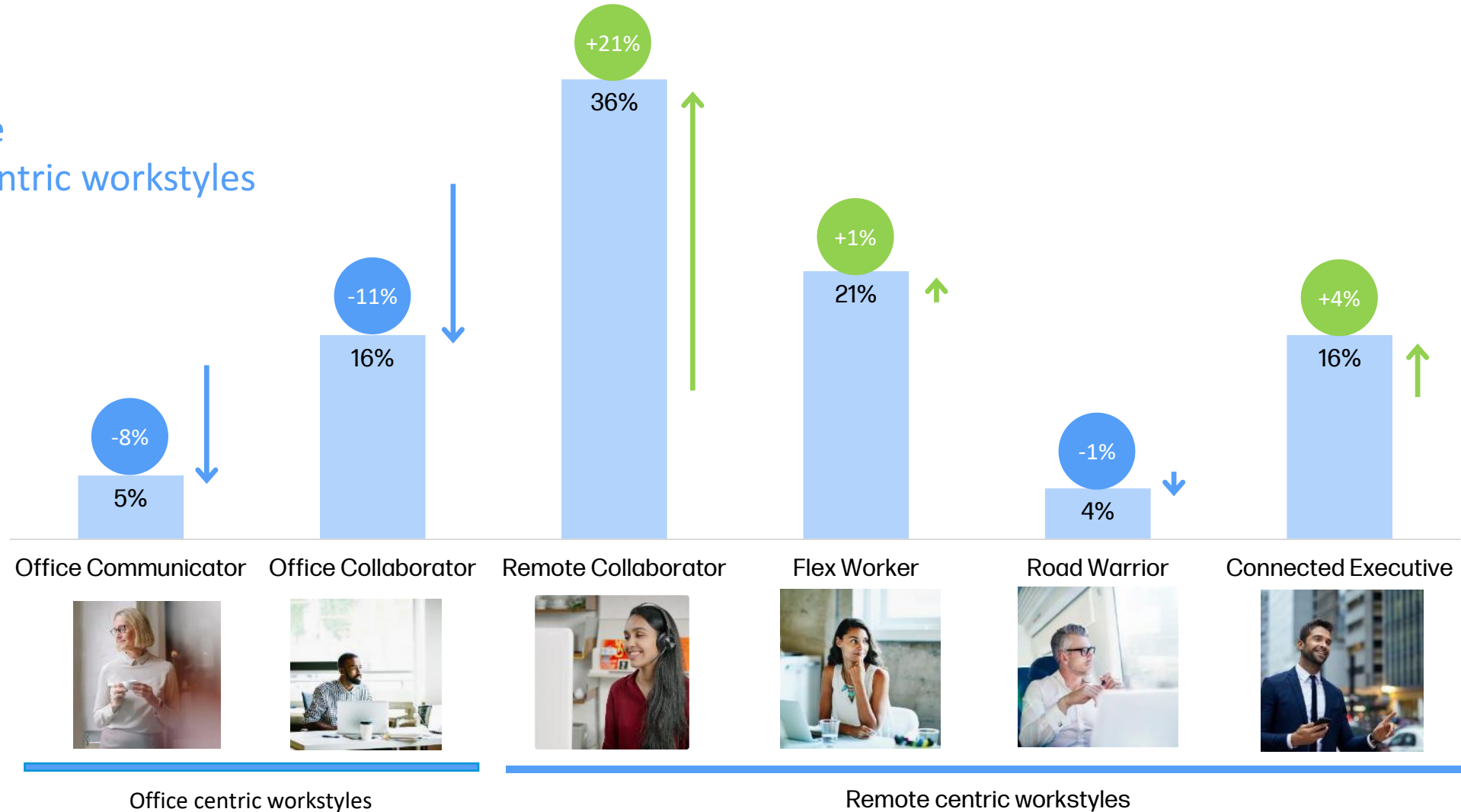


PEOPLE = WORK

Technology enables
work across spaces

Dramatic shift to remote-centric workstyles

2022:
26% increase
in remote centric workstyles



Poly solutions for hybrid work

WORKSTYLES



Office Communicator



Office Collaborator



Remote Collaborator



Flexible Worker



Road Warrior



Connected Executive

SPACES



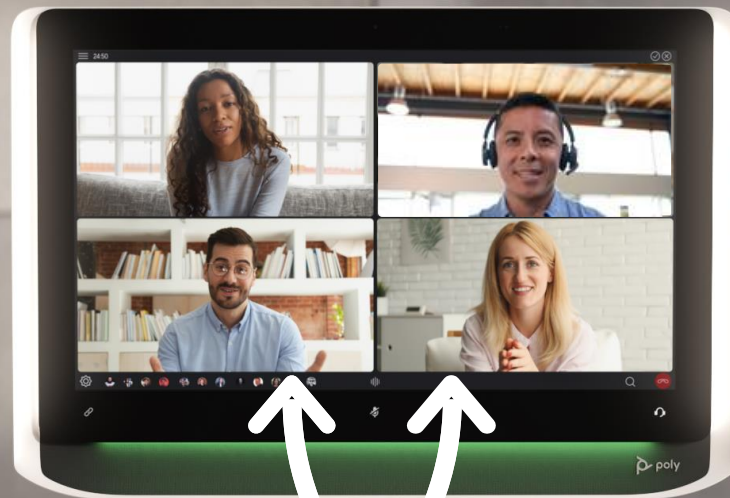
Focus / Small



Medium



Large



**OUR
VISION**

**TOTAL EQUALITY
BETWEEN THOSE IN THE ROOM
AND THOSE WHO AREN'T**



FLEXIBLE, CONSISTENT & EQUAL EXPERIENCES ACROSS ALL SPACES AND PLATFORMS

AUDIO



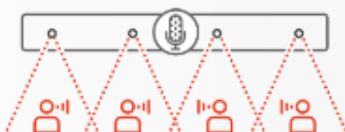
Active Noise Cancellation & Noise Canceling Microphones



Acoustic Fence



NoiseBlock AI



