

HP NA Print Channel Marketing Campaign Playbook

Issue 9, 2022

HP NA Print Marketing Campaign Playbook

Categories that are part of this playbook



Print Hybrid Work

Print Hybrid Work New

Customer Journey





Print Hybrid Work: Infographic



Solving the top 3 challenges of hybrid work

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business in the new normal

Download HP Managed Print Services

() \square Solving the top 3 challenges of hybrid work

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Print Hybrid Work: Animated Video



Hybrid Print Made Easy

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Hybrid Print Made Easy

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Print Hybrid Work: Animated Video







) Why Print belongs in Your Cloud

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Print Hybrid Work: E-guide





- (>) A Blueprint for Print Transformation
- https://h22189.www2.hp.com/shared/folder/q5OksZ4=/asset/1E401B02-73DD-43E4-A3FB-9 CBA03541963



Pave the way to high-performing hybrid work with HP Managed Print Services

Download Now Empower your connected workforce with HP Managed Print Services

Download Now



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Consideration New

Print Hybrid Work: Infographic



Print Transformation at your Service

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printing-while simplifying management.

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Many essential tasks and workflows will depend on whether your hybrid workforce can print. From security, to management, and supplies delivery - discover how HP MPS meets your printing needs.

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Download



()Print Transformation at your Service

Making it easy for your hybrid workforce to print empowers efficiency

and productivity. Learn how HP MPS delivers secure and sustainable

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Print Hybrid Work: Social post



(>) Why 'Bring Your Own Printer' could be a recipe for trouble

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Consideration New

Print Hybrid Work: Listicle



5 considerations to accelerate hybrid workflows

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5 considerations to accelerate hybrid workflows

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Consideration New

Print Hybrid Work: E-guide





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E-GUIDE





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Print security should not be overlooked



Upgrade your security with HP Wolf Enterprise security for the world's most secure printers1

Don't be universified as bride your hybrid workflams. Countille gas in device security with HP Entertaine printers, With IP with Security impactations, will be perfore produced to keep security threats or large where a

Secure your transition to a hybrid workforce

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Secure your transition to a hybrid workforce

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Embedding security into the heart of your hybrid workforce

Bolost organizations entitleti ortania sciali...terendole reconsidere propriore ordelle rober sciali, tra esperante re-sentre the consistent and security regularements within this new parality.

Interested to know how you can empower your hybrid workforce with the right printers?

Print Hybrid Work: E-guide



A guide for choosing the right printers for hybrid work

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A guide for choosing the right printers for hybrid work

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Evaluation New

Print Hybrid Work: Article

Understanding hybrid workforce dynamics



How can organizations

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approach this new future?



HP FutureSmart: Comprehensive upgrades to your fleet - secure and simple

Accelerate your journey to a hybrid workforce





Move smoothly to high-performing hybrid work with HP Managed Print Services

Remove obstacles to hybrid work productivity Read Now with HP Managed Print Services

Accelerate your journey to a hybrid workforce

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Print Hybrid Work: Explainer Videos



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HP FutureSmart

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HP FutureSmart

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Evaluation New

Print Hybrid Work: Listicle



Easy steps to put Print in your Cloud

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Bringing print to your hybrid workforce begins by aligning print to your cloud strategy. Learn about the next steps in this infographic.

Download



Looking to enable printing for your hybrid workforce? Here's a tip: align

print to your cloud strategy. View the full infographic to see all 4 tips.

Easy steps to put Print in your Cloud

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Solution

Print Hybrid Work: Use Case



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Growing numbers of distributed networked devices have made it increasingly difficult for one IT department to manage their IT exception. Pore business deals are being doued and contracts are constantly being. printed by the sales team - both inside and out of the office.

With semalitye castomer data constantly is transit and lamited visitsity into how teams are printing. IT is histing & diffusit to possile up interview methods to be a set of easy for some to prior from whenever they are

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Now, staff can submit part juts from their desktops or mobile devices, whether they're in the office or on the go. Print jobs are held in an encrypticit gamae on the desides or in the cloud until users security release the job with user authentication at the device or by using the HP Secure Print' mobile application.









HP Secure Print & Insights

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Print Hybrid Work: Use Case



HP Workpath

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Purchase - Service / Solution Specific

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Print Hybrid Work: Listicle

















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5 print innovations for the hybrid workforce

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5 print innovations for the hybrid workforce

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Print Hybrid Work: Use Case



HP Strategic Business Reviews

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Convenient at-home printing keeps teams efficient and collaborative. Discover how HP Flexworker Service meets the print needs of your hybrid workers. (1) A USE CASE FOR HP FLERWORKER SERVICE Driving workplace



()HP Strategic Business Reviews

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Print Hybrid Work: Use Case



HP Flexworker

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Defining a hybrid print strategy requires the right insights. Learn how HP Strategic Business Reviews helped one organization to overcome this difficulty



Optimize your print strategy for hybrid work with HP 5BR



Workflow bottlenecks form quickly when workers can't print or scan

securely from home. See how HP Flexworker Service helped one



Meet your organization's hybrid print needs with HP Register

()HP Strategic Business Reviews

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Register



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Print Hybrid Work: Customer presentation



()Mindful Print for Hybrid Work

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Print Hybrid Work

Customer Journey





Print Hybrid Work: Listicle - 5 ways the work world has change



Ready to adapt to the new way of work?

Work has changed—with many good outcomes. But to ensure everyone gets the most benefit from the hybrid work model, IT needs to retune priorities.



Change can be gradual and incremental. But sometimes circumstances shift rapidly such as the year 2020, Society has seen the most significant adjustments in work since the Industrial Revolution.

We began working longer and more disjonted hours, from all sorts of locations, We successfully used technology to hold everything together, with greater success than anyone could have predicted. Some of the post-pandemic changes were even welcomed. Now businesses are aiming to keep the best parts of the "new horms" as they move forward.

So how does our work life differ from the Before Times?



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READ: Ready to Adapt to the New Way of Working? Read Article



The transformation to hybrid is shaping new opportunities.

We're all turning the page to hybrid work. Sawy organizations are using this transformation as an opportunity to reinvent their workforce, workplace, and workflow strateg. For bissness resiliency.

Bain new hybrid work insights from HP/in Ready to Adapt to the New Way of Working? See how the shift to hybrid helps address new business news and also offers a unique charce to improve across processer, technology, and solutions.

