

HP SERVICES

HP Solutions & Services

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The background of the slide is a photograph of two men in a server room. They are looking at a large monitor that displays a world map with network connections. The room is dimly lit, with the primary light source being the screens and server racks in the background.

Today, IT leaders are tasked with keeping their organizations secure against cyberattacks.

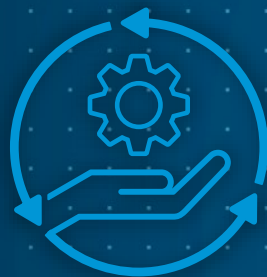
IT LEADERS NEED TO:

Protect devices
and data

Keep employees
productive and
secure

Support workplace
transformation with
less risk

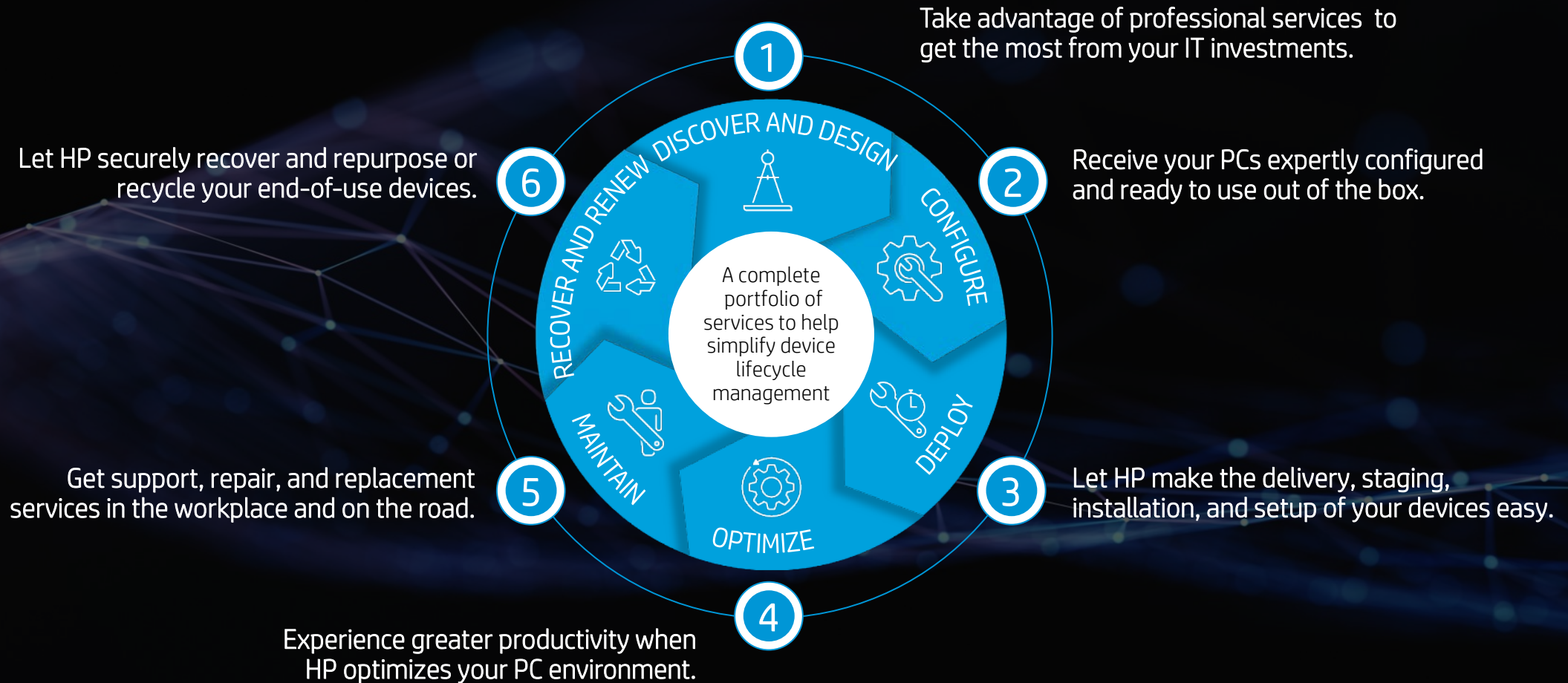
Balance limited security
resources against
expanding responsibilities



HP LIFECYCLE SERVICES

The most reliable and trusted way to keep devices working optimally
and employees happy, because when the PC isn't working,
neither is the employee.

