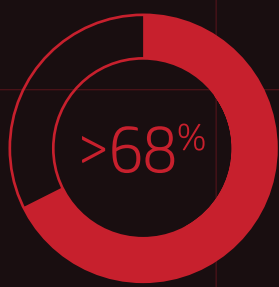
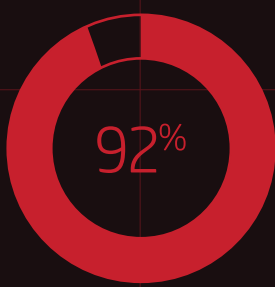


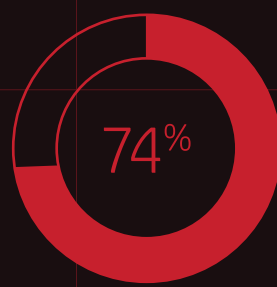
THE RISK IS REAL. THE THREAT IS HERE. AND YOU ARE THE TARGET.



of experts say endpoint security is becoming more important to their security strategy¹



of Forbes Global 2000 companies reported data breaches²



expect a cyber attack in the next 12 months³

\$9.5M

average cost of a data breach⁴

>200%

increase in attacks targeting notebooks and desktops⁵

81%

of organizations cited insecure web browsers as a primary attack vector⁶

We believe in layering all-encompassing, comprehensive security solutions that are ahead of the curve.

They all work together so seamlessly, you won't even know they're there. So you feel like wherever you take sensitive business information, your device, your identity, and your data are safe and sound.



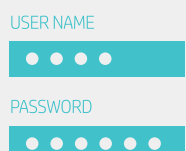
SECURE DEVICE

HP SURE START GEN3⁷

Self-healing BIOS so you can boot up safely and run more securely



SECURE IDENTITY



Passwords



Fingerprints



PINs



Facial recognition

HP MULTI-FACTOR AUTHENTICATE⁸

Combines hardened policies and passwords, including PINs and biometrics, for more secure authentication



HP WORKWISE⁹

Smartphone app that automatically locks or unlocks your PC, whenever you move in or out of range

SECURE DATA



SELF-ENCRYPTING DRIVES¹⁰

TCG Opal 2 certified protection that works even when the drive is removed



HP SECURE ERASE¹¹

Overwrites and erases to obliterate your data



HP SURE VIEW INTEGRATED PRIVACY SCREEN¹²

Helps keep data protected from visual hackers



HP SURE CLICK SECURE BROWSING SOLUTION¹³

Isolates web-borne malware to prevent infection

MANAGEABILITY



HP MANAGEABILITY INTEGRATION KIT¹⁴

Helps speed up image creation and management of hardware, BIOS, and security through a Microsoft System Center Configuration Manager plugin

HP ELITE PCs

with 7th generation Intel® Core™ processors

THE WORLD'S MOST SECURE AND MANAGEABLE BUSINESS PCs¹⁵



1. Ponemon Institute, 2015 State of the Endpoint Report: User-Centric Risk, 2015.

2. Ponemon Institute, Mega Trends in Cyber Security Expert Opinion Study, 2013.

3. Ponemon Institute, Annual Global IT Security Benchmark Tracking Study, March 2015.

4. Ponemon Institute, sponsored by HP, "2016 Cost of Cyber Crime Study & the Risk of Business Innovation," 2016.

5. Verizon, 2016 Data Breach Investigations Report, 2016. Approved and quoted by Gabriel Bassett, Senior Information Security Data Scientist, Verizon Data Breach Investigations Report. <http://www.verizonenterprise.com/verizon-insights-lab/dbir/2016/>

6. Ponemon Institute, sponsored by Spikes Security, "The Challenge of Preventing Browser-Borne Malware," February 2015.

7. HP Sure Start Gen3 is available on HP Elite products equipped with 7th generation Intel Core processors.

8. HP Multi-factor Authenticate requires 7th generation Intel Core processor, Intel integrated graphics, and Intel WLAN.

9. HP Workwise smartphone app will soon be available as a free download on the App Store and Google Play.

10. Self-encrypting drives are available as an optional feature.

11. HP Secure Erase is for the methods outlined in the National Institute of Standards and Technology Special Publication 800-88.

12. HP Sure View is available on select platforms only and requires factory configuration.

13. Coming soon as a web download for the HP EliteBook x360 G2 and supports Microsoft® Internet Explorer and Chromium™.

www.hp.com/go/clientmanagement

14. HP Manageability Integration Kit is coming soon and will be downloadable from <http://www8.hp.com/us/en/ads/clientmanagement/overview.html>.

15. 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 Intel Core Processors, Intel integrated graphics, and Intel WLAN.