For expert help transforming your printing strategy for hybrid work Contact HP Managed Print Services

Read article











Print Hybrid Work: eBook - How managed services helps you make the transition to hybrid work



A managed services partner can help your organization stay focused on its most important tasks.

The move to widespread distributed work was somewhat The strategic. How can we support both on-site and less than orderly at meny compares. Now that remove suff, giving everybody the tools and in along they organizations have read a chancero sufficience the readilies in succeed/likew effective han our shift in the tool. of adigial worklose. It's time to consider the next sever of transformation, and in take throughdul stock of what's management—do we still need to thanged What's the right shape of our workforce? How do we ensure that working and what can be improved. remote werkers remain a strong part of the latam and

That presents you with a lot of questions some of them whole them with a sense of corporate output without tactical and some strategic.

HP MPS_Hybrid Workforce_eGuide

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The tactical: If hatrid work really compto is

permanent, and which can we shase out?

face-to-face contact?

How should we bring paople back to the office, and who should stay remote? Which operational changes should be



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Print Hybrid Work: eGuide email - install base



READ: How Should You Manage the Transition to the New Norms of Hybrid Work?



You already have the best hybrid work solution on speed dial.



Set a clear look at this enterging dynamic in How should You Manage the Transition to the How locens of Hybrid Work? See why you should be the Luning you? HP managed services approach and including solutions (ker HP Managed Print Services (MPS) to turn the biggestubalenges of hybrid work into wins.

For expert help transforming your printing strategy for hybrid work
Contact HP Managed Print Services

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Print Hybrid Work: eGuide email - acquisition

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READ: How Should You Manage the Transition to the New Norms of Hybrid Work?



It's time for IT to call in the hybrid work cavalry.

This sudden shift to remote was a challenge, but it accelerated digital transformation immensely. If you take the right approach, the shift to hybridwill help you unlock the newly decovered potential of more dynamic working

In Huse Should You Manage the Transition to the fer Names of Myhelik Wark, 100-fresh, competing task, at the wark managed resource well plays a certral scien in the Hybrid work transformation, learn how FP Assaged Print Services (MPS) can adjoer your needs from adjor and time sciencids to black will be add an immediate solution to Their constraints.

For expert help transforming your printing strategy for hybrid work Contact HP Managed Print Services



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Consideration

Print Hybrid Work: Solution Guide - How HP MPS helps you develop a flexible print strategy for the future



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We're all still learning to adapt to changes that haven't quite settled yet. We're trying to get control of unmanaged printing and bad paper habits.

But HP Managed Pater Services (MPS) can help you design a print strategy that its this flowble new world of hybrid work: · Assess your work processes and identify the situations where print

molecular year work productive and uncertainties associate work providence immediatestamentation moving the babelies forward.
 invest is unruit, fixedule options: that yield backness imagines and help employees stay productive.
 Create workflaws that help are year digital and price processes for the moder more forces that standards in-different enhance.



HP global office page volumes are now 76%

of pre-pandamit levels."

HP MPS_Hybrid_Solution Brief

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Consideration

Print Hybrid Work: Video - Solution Guide LinkedIn social - install base



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Consideration

Print Hybrid Work: Solution Guide email - install base

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READ: Your People Work Everywhere. Does Your Print Solution?



How do you manage printing in the hybrid work world?

Hybrid has made more work digital, workflows more cloud connected, and workers more distributed And while print remains essential, it also has to transform to new demands and expectations.

Learn how HP Maraged Print Services (MPS) makes that transformation possible in Your Peupler Work Everywhere: Does Your Print Seluction?

Get to know strategies for IT success in the hybrid workplace, and learn hew your organization's printing approach can turn the page from challenges to uppertunities.

For expert help transforming your printing strategy for hybrid work
Contact HP Managed Print Services

Read article











Consideration

Print Hybrid Work: Solution Guide email - acquisition



READ: Your People Work Everywhere. Does Your Print Solution?



It's time to see printing in a new light with HP MPS.

Print behavior and usage have changed. You need to enable employees to print from anywhere, and do so security, sustainabily, and seamlessly. How can you handle that in addition to the counters often demands on your team in the new world of hybrid work?

Read Your People Work Everywhere, Does Your Print Solution¹ to see how HP Managod Print Services (IMPS) can meet these challenges and transform printing to time-savings to security, this one change to your printing approach can turn a lingering challenge into a long list of powerful solutions.

For expert help transforming your printing strategy for hybrid work
Contact HP Managed Print Services

Read article











Consideration / Conversion

Print Hybrid Work: MPS Eloqua Campaign page



(>) HP MPS Turn the Page_Hybrid workplace_Landing Page

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Consideration / Conversion

Print Hybrid Work: Video - MPS LinkedIn social - general option 1





+ Follow ...

As the era of Hybrid Work sets in, HP MPS helps transform your legacy print experience to an effective tool in enabling productivity of your connected workforce. See how we take it from a list of challenges to a tool for digital transformation. Click to learn more how or talk with your HP representative.



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Consideration / Conversion

Print Hybrid Work: Video - MPS LinkedIn social - general option 2



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+ Follow ...

The list of things you have to manage in the era of hybrid work is daunting. Fortunately, you don't have to manage them all. See how HP Managed Print Services (MPS) help IT turn the page to a print approach as agile, secure, and efficient as the new hybrid workplace demands.





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Print Hybrid Work: Best-in-Class

HP LaserJet Pro 400 Series



BEST-IN-CLASS PRINT SECURITY* For your remote workforce







Best-in-class security 300x250

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Best-in-class security 160x600







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Print Hybrid Work: Best-in-Class

HP LaserJet Pro 400 Series



Best-in-class security 728x90

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BEST-IN-CLASS PRINT SECURITY*

Partner logo For your remote workforce



(>) Best-in-class security 970x250

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Print Hybrid Work: Best-in-Class

HP LaserJet Pro 400 Series





- Best-in-class security 300x600
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Print Hybrid Work: Care Pack



TOO BUSY TO MANAGE YOUR PRINTERS?

HP Care Pack has you covered.





HP Care Pack 160x600





HP Care Pack has you covered.

Remote diagnosis and free next-day shipping for your remote workforce.