SOLUTIONS FOR EVERY STAGE OF THE DEVICE LIFECYCLE



WHAT LIFECYCLE SERVICES CAN DO FOR YOU



Decrease IT
workload



Improve the
employee
experience



Reduce total
ownership
cost



Automate
onsite IT
services



Expedite
problem
resolution



Recover end
of use devices

HP SERVICES

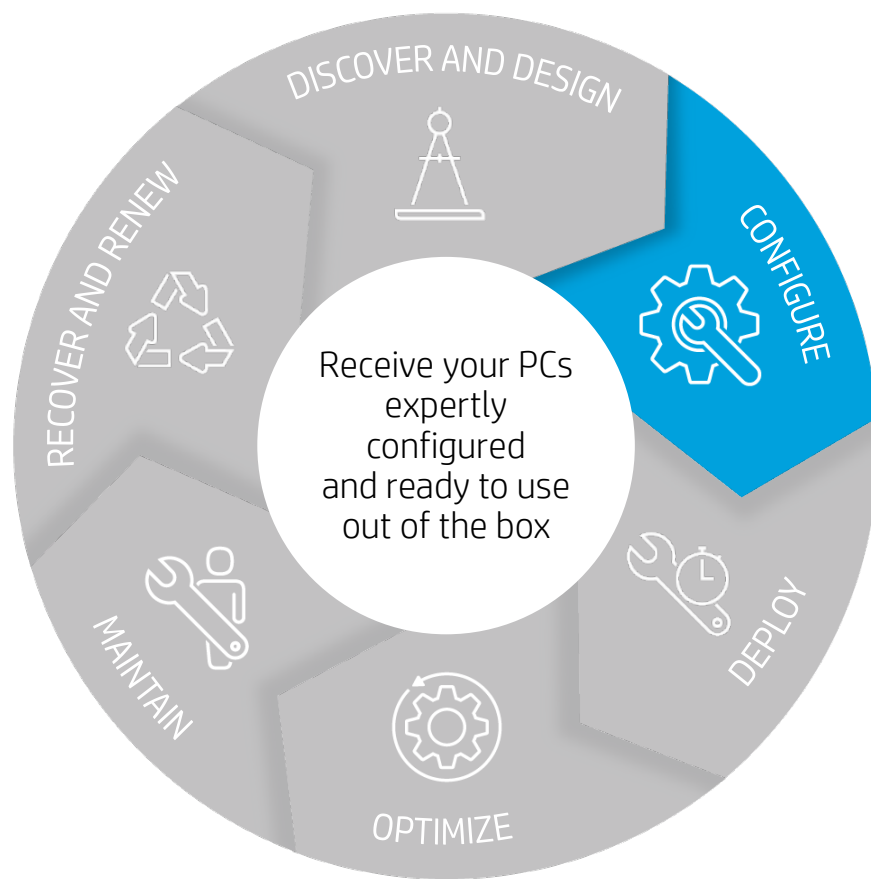


HP Lifecycle Services

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Configure



Services

HP Image and Application

HP Device Provisioning

HP Dynamic Configuration

HP Custom System Setting

HP Integration and Packaging

HP Labeling and Tagging

HP Chrome Device Management Enrollment



Image and Application Services

What is it?

Factory services¹ that will build, test and install your image and deliver fully configured PCs

- ✓ Image Load Service
- ✓ Image Modification & Load Service
- ✓ Image Build & Load Service
- ✓ Multi-Platform Image PC Service
- ✓ Application Load Service
- ✓ Backup Media Design & Replication Service

Customer Benefits

- A single point of contact for building, modifying, and loading PC images at the factory
- Reduce in-house labor costs and improve user productivity
- You can provide us with your ready-to-install image or we'll build and load it for you
- Ensure global consistency with an automated, repeatable one-touch configuration process

Customer Experience



Customer planning for new PC rollout



Configuration requirements logged into online tool



Services set up and tested by HP



Factories build and configure new PCs



PCs shipped to customer



New PCs ready out of the box

¹ Each service sold separately





Custom System Setting Services

What is it?