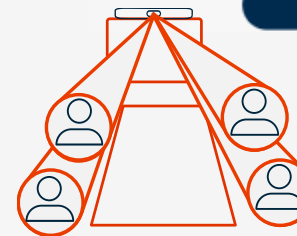
Next-generation Beamforming Microphone Array

Pro-grade
audio and
video across
spaces and
devices

VIDEO



Group Framing



People framing



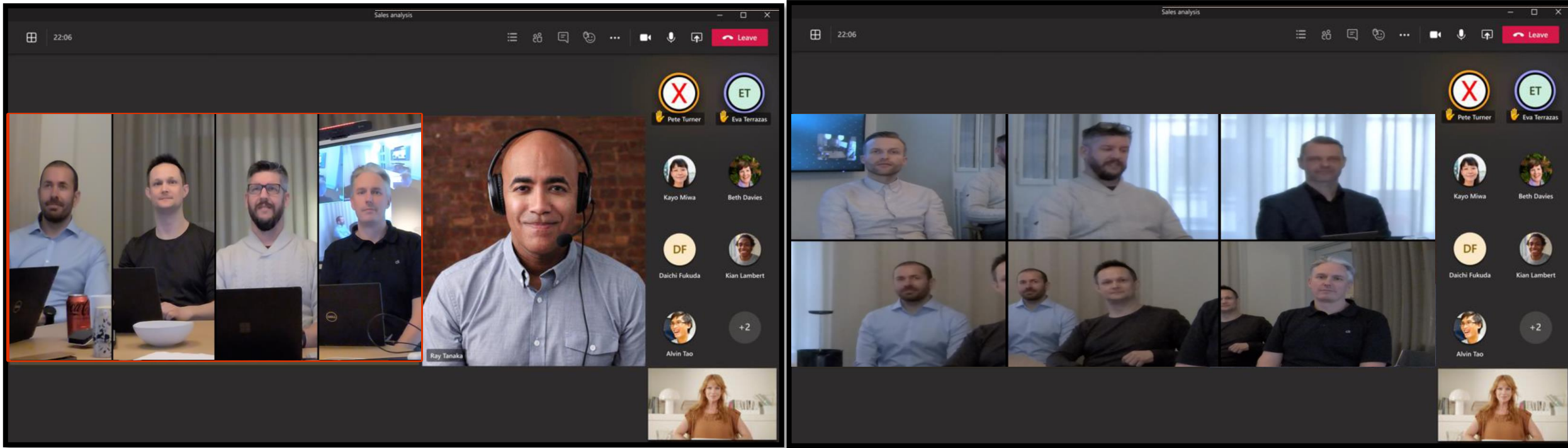
Speaker Tracking



Conversation Mode

NEXT GENERATION VIDEO CALLS

ONE EQUAL EXPERIENCE, REGARDLESS OF LOCATION



POLY PEOPLE FRAMING MODE





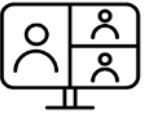
Introducing the Voyager Free 60 Series

NEW

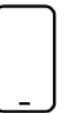
True wireless earbuds for work and life

PERSONA: FLEXIBLE WORKER

- Legendary Poly audio for clear calls and immersive music listening.
- Call and media control with the touchscreen charge case (Voyager Free 60+ UC).
- Certified for top virtual meeting providers and centrally manageable.