Learn more

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Print Hybrid Work: Care Pack



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TOO BUSY TO MANAGE YOUR **PRINTERS?**



HP Care Pack has you covered.

Remote diagnosis and free next-day shipping for your remote workforce.

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Print Hybrid Work: Care Pack



TOO BUSY TO MANAGE YOUR PRINTERS?

HP Care Pack has you covered.





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TOO BUSY TO MANAGE YOUR PRINTERS? HP Care Pack has you covered.

HP Care Pack 320x50

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Partner logo

> Partner logo







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TOO BUSY TO MANAGE YOUR PRINTERS?

Print Hybrid Work: Banner Co-brandable



Ready for your remote workforce 16x9

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- Ready for your remote workforce 300x250 ()
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Print Hybrid Work: Banner Co-brandable





Ready for your remote workforce 160x600

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Helping

your remote

stay secure.

workforce

Ready for your remote workforce.

Learn more

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Ready for your remote workforce 160x600

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Helping your remote workforce stay secure 160x600

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Print Hybrid Work: Banner Co-brandable



- Helping your remote workforce stay secure 300x250
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Helping your remote workforce stay secure.

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- Helping your remote workforce stay secure 300x250
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Print Hybrid Work: Banner Co-brandable

Helping your remote workforce stay secure.

Learn more



Helping your remote workforce stay secure 728x90

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(>) Helping your remote workforce stay secure 728x90

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- Helping your remote workforce stay secure 1280x720
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- Helping your remote workforce stay secure 4x5 \bigcirc
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Print Hybrid Work: Banner Co-brandable





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Social Posts

Print Hybrid Work: Best-in-Class



Best-in-class security - LinkedIn Social Card

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Post Copy

LJ400

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Give your remote workers the best in printer security with HP LaserJet Pro 400 series to keep their data safe while they work from home.







Social Posts

Print Hybrid Work: Care Pack



HP Care Pack - LinkedIn Social Card

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Care Pack

While you put in extra care into nurturing your organization in a changing world, let us care for your printers with HP Care Packs. It's convenient and affordable.







Social Posts

Print Hybrid Work: Cleaning Guide



HP Care Pack - LinkedIn Social Card

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Care Pack

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Videos

Print Hybrid Work: Managing Print for Flex Workers



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Videos

Print Hybrid Work: Perfect for Remote Workers

HP LaserJet 400 Pro Series



- HP LaserJet Pro Series: HP LaserJet 400 Pro, perfect for remote workers (NA) (00:15) (16x9) SOCIAL
- https://h22189.www2.hp.com/shared/folder/qpqlq6E=/asset/2FBBB2A9-E796-48 BC-A8A6-16F39D86A632
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VISID Guidelines

PDF

2.1 - Vis ID Assets Overview

Vis ID Assets Overview



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VISID Guidelines New

PDF

2.1 – Vis ID Assets Overview



HP MPS_Turn the Page Hybrid Workforce_LinkedIn_eGuide_Acquisition

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VISID Guidelines New

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Go to customer journey $(\langle \rangle$



VISID Guidelines New

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VISID Guidelines New

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Upgrading the Base

Upgrading the Base

Customer Journey - Cobranded Enterprise





Upgrading the base: Enterprise Cobranded Static Digital Banners_message 1

YOUR OLD PRINTER IS WIDE OPEN FOR HACKERS.



LEARN MORE

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YOUR OLD PRINTER IS WIDE OPEN FOR HACKERS.



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YOUR OLD PRINTER IS WIDE OPEN FOR HACKERS.

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Upgrading the base: Enterprise Cobranded Static Digital Banners_message 2

IS YOUR OLD PRINTER A DATA THEFT DOORWAY?



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IS YOUR OLD PRINTER A DATA THEFT DOORWAY?

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Upgrading the base: Enterprise Cobranded Static Digital Banners_message 2

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Upgrading the base: Enterprise Cobranded Static Digital Banners_message 3

DOES YOUR PRINTER CHECK FOR SUSPICIOUS DATA?





DOES YOUR PRINTER CHECK FOR SUSPICIOUS DATA?

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DOES YOUR PRINTER CHECK FOR SUSPICIOUS DATA? LEARN MORE



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Upgrading the base: Enterprise Cobranded Static Digital Banners_message 3

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Upgrading the base: Enterprise Cobranded Static Digital Banners_message 1



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Upgrading the base: Enterprise Cobranded Static Digital Banners_message 1



UPGRADE TO THE WORLD'S MOST SECURE PRINTERS

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UPGRADE TO THE WORLD'S MOST SECURE PRINTERS



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(Go to customer journey





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Upgrading the Base

Customer Journey - Cobranded Pro

Awareness and Consideration

Purchase



Is your printer leaving your network vulnerable to attacks?



Company data could be hacked through your old printer



Do your printers protect you with unique password presets?



Data in, hackers out help secure your company's data with HP printers and Wolf Security



TODAY

SHOP NOW





Upgrade your printer security today





Upgrading the base: Cobranded Pro Security Static Digital Banners_message 1

IS YOUR PRINTER LEAVING YOUR IS YOUR PRINTER LEAVING YOUR hp hp NETWORK VULNERABLE TO ATTACKS? NETWORK VULNERABLE TO ATTACKS? 8 × LEARN MORE LEARN MORE 300 x 50_Enterprise (>)320 x 50_Enterprise https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/9BDB2759-C8 https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/054E1864-6F1 0C-4952-8EE5-5A678D585834 0-4CB9-A690-3D47103A153C



IS YOUR PRINTER LEAVING YOUR NETWORK VULNERABLE TO ATTACKS?

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Upgrading the base: Cobranded Pro Security Static Digital Banners_message 1



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Go to customer journey $(\langle$



Upgrading the base: Cobranded Pro Security Static Digital Banners_message 2

COMPANY DATA COULD BE HACKED hp THROUGH YOUR OLD PRINTER LEARN MORE



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COMPANY DATA COULD BE HACKED hp THROUGH YOUR OLD PRINTER × LEARN MORE

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COMPANY DATA COULD BE HACKED hp THROUGH YOUR OLD PRINTER LEARN MORE

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Upgrading the base: Cobranded Pro Security Static Digital Banners_message 2



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Upgrading the base: Cobranded Pro Security Static Digital Banners_message 3

DO YOUR PRINTERS PROTECT YOU WITH UNIQUE PASSWORD PRESETS?