Services that deliver new hardware with system BIOS configured to your specifications

Custom system setting services¹:

- ✓ BIOS Setting Service
- ✓ Customer Logo BIOS Setting Service
- ✓ BIOS Revision Control Service
- ✓ HP Intel® vPro™ Setup and Configuration

Customer Benefits

- Align to your IT environment and security requirements
- Minimize user disruptions and maximize productivity
- Eliminate multiple touches to configure new PCs and increases the level of security
- Ensure global consistency with an automated, repeatable one-touch configuration process

Customer Experience



Customer IT planning for new PC rollout



Configuration requirements logged into online tool



Services set up and tested by HP



Factories build and configure new PCs



PCs shipped to customer



New PCs ready out of the box

¹ Services sold separately





Labeling and Tagging Services

What is it?

Labeling and tagging services ranging from HP defined or customer supplied labels to security and electronic tagging

Types of services include:

- ✓ PC BIOS Asset Tagging Service
- ✓ Standard Asset Tagging Service
- ✓ Customer-Supplied Asset Tagging Service
- ✓ Custom Security Tagging Service
- ✓ Custom Logo Printing Service
- ✓ Predefined Asset Tagging Service
- ✓ Security Tagging Service

Customer Benefits

- Make tracking and securing PCs with anti-theft security tags simpler and more affordable
- Labels are printed consistently and affixed per manufacturer standards and your requirements
- Available globally for most HP commercial products ensures consistency
- Choose from a rich selection of label sizes, content and placement to suit your needs

Customer Experience



Customer planning for new PC rollout



Configuration requirements logged into online tool



Services set up and tested by HP



Factories build and configure new PCs

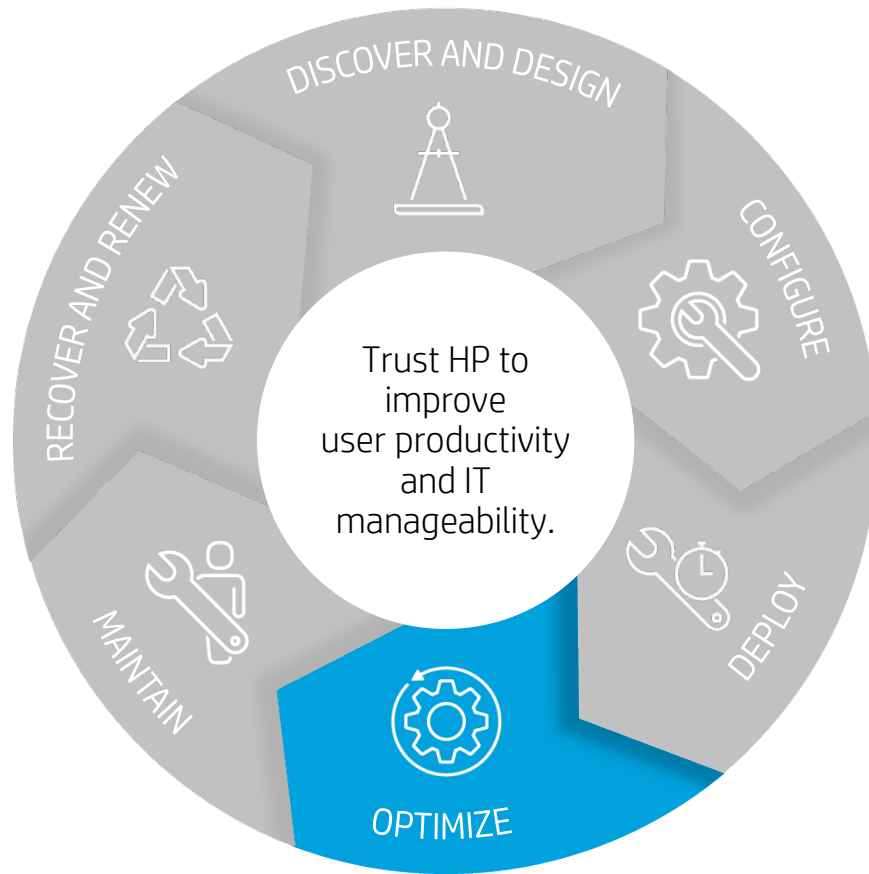


PCs shipped to customer



New PCs ready out of the box

Optimize



Services

HP Priority Access and Priority Management

HP Helpdesk

HP Moves, Adds, and Changes

HP Staff Augmentation

HP Customer Success Management

HP Windows 10 Migration

HP Migration Service: Onsite, Remote, and Remote+



Priority Access and Priority Management Services

What is it?