PC



Mobile

Voyager Free 60+ UC



Carbon Black



White Sand



Touchscreen charge case

Voyager Free 60 UC



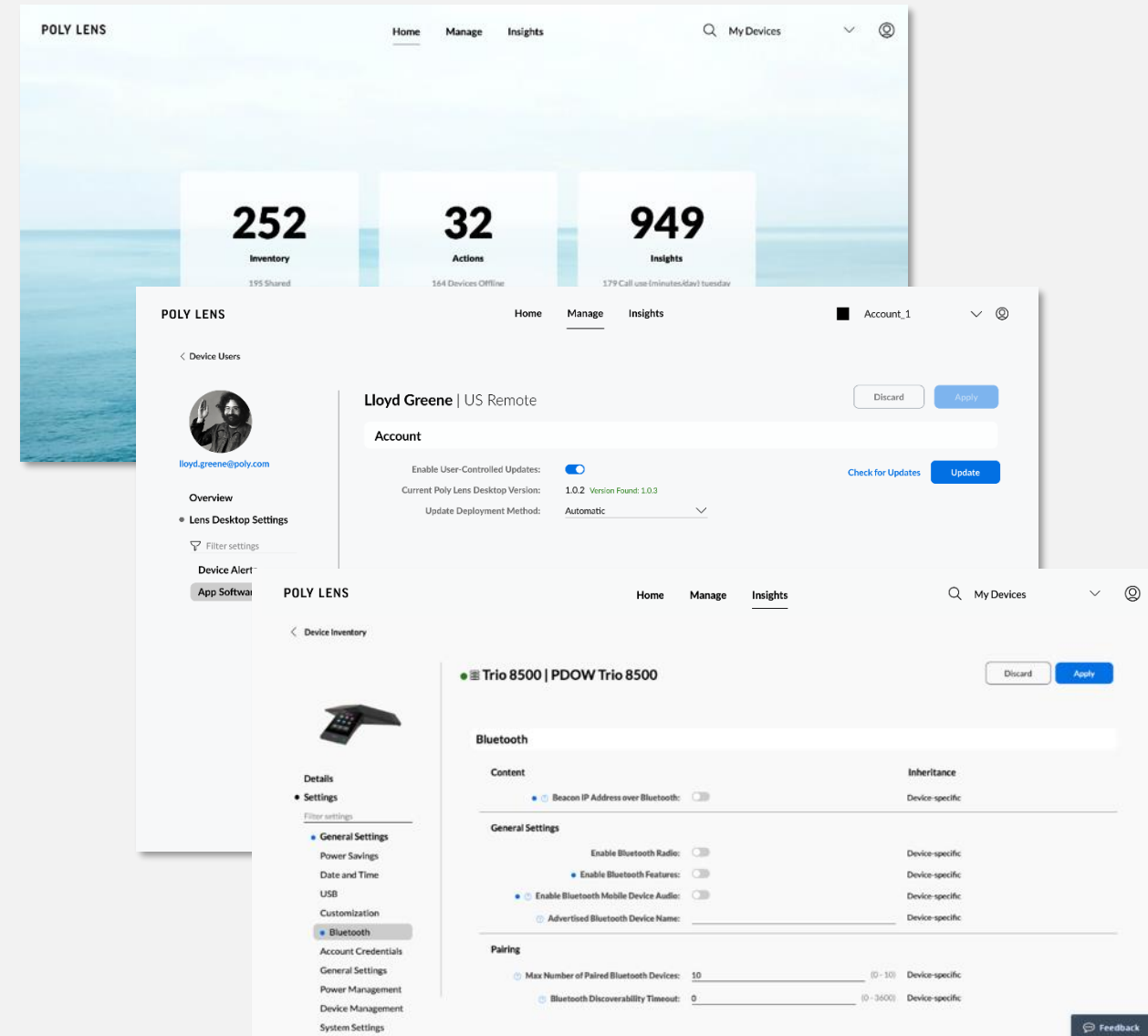
Basic charge case



POLY LENS

Management you can scale

- Simple sign up and easy log-in with SSO
- Frictionless device onboarding for thousands without heavy technical support
- Geo location or list view showing entire inventory of voice, video, and headsets
- Easy device configuration, ensuring consistency for end users while lowering IT help tickets
- Streamline large deployments with policy-based efficiency





Together Delivering the future of work

Soheil Shahdadian

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Channel Account Manager

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