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DO YOUR PRINTERS PROTECT YOU WITH UNIQUE PASSWORD PRESETS?

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DO YOUR PRINTERS PROTECT YOU WITH UNIQUE PASSWORD PRESETS?

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Upgrading the base: Cobranded Pro Security Static Digital Banners_message 3



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IS YOUR PRINTER LEAVING YOUR NETWORK VULNERABLE TO ATTACKS? LEARN MORE (p)

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Upgrading the base: Cobranded Pro Security Static Digital Banners_message 1

DATA IN, HACKERS OUT HELP SECURE YOUR COMPANY'S DATA WITH HP PRINTERS AND WOLF SECURITY LEARN MORE

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DATA IN, HACKERS OUT

HELP SECURE YOUR COMPANY'S DATA WITH HP PRINTERS AND WOLF SECURITY

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Upgrading the base: Cobranded Pro Security Static Digital Banners_message 1

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DATA IN, HACKERS OUT

HELP SECURE YOUR COMPANY'S DATA WITH HP PRINTERS AND WOLF SECURITY

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DATA IN, HACKERS OUT

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HELP SECURE YOUR COMPANY'S DATA WITH HP PRINTERS AND WOLF SECURITY



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Upgrading the base: Cobranded Pro Security Static Digital Banners_message 2

UPGRADE YOUR PRINTER SECURITY TODAY



UPGRADE YOUR PRINTER SECURITY TODAY

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UPGRADE YOUR PRINTER SECURITY TODAY SHOP NOW

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Upgrading the base: Cobranded Pro Security Static Digital Banners_message 2





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Go to customer journey $(\langle$



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More assets at a glance



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eDMs

Upgrading the Base: Contractual Marketing/Sales Tools









eDMs

Upgrading the Base: Contractual Marketing/Sales Tools



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Sustainability

Sustainability

Customer Journey





Sustainability: Listicle



Five steps towards leading a more sustainable workplace

Not comparies are realizing the business value of developing a comparate surstainability strategy to mprove their social and exclusion recall impact - as years that man it performance. The making the many however, bus hembed ing that extrahability goals into a business and exclusions strategy. For example, 72% of comparies when one signed up to the UM Sursinability UW experiment. Gaals mention cannot be informed in the UM and the Comparises strategy.

BSF and SoneStarts annual sustainable business survey as preveals that despite a contribution from business leaders and fishing investor howard, it is not compare in the law of estimatorial integration of sustainability in the core of a business¹. The current global lendscape offens an opportunity for this to change. With out of 10 businesses (19%) wortholds see receively efforts from the CVIC-19 protection is an opportunity for make their opportance more environmentally customable.

So, what are the steps your business can take to embed wantplace strategies that callver tangble results and reflect a growing commitment to sustainability? We outline five precised actions that can help you wake the take.



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Five step towards leading a more sustainable workplace

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Sustainability: Listicle - Social Post



Five step towards leading a more sustainable workplace

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Sustainability: Listicle - Banner



Five step towards leading a more sustainable workplace

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Sustainability: eDM

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Kickstart your sustainability journey



Companies are beginning to realize the business value of developing a corporate sustainability strategy, and nine out of 10 businesses worldwide see the pandemic recovery efforts as an opportunity to incorporate greener business practices. In our sustainable workplace listicle, we outline five practical actions companies can take, including:

- Developing a sustainability roadmap
- Educating and empowering employees
- Examining the supply chain

Read the listicle now to learn how your company can embed sustainability goals into its business and workplace strategy.



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Kickstart your sustainability journey

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Sustainability: Article



Sustainability and business understanding the broader value

By not investing in sustainable practices, businesses are set officing profits, in particular to a misconception that sustainability comes at a cost rather than as an investment that brings cost savings. All good strategies are underpinned by a business case and, in the case of eustainability, the business benefits are dear. Research shows more than half of consumers said they would pay more for sustainable products designed to be reused or recycled. Employees also indicate they are more attracted to organizations with a commitment to electricability, with 61 Nobellaving electricability is manufatory for modern businesses? Add reputational risks and investor increase and the case becomes even stronger

implementing sustainability initiatives, such as reducing energy use, paper and consumables wate can require little more than changing the culture of a workpace and educating staff These changes in combination with an investment in technology that is designed and manufactured to use less energy; may result in business cost and resource savings. The value of investing in sustainability will outweigh costs even more significantly in the future, and should be viewed as a long-term investment in not only the bushess but also on the planet

83 Investing in sustainability delivers long-term benefits for your business and

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Sustainability and bussiness - understanding the broader value

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Sustainability: Article - Social Post



Sustainability and bussiness - understanding the broader value

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Sustainability: Article - Banner



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ustainability and bussiness - understanding ne broader value









Sustainability: Article - eDM

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Understanding the broader value of sustainability



Once viewed as a cost, sustainability practices have since proven to be attractive investments, with more than half of consumers willing to pay more for sustainable products and 61% of employees believing that sustainability is mandatory for modern businesses. In our new article, we reveal the true impact of sustainability initiatives, including;

- Sustainability's hidden business value
- · Value beyond the business
- · The real cost of inaction

Read the article now and discover how sustainability is a long-term investment that benefits both your business and the planet.



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Understanding the broader value of sustainability



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Sustainability: eBook



Aligning accelerated digital transformation with sustainability initiatives

How can organizations use technology and partnerships to enhance efforts towards more sustainable business





Aligning accelerated digital transformation with sustainability initiatives

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Sustainability: eBook - Social Post



Aligning accelerated digital transformation with sustainability initiatives

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Sustainability: eBook - Banner





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Sustainability: eBook - eDM

(1)

The convergence of digital transformation and sustainability



Corporations around the world have had both digital transformation and sustainability on their agenda for years. This presents a unique opportunity for organizations to align the needs and goals of both, which we explore in our eBook that covers:

- · The current state of play for digital transformation
- How digital transformation can advance sustainability goals
- · How managed services can support digital transformation and sustainability initiatives

Download the eBook now to discover how your organization can align its digital transformation and sustainability goals through technology and partnerships.