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

A three-tier solution that includes:

- ✓ HP Priority Access
- ✓ HP Priority Access Plus¹
- ✓ HP Priority Management
- ✓ A Global Customer Support Manager plans and monitors support, product quality, and provides reporting

Customer Benefits

- Shorter support call times with fast-track resolutions
- Online case management to maximize help desk productivity
- Direct access to specially trained HP support professionals and online support tools
- Streamline processes, operations, and reporting to help keep your business up and running

Customer Experience



Contact us via PC or Phone



Remote assistance technicians

¹ Available in EMEA and APJ regions only.





Priority Access and Priority Management Services

	Priority Access	Priority Access Plus ¹	Priority Management
Technical Support Design for IT	✓	✓	✓
Global Experience	✓	✓	✓
Direct Access	✓	✓	✓
Online Case Management Tools	✓	✓	✓
Assigned Support Contact		✓	✓
Problem Management		✓	✓
Performance Reporting		✓	✓
Performance Management			✓
Proactive Support Plan			✓
Parts Prioritization			✓

¹ Available in EMEA and APJ regions only.





Helpdesk

What is it?

A service providing call access to HP-certified technicians during extended working hours¹

HP experts will resolve IT issues such as:

- ✓ System analytics
- ✓ Computer performance
- ✓ Operating system errors
- ✓ Security configuration
- ✓ Software operation and installation
- ✓ Connectivity, mobility and more

Customer Benefits

- HP experts will manage your IT support needs with cost-effective service available to you 24x7²
- Manage all your devices with one plan and one call for comprehensive coverage
- Keep your business running smoothly by having technical issues resolved quickly
- Phone assistance and remote desktop sharing for hardware, software and connectivity issues

Customer Experience



Contact us via PC or phone



HP remote assistance

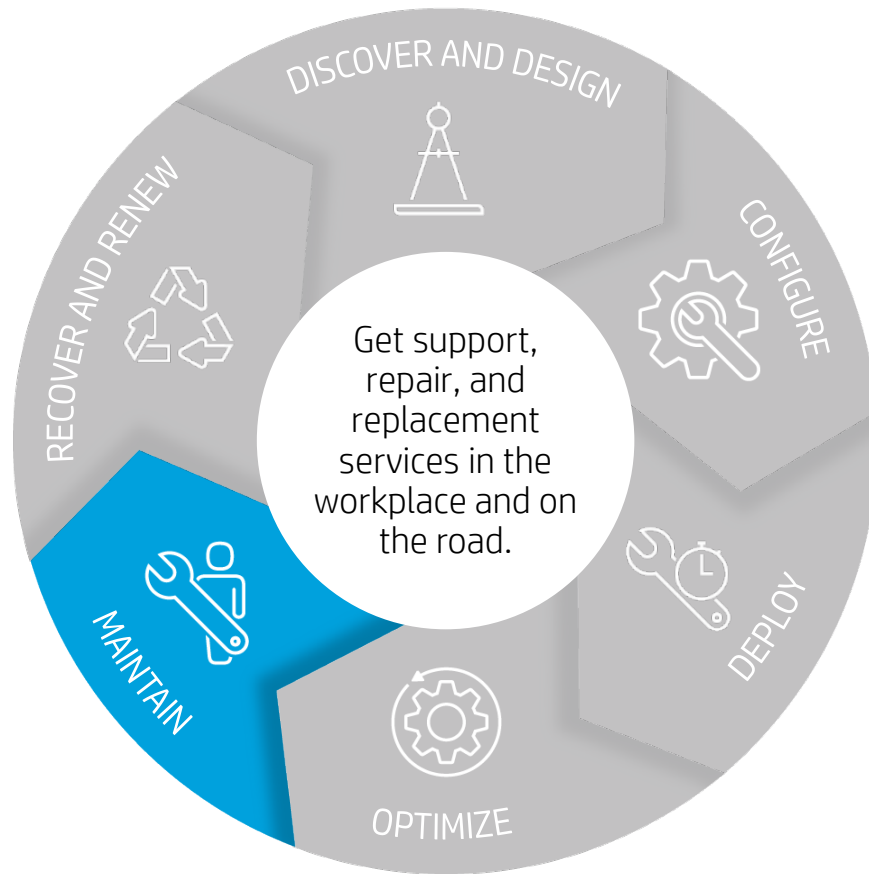


Remote diagnosis of user device

¹ See data sheet for country availability.