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The convergence of digital transformation and sustainability



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Sustainability: Series Article 1



A carbon neutral future is necessary to protect our planet

Partner with HP on your journey to carbon neutrality

(IP)



The convergence of digital transformation and sustainability

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Sustainability: Series Article 1 - Social Post



benefits the planet

(P)

Carbon neutral printing benefits the planet

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Sustainability: Series Article 1 - Banner



- (>) Carbon neutral printing benefits the planet
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Sustainability: Series Article 1 - eDM

Help protect the planet with HP Managed Print Services



Climate change is one of the biggest issues facing humanity today. To save the planet from climate catastrophe, businesses need to collectively move towards carbon neutrality.

As a business ourself, HP prioritizes sustainability, both internally and for our customers. From forest-first HP branded paper, to print cartridge recycling programs, carbon neutral certification and more, our Managed Print Service helps organizations around the world get one step closer to carbon neutrality.

Read the article now and see how your organization can partner with HP Managed Print Services to play a bigger role in protecting the planet's future.



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Help protect the planet with HP Managed Print Services

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Sustainability: Series Article 2



A carbon neutral plan promotes people and businesses

Partner with HP on your journey to carbon neutrality

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A carbon neutral promotes people and businesses

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Sustainability: Series Article 2 - Social Post



A carbon neutral promotes people and businesses

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Sustainability: Series Article 2 - Banner



A carbon neutral promotes people and businesses

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Sustainability: Series Article 2 - eDM

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Support a sustainable future with HP Managed Print Services



The world is rallying to combat climate change. Consumers are increasingly choosing sustainable products and services, and employees now prefer working for organizations that are committed to environmental, social and governance programs.

This means that the businesses who rise to address climate change will thrive in the future – and one simple step your organization can take is to engage with HP Managed Print Service for certified carbon neutral printing.

Read the article now and see how HP Managed Print Services can help your organization create a thriving future for people and for itself.



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Support a sustainable future with HP Managed Print Services

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Sustainability: Series Article 3



Carbon neutrality strengthens our communities

Partner with HP on your journey to carbon neutrality



- Carbon neutrality strengthens our communities
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Sustainability: Series Article 3 - Social Post



Carbon neutrality strengthens our communities

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Sustainability: Series Article 3 - Banner





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Sustainability: Series Article 3 - eDM

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Strengthen local communities with HP **Managed Print Services**



Climate change is threatening the health, wealth and viability of communities around the world, creating an urgent need for organizations to prioritize carbon neutrality. Beyond implementing sustainable practices, organizations should also seek service partners that can support their sustainability goals.

As a certified carbon neutral service, HP Managed Print Services not only provides sustainable printing, but also invests in carbon offset projects to support communities across the globe.



Read the article now and see how HP Managed Print Services can help your organization contribute towards protecting vulnerable communities around the world.



Support local communities with HP Managed Print Services



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Evaluation

Sustainability: Interactive PDF



The 17 UN Susteinable Development Goals (SDGs) serve as a blueprint for schlowing a batter and more sustainable future for the world Dick on each to learn more.

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Interactive PDF-Carbon neutral printing for the planet, people and communities*

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Evaluation

Sustainability: Brief

HP MPS provides certified carbon neutral printing





One step closer to a sustainable workplace

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HP MPS is the planet's most comprehensive carbon neutral Managed Print Service¹

HPs Hearged Print Service (MPS) incorrective Carbon Neutral* Service contribution und September (1, 2020, In-secund access with The Carbon Neutral Pototoc), the certification covers (Neutral entrations of HP printers, Diginal HP supplies, and pages due to cover stretchill extraction, may Jack end, timeson taking, use, and and of Jack vice.



Brief -HP MPS provides certified carbon neutral printing



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Purchase

Sustainability: Brochure

Paving the way to minimize the carbon impact of printing



Actionable insights to reduce the carbon footprint of your HP print solution



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Introducing SIRA

HPs unique SRA Standandele impart Reporting & Analytical statisme these have put flexit is portuning, allowing you contexture progress and unlocal conformation operationales. While deal-from SRR-you will get according imparts into a low contrale in mediate stage to waited interving of our content statism.

How SIRA works

SPR nurs invisibly in the background, gettering in depricate on the criticin impact of your entire fleet of HP MPS printers across all office locations.

Designed to integrate semisority with HPS (blue Karagament Office NMO), SRA provides the relevant cares to their HS as your strategic partner, can give you a full poture of how your HP printer particle to performing when it carries to carbon emissions.



Brochure - Paving the way to minimize the carbon impact of printing (SIRA)







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Sustainability: Presentation



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Carbon Neutral MPS Customer Presentation

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Sustainability: Brief





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Carbon Neutral MPS Customer Brief

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Print Security

Print Security

Assets at a glance



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Go to category



Print Security: Campaign Spring 2020







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Print Security: Campaign Spring 2020



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Print Security: Campaign Spring 2020









Print Security: Campaign Spring 2020







eDMs

Print Security: Campaign Spring 2020



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Social Posts

Print Security: Campaign Spring 2020



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Social Posts

Print Security: Campaign Spring 2020







Videos

Print Security: RTID



Stay a step ahead of the bad guys with HP Runtime Intrusion Detection

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Videos

Print Security: HP Sure Start



Protect your network with HP Sure Start

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Videos

Print Security: Connection Inspector



Detect, protect, and automatically recover with HP Connection Inspector

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Collateral

Print Security: Close the Gap In Device Security - Skyword Security eBook (Partner)



Skyword Security eBook (Partner)









Collateral

Print Security: DG - Print Devices: An Overlooked Network Security Risk - Channel Version



- An Overlooked Network Security Risk
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Collateral

Print Security: HP Print Security Campaign Spring 2020



HP A3 Dealer Print Security Campaign Playbook

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GIFs

Print Security: HP Print Security Campaign Spring 2020







Healthcare

Healthcare

Assets at a glance







Healthcare: HP HEP Banners









Healthcare: HP HEP Banners



Advanced EMR integration. Because every minute matters.

HP Healthcare Edition Printers



BDCOM for healthcare

EMR_CoBrand_1 60x600

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Advanced EMR integration. Because every minute matters. HP Healthcare Edition Printers



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Advanced EMR integration. Because every minute matters. HP Healthcare Edition Printers

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Healthcare: HP HEP Banners



Help protect patient privacy with the world's most secure printers

HP Healthcare Print Solutions



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Help protect patient privacy with the world's most secure printers

HP Healthcare Print Solutions



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Help protect patient privacy with the world's most secure printers HP Healthcare Print Solutions

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Healthcare: HP HEP Banners







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Healthcare: HP HEP Banners



Patient information where care happens.

HP Healthcare Edition Printers

NOW AVAILABLE



BDCOM for healthcare

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Patient information where care happens.

HP Healthcare Edition Printers

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Patient information where care happens. Biocom for healthcare HP Healthcare Edition Printers

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Healthcare: HP HEP Banners



You protect your patients. We help protect their data.

HP Healthcare Print Solutions





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You protect your patients. We help protect their data.

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You protect your patients. We help protect their data. HP Healthcare Print Solutions

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Social Posts

Healthcare: HP HEP Social



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Social Posts

Healthcare: HP HEP Social



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Social Posts

Healthcare: HP HEP Social



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Logo **III** See how HP Healthcare Edition Printers are designed with safety in mind. NOW AVAILABLE



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Collateral

Healthcare: HP Product Guide for COVID-19 Action Response



HP Product Guide for COVID-19 Action Response

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Display Ads

Healthcare: Campaign Cleaning Guide



HP Product Guide for COVID-19 Action Response Teams - Native Display Ad

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Brochure

Healthcare: HP-OPS



Empowering a system of care that places you and your patients at the center of the solution.

HP-OPS_Healthcare Brochure

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Infographic

Healthcare: HPOPS_OnePager









Managed Print Services

Managed Print Services

New

Customer Journey





Managed Print Services: Infographic



Connecting paper-based workflows to the cloud









Your hybrid work printing challenges,

solved

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Registing your paper and digital existions
Meremany the curbon impact of print activity across your distributed workforce
In this 5 minute mod, Solying the top 3 print challenges of hybrid work, we share obtain

We how helped many organizations like yours make printing work in the hybrid miscontext, and are easily to help you. Would you be swalinitie DADT WEIK) for a brief darwendskis/1 would like to discuss your hybrid work intellenges and how we can take to have serve in a shore fram.

Hope to hear from you soon. Reports. (SENCER NAME)

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Go to customer journey



Social post and EDM



Consideration New

Managed Print Services: E-guide



A Blueprint for Print Transformation
Coming Soon

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have the way to high performing hybrid work with HP Managed Phril Services

power of hybrid print.

TRANSFER

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Countrast this free e-goode to learn how your hybrid workforce car portores anywhere with seamless integration of paper and signal workflows.

Download Now

Harness the power of hybrid print Image: Comparison of the power of the powe



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E-Signature









Managed Print Services: Snippets x5



Coming Soon

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Social post and EDMs











Welcome to hybrid work 6

Hello <Name>,

Every organization is unique, so its response to flexible working depends on the technology that best meets its needs and vision.

When creating the right hybrid work environment, the first step is asking the richt questions



For many information - supering 14% contracts address and provi 1001 Page Mithiasi - Mathings 10402 Paio Are, Cablories, 2009







Managed Print Services: Infographic







Consideration New

Managed Print Services: Listicle







For your highly distributed workforce, DYOP (Dring Your Own Printer i.e. letting your worker) print from their home printensi may not be the wont stant. Howe you considered the mony

Learn more about them in this quick - Lack of built in security and poor annucla technic hadren annuclated annucle security hadron annucles annucle to a security hadron annucles annuc Jam southilly into execute print jobs and the public ed data residling in printer memory, a pail on of HBAA or GDPR regulations The relatively lower spece of fighte printer localing to metacolic productivity und greate downtime for employees Relye suggested many of our customers in enabling secure hybrid printing, and we're here help you do the some. Let's get the conversation started - would you be available. PEKT

WEEK - for a bool discussion and to learn how we can accamente print transfe READMORE



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Consideration New

Managed Print Services: Listicle







5 considerations to accelerate hybrid workflows

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secured?



Social post and EDM









Managed Print Services: E-guide

Secure your transition to (1) the hybrid workplace How organizations are keeping up with changes in the workplace Printers - often overlooked and under-secured Upgrade your security with the world's most resilient printers² future workplace 器 1 a central part of your digital transformation? Contact an HP Representative

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New priorities for a new normal

Social post and EDM



Eliminate rolk from your hybrid work model with HP Managed Prest Services



Disabled No.

Business and IT readens free been taking to taking the method while hybrid working has opened up a weath of possibilities for their teams, managing the threats it brings is a constant concern. They are normal about: Protecting sensitive business and customer dota ing visibility into who is printing what, and where oing security needs with accessibility and collaboration Few things underscore hybrid work security like the security of your printer fleet. I invite you to find out eity in our latest guide. Secure your transition to the hybrid workforce Tam leven to observative your terrer can manage security risks without a ability to collaborate and eace from virtually anywhere. Would you be avail WEIK(for a brief discussion about embedding security in year print ecosy Hope to hear from you soon

Regards. [ISENDER NAME]

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Secure your transition to a hybrid workforce

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 $(\langle \rangle)$ Go to customer journey



Managed Print Services: E-guide

Choosing your





Social post and EDM





Helio Scastel

In the other day shared that although his o moving to hybrid work, employees quickly found that their company not a good match for their needs. Some issues he highlighted were

· Printers locking integration with digital workflows Security and regulatory concerns over printing of sensitive data

Difficulties with deplaying fleet updates simply and seamlessly

w to address these issues-and more-in our tens for hybrid sorts. I hope you find it useful similar concerns and sometimize he

Hope to hear from you sories

Reports, (NENDER NAME)

DOWNEOADNOW

A guide for choosing the right printers for hybrid work

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Scalability

Confidently face the future

with smart devices.



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Security



Managed Print Services: Article

(1)

Artick Accelerate your journey to the hybrid workplace

Future-proof your organization with print technology-driven transformation solutions





New workplace dynamics present new challenges

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HP Smart Devices	Services (SDS)
	for servicing

Keeping it all together with security

Building a foundation that

Find out how you can build a hybrid workplace with smart and secure printers from HP.

endures change

Speak to an HP Rep

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I thought you would find this interesting given the conversion cocurst supporting remote and hybrid workers. Print has an effective replicit configuration, and the research the

· Re-evaluate the devices, redworks, and workflows emplo • Turn

From these conversations, we've created on article. Accelerate your journey to the hybrid

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Social post and EDM

As hybrid workforce reeds expand, smore performance image on underdworking the dynamics or play and to-executing the pind execution users more in the analys.