² Coverage window varies by country.

Maintain



Services

HP Premier Care Solutions

HP Hardware Support Onsite

HP Hardware Support Exchange

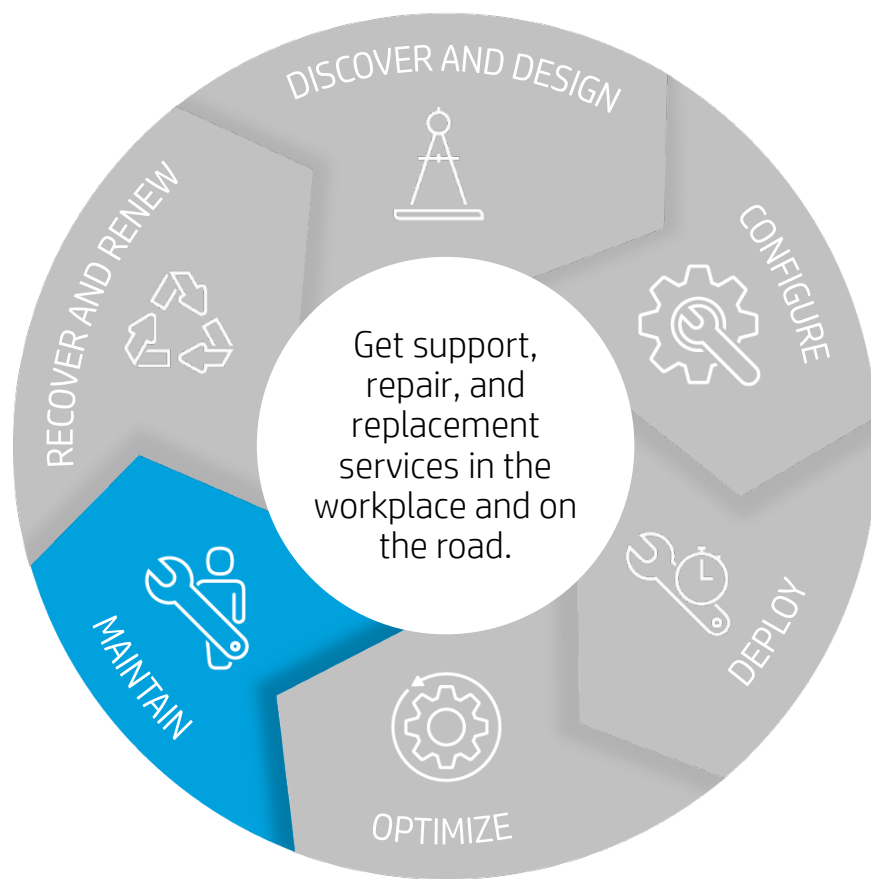
HP Hardware Support Offsite Return

HP Tech Café Walk-Up Center

HP Defective Media Retention

HP Protection Services

Maintain (continued)



Services

HP Accidental Damage Protection

HP Data Recovery

HP Travel Support

HP Hardware Support Onsite Call-to-Repair

HP Post Warranty

HP Case Exchange Integration



Hardware Support Onsite Service

What is it?

A hardware support service providing remote assistance and onsite support for your hardware

- ✓ Flexibility to choose between multiple service-levels
- ✓ Several onsite response or call-to-repair time and coverages
- ✓ Remote problem diagnosis and support
- ✓ Replacement parts and materials included
- ✓ Service available on multiple HP products

Customer Benefits

- Choose a coverage plan that is right for your business
- Rely on our knowledgeable experts, efficient service, and support
- Reduce downtime and increased productivity

Customer Experience



Contact HP via
phone or online



Remote diagnosis



Technician
sent onsite



Onsite repair



Quickly repaired
and running



Hardware Support Offsite Return Services

What is it?