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Managed Print Services: Listicle



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Social post and EDM





Integrating print to your cloud can help your teams to be more efficient and product it may prove to be challenging. If you're looking to make it happen, here are four ease the to consider.



Larks get the conversion startast-would you be evaluable -NEXT WEEK: for a brief discussion and to been how we can accelerate prior transformation for your hybrid workland? ('look forward to hearing from you.

EADMORE

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HP Secure Print & Insights

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Social post and EDM





tow a look of this use case to see how cloud native architecture, encrypted print ga cand flowed canadigations consistent theorem to constituents.

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That we know who is proming what and where?









print workflows

Background

∧ Challenge



Social post and EDM







we receive or the rise, but poper travel processes still fow their place Digitiziwo king has only made it more difficult for the two to co-exist, but we have thet can



elisiteitusteed were inferent. Integrating paper with digital disent frave to be complex. If your organization is looking to take this step, we are here to offer you are experition. Would you be available [NEXT VEEK] for

e brief documion on what we can do to help you take your workflows to the next level? None to hear from you sales

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HP Strategic Business Reviews

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Discover how they were on to auccessfully exclude their print environment, obtain or used reaging, and optimize their print flexit to mean trucking goin with HP Strotage Business flexings.



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Solution

convenient, while adopting devices and workflows.

efficiency through centralized billing, consolidated reporting, and contract pricing for devices, supplies, and support. This ensures maximum device uptime and and user performance.

while eliminating the need for analysis to constantly oversee IT

IP Fauworker Service enables teams to safely print

nd scan documents with security embedded in and around

by equipping remote employees with the printer they need, centralizing fleet management, and

ting, which halps protect workflows-with

the relation birded to derive with

or visit hp.com/go/mps to find out more

providing predictable costs for device support and supplies.

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Contact an HP Managed Print Service Representative

security services can be called to help define a plan that befor protects data-giving bath IT and end users one less

replandment, the HP7 leavorker Service helps employee stay productive and event the frustration and time spent

analysts to the wider organization. No matter how many more devices get added to their fleet, controlized printe

management makes 8 easy for both IT teams and Finance

to get complete visibility on prior activity in one plotform. Desenses coals are statist to manage loc, with one products monthly rate for device monogement, support, and supplies

provisioning. Printers are also available via lease or direct

surchase, providing Procurement and Finance teams w

embedded device security features to keep data do and devices sofe.

section in a hybrid wa

business going strong

By odding a printer into the home of every employee who

needs it, HP Flowworker Service powers the colluboration

on while been into the more

ordering depicted supplies. Having fewer tasks to deal with means the team can aloy focused on more important mo



Background

The borderises workplace from made it possible for work to be done only proces-making such a transition, workers will expect their organizations to provide ther to day productive, but the cemands of damp so can be overwhelming for 11 test

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△ Challenge

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> **HP** Flexworker **Coming Soon**

Due to growing governmental regulations and security policies, colluboration across home and office working

Social post and EDM





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1. Fleet-wide upgradeable firmware

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Future-proof your fleet with HP FutureSmart*

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2. The world's smallest

enterprise - class MFPs³

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Learnmore →



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5. Al-powered predictive servicing

Learn more about printers designed for the hybrid workforce.

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How HP SDS works

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Speak to an HP Representative

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5 print innovations for the hybrid workforce

Coming Soon



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Managed Print Services

Customer Journey





Managed Print Services: Infographic



TECHNOLOGY AND TRANSFORMATION: Employee Engagement in a New Era



Managed Print Services_Infographic

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Embracing technology to attract top talent

Business leaders must embrace new technologies that can reinvent the experience of work and adapt to changing employee needs.



86% of executives believe that technology has a greater impact on employee engagement today than it did three years ago¹

Technology is the primary way organizations engage with their workforce. This technology needs to enable more effective and creative ways of working and communicating, whether it means being able to access data anytime or ensuring employees can still print, scan and send information to where it's needed.

Upskill and reskill

The role technology plays as part of the new working experience for employees.

42% of employees believe that opportunities to learn new skills and technologies is what helps





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Managed Print Services: Infographic



The Role of Paper in a Digital Workplace

To drive their competitive advantage, businesses across industries are focusing on going digital to enhance efficiency, productivity and performance.

Despite businesses becoming increasingly digital-native, print and paper workflows continue to be essential. Now is the perfect time to explore efficiencies in digitizing and automating legacy print workflows to better address the needs of an adaptive workplace.



More than 70% of businesses say there is still a dependency on manual and paper-based processes.1

82% of commercial decision-makers believe that printers help employees

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believe that printers help employees work more effectively2

Going digital with print -



Paper continues to play a fundamental role in addressing human needs at work, enabling productivity, comprehension and organization. The increased screen time from remote working has also led to a shift in sentiment around





Managed Print Services: Article

HP and Global Tech Advocates: School of Thought Managing the Risk Landscape for Remote Working and Personal Devices



- (>) Global Tech Advocates Risk Landscape
- https://h22189.www2.hp.com/shared/folder/ q5GerqQ=/asset/6BCCF1DB-4F14-4289-BB DA-273B39CAAB65

HP and Global Tech Advocates: School of Thought Acceleration of Cloud Adoption in Financial Services



(>) Global Tech Advocates Finance

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HP and Global Tech Advocates: School of Thought Navigating the Transition from Legacy Systems to the Cloud



- Global Tech Advocates Transition from legacy to cloud
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HP and Global Tech Advocates: School of Thought Managing Change in the Age of Hyper Acceleration



- (>) Global Tech Advocates Managing Talent
- https://h22189.www2.hp.com/shared/folder/ q5GerqQ=/asset/92F8E895-7C93-4E89-9E 93-0E96C158FC1D

HP and Global Tech Advocates: School of Thought Managing Demand, Hyper Growth and Innovation in Healthcare



Global Tech Advocates Healthcare

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Need to reevaluate your Managed Print Environment?