Provides return-to-HP service levels with remote telephone support and offsite repair for eligible products

Service includes:

- ✓ Offsite repair or replacement
- ✓ Materials, parts, and labor
- ✓ Cost of the return shipment
- ✓ An HP authorized courier for pick-up and return

Customer Benefits

- Lower cost alternative to onsite support for products in non-critical business or home environments
- Remote problem diagnosis and telephone support
- Flexible shipment options including prepaid shipment to and from an HP repair center
- 3-5 business day offsite repair¹

Customer Experience



Contact HP via phone or online



Remote support



Shipping options to HP



HP repairs device



HP ships device back



Device up and running

¹Turn Around time on off-site repair varies by region and country





Accidental Damage Protection

What is it?

A service covering repair or replacement costs for accidents like drops, spills, or electrical surges¹

- ✓ Remote problem diagnosis and support
- ✓ Onsite and offsite hardware repair or replacement per your existing coverage, warranty, HP Care Pack, or HP DaaS contract
- ✓ Replacement parts and materials included

Customer Benefits

- Protect against unforeseen and unintentional physical damage to equipment
- Convenient and flexible support coverage
- Flexible and free-of-charge shipment options to and from your location
- Helps keep users productive with minimal disruption to your business

Customer Experience



Damaged PC



Contact HP via
phone or online



Remote diagnosis



Onsite or offsite care



Device repaired
or replaced



Quickly up
and running

¹Coverage terms vary by region and country



Defective Media Retention

What Is it?

This service allows you to keep your defective hard drive that requires warranty replacement

- ✓ Available for up to 5 years with coverage including parts and labor
- ✓ Offered on desktops, notebooks, tablet PCs retail point of sale devices, and workstations
- ✓ Next business day or adjusted coverage windows
- ✓ Available in conjunction with other Maintenance Services

Customer Benefits

- Media stays under your control, greatly reducing risk that it will be compromised
- Defective media is disposed per your security standards
- Assists in meeting the requirements of HIPAA, Sarbanes-Oxley, and the Gramm Leach Bliley Act

Customer Experience



Contact HP via
phone or online



Remote support



Retention based
on coverage



Media removed
by customer



Media retained or
destroyed



Keep your hard
drives secure



Travel Support Services

What is it?

Travel services is a solution for repairing notebooks and tablets while you are on the road

Services include:

- ✓ Telephone support to diagnose problems
- ✓ Coverage includes parts and Labor
- ✓ Next business day onsite support
- ✓ Service available for up to 5 years
- ✓ Available with specific hardware devices and in certain countries

Customer Benefits

- Travel worry-free with local language telephone and onsite support in select countries
- Keep users productive no matter where they are with reduced downtime
- Travel services are available in more than 80 countries

Customer Experience



Travel protection



Contact HP support



Over 80 countries in the world



Flexible repair options



HP your global partner



HP Hardware Support Onsite Call-to-Repair

What is it?

A comprehensive service to diagnose and repair a device to operating condition within a specified timeframe¹

- ✓ Priority remote diagnosis, support, and onsite service
- ✓ Expedited replacement parts
- ✓ Two day onsite response commitment²
- ✓ Escalation management to facilitate problem resolution
- ✓ Service available for 3, 4, or 5 years

Customer Benefits

- Experience globally consistent and predictable repair times that optimizes user uptime
- Shorter support call times with fast-track resolutions
- Maximize help desk productivity with online case management tools to track resolutions
- Streamline processes, operations, and reporting to help keep your business up and running

Customer Experience



Contact HP via
PC or Phone



Remote
assistance



Committed
repair window



Priority parts
delivery



Technician
sent onsite



Quickly repaired
and running

¹ Requires a per-seat minimum. Seat minimum may vary by device and region. Conditions and restrictions apply.

² Repair commitment may vary by zone of coverage, region, and country limitations.





Post Warranty Service

What is it?

A service that extends hardware warranty coverage an additional year

Service includes:

- ✓ Remote problem diagnosis and support
- ✓ Parts and labor coverage
- ✓ Offsite or onsite repair service
- ✓ Repairs made with certified HP parts
- ✓ Coverage varies with initial offer on device
- ✓ Available for one year after initial warranty or extended coverage

Customer Benefits

- Increase the useful life of the hardware with confidence
- Accurately budget for product life cycle services
- Extend coverage until ready for hardware refresh
- Reduce downtime and increase equipment availability and user productivity

Customer Experience



Warranty or extended
coverage expiring



Contact HP

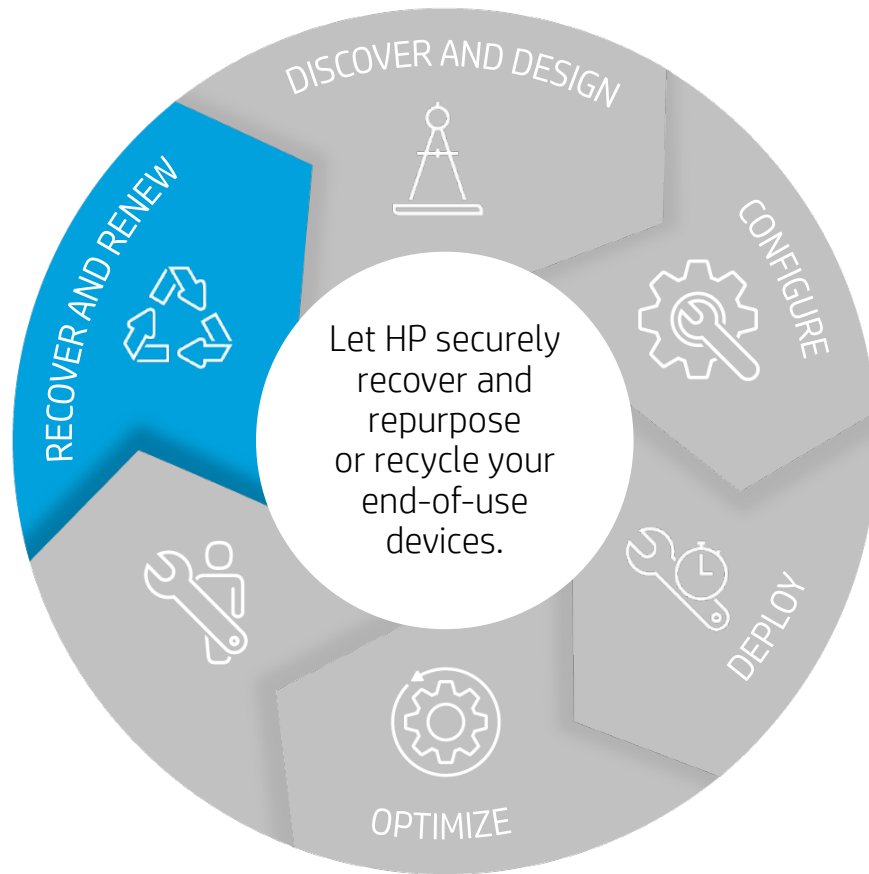


Extend coverage for
an additional year



Peace of mind
warranty coverage

Recover and Renew



Services

HP Device Recovery

HP Deinstallation

HP Sanitization

HP Recycling

HP SERVICES



HP Premium Services

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INSIGHTS FROM HP TECHPULSE

Operational Health

- ✓ Device protection status
- ✓ Most at risk endpoints and users

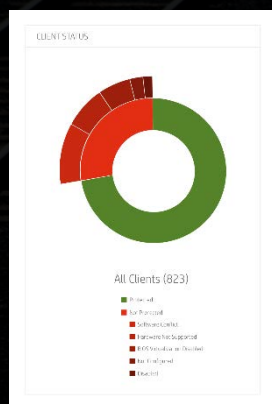
Threats

- ✓ Threat incidents and notifications
- ✓ Kill chain threat analysis

- ✓ Run-time threat details and summary
- ✓ SIEM integration

ACTIONABLE INSIGHTS INTO SECURITY RISKS

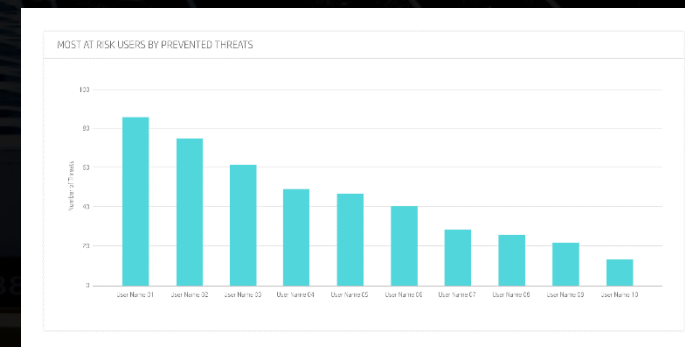
Protection Status



Threats Over Time



Most At Risk Users



HP Security Services

Offer the first line of defense, making endpoints more resilient and helping keep employees productive and everyone's data safe and private.

Protection-first approach

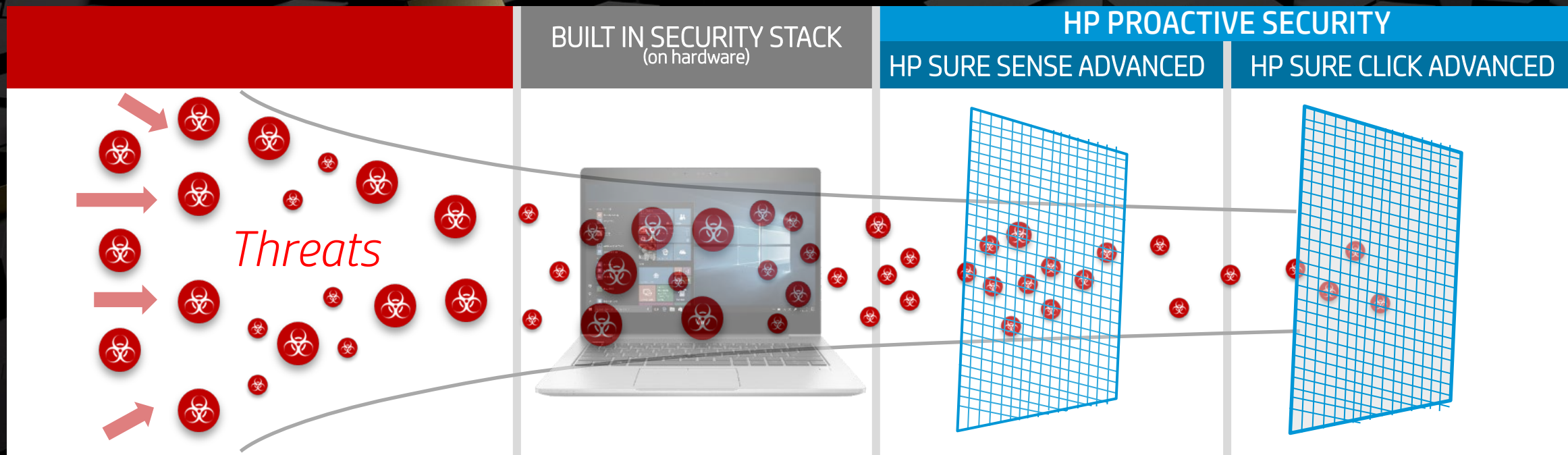
Multiple layers of protection

Timely and actionable insights



PROTECTION-FIRST APPROACH...

PROVIDES ADVANCED MULTI-LAYERED, REAL-TIME PROTECTION



New malware every 4.2 seconds

Traditional AV
(e.g. Microsoft Defender)

Deep Learning threat protection

Bromium isolation of files
and attachments

...to defend against biggest threat vectors



HP LIFECYCLE SERVICES

(DEPLOY, MAINTAIN, RENEW)

PRODUCTIVITY | ENGAGEMENT

Keeping employees happy, productive and engaged by improving the way employees work. Because when the PC isn't working, neither is the employee.



HP MANAGEABILITY SERVICES

COST | COMPLEXITY

Using automation and AI to reduce cost and complexity of end user device management, simplify IT workloads, and measure and deliver a better employee experience.



HP SECURITY SERVICES

THREAT PROTECTION

Improving device security, protecting people and data so employees can work when and where they want.

Distributor Services Program

Extended to June
2021



Opportunity

- Grow SMB business on Services
- Leverage SMB as a driver for premium services



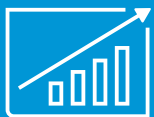
Objective / Outcome

- Leverage Distributors coverage to drive incremental services broadly across the channel (expand beyond PS Lifecycle Services Specialists).
- Increase P-Rate in Distributors by promoting and enabling services attach in every deal



Tactics

- Leverage awareness campaign and capitalize on the acquired knowledge about services.
- Incentivize Distributors sales team using vouchers conditioned by target achievement.
- Introduce a Gate based achievement bonus to maximize competitiveness.



Measure Success

KPIs:

- Services Sell thru excluding EUs OPGs in Q2FY21
- All Services PL including PW & custom contracts
- Gate based achievement payment.



keep reinventing

www.hp.com/go/services