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Go to customer journey



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Managed Print Services: eGuide



Timeline to an adapted workplace

Your 90-day action plan



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Timeline to an adapted workplace:

Your 90-day Action Plan

Despite recent unprecedented disruption to businesses around the world, companies have effectively managed to look after their employees' needs of safety, stability and security. Staff have largely felt looked after, valued and have remained productive thanks to the forward thinking and good management of their leaders.¹

As businesses experience waves of full and partial returns to the office, those needs will evolve, and to remain successful, organizations will have to take a more concerted and comprehensive approach.

In the current landscape businesses should be fast to adapt, but change as fundamental as this isn't possible all at once. Following a phased, 90-day action plan can be a helpful way to prioritize as you look to gradually transform your business.



HP MPS Timeline to an adapt

The following

sections outline

key considerations

for business and IT

leaders to address in

shaping an adapted

workplace, looking

at both short and

long-term actions.

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Key considerations for business and IT leaders to address in shaping an adapted workplace:



Month 1

Enable connection and collaboration In response to this crisis, many businesses are moving to create networks of fully connected, agile and productive teams² The

networks of fully connected, agile and productive teams.² The first step to ensuring remote productivity is enabling secure access to internal and cloud systems, as well as access to others in the business.

Enbracing communication tools such as Zoom, Skope and Microsoft Teams will allow your teams to collaborate, share information and shape workflows more fluidy. The same is true for enabling remote connection to wireless printing, print to cloud, and document management systems. This streamlines the flow of information and content sharing from any location.

Connected teams are empowered to operate outside the usual structures of an organization – where they can more quickly attack problems, devise and action solutions and refine outcomes, keeping the business more agile.

Share a safety action plan

Your people are all doing their best in trying circumstances, yet there are many ways you can make it easier for them. One crucial move is to develop and distribute clear guidance on workplace safety measures that will be implemented with remote, flex, and in diffice workers.

Ensure the plan is flexible, people-centric, optimistic^a and offers a clear safety strategy to ensure all your employees have complete peace of mind. When this information is accessible and communicated clearly across the business, you will see employees trust in the business grow and their commitment grow with it.

Resistance to change can act as a key barrier to transformation agendas, whether they be long-term strategies or accelerated changes as a result of an immediate need. Transparency and communication are therefore essential to get align teams.

Equip your employees

Companies that have enabled remote working at speed and scale are likely to be performing more competitively than businesses who haven't.⁴ At the very least, equipping your office and employees with the basic remote-working essentials, should be a priority.

Provide year workforce with technology to match their needs, ensuing they have security guidelines and best practices Secure VPM, data protection, etcl and are comfortable with any new tools introduced. Some may have issues with lack of understanding or connectivity, within can hinder productivity, soil's viait that the right immediate support is in place. Access to the right accessories to connect equipment, as well as new al-home devices such as primers may also be necessary for some employees.

HP Flexworker services for essential printing needs.



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Managed Print Services: eGuide



Redesigning Security in the Modern Workplace

When 20 offices becomes 20,000 workplaces

Unprecedented circumstances across the world have been a catalyst for accelerated remote working. Businesses have been forced to activate, at speed, continuity plans to support thousands of people working from home like never before.

In many cases, 20 offices became 20,000 workplaces almost overnight. This dramatic increase in endpoint locations, means that IT leaders and decision makers need to rethink cybersecurity strategies, reassess risks and adapt security infrastructures to enable new ways of working.

It is crucial, that while the evolving nature of the office and need for remote working must be considered, businesses must also look at ways to integrate these new ways of working into their wider digital transformation plans

As husinesses try to manage an evolving hybrid home/office working arrangement as the new norm, it is critical to enable employees to work in agile and mobile ways, outside the four walls of the office without compromising the integrity of document and data security.

45% of IT leaders say their company isn't fully set up for remote work: they're bridging these gaps by strengthening security and providing enhanced support to home users"1

Partner Logo

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With remote work bringing heightened challenges, teams must feel empowered by secure and resilient solutions, that are supported by the right knowledge, technology and infrastructure. As it stands, print infrastructure is viewed as one of the top security risks

70%

of medium and

enterprise businesses

agree that a more distributed workforce

raises security risks

and processes"3

Security and data breaches have serious implications to businesses, with potential repercussions too big to jonore. This ranges from the protection of confidential individual and network information, as well as the reputational, legal and financial losses that can be incurred as a result of a cyber attack.

With remote working here to stay, the role of IT leaders is clear: 1. Assess the new vulnerabilities and risks 2. Reduce exposure to data hacks, leakage and breaches 3. Provide employees with a consistent technology experience and remote security policy

hy husinesses ²

The exposure to security threats and increased security vulnerabilities from a remote

workforce stems from a rise in the number of connected devices or endpoints, with each of these endpoints under threat from a new generation of malware and phishing attacks.

Mobile technology and personal devices have guickly become a primary security focus of businesses to ensure their systems, networks and data remain secure outside of their controlled office environments.

In turn, businesses are rethinking which devices to purchase and deploy as well as expediting the adoption of technologies and cloud computing initiatives to support remote work.

Now, more than ever, IT decision makers must adapt and navigate the constantly evolving threat landscape inherent with the remote working terrain.

Key considerations for a remote security strategy:



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Managed Print Services: Content Event



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Welcome to the Adaptive Workplace Blueprint

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PART 3 Taking a mindful approach

to digital transformation



The current global accountil, environment has where in the rapid anotementation of remote warking. Aggressive tochnological usignaling has been required to meet fresh digital demands and to combut the new risks postential.

The a couple of works, we saw while would normally hisertaken two years in terms of opticit monotomicines," see Carolia Walk, of Eleveral Insurance, Also openantemic activit to this new working model, "Theaders must device a totagets to enable new ways eleverativity, while activitiasing depical transformation to employee restill and enhance productivity.

No take a look at three Vey strategies or paramilies can adopt to ensure a holistic for we (flocking digital transformation externe).

building innovition.

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PART 4

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In our work with partners and nutrimes apposite global internets and the source traverdy, a ruly adaptive workpland, in min service advice in how to margate advice in how to margate the internatiographic and human challenges that ble ahead, helping you to marichair momentum and indive business building increation.



Building a Next Generation

Employee Experience EX has been a point of docussion and a priority for if and tops loaders for some years, but it has taken on a new significance in ecrem years. Defined as the practice of thetaing employees as the priority for years cuterions , then one became a correctione in building a responsive, adaptable and fulfilling workplace.

In the triaditional office setting EK was structured and organized. Companies provided office packs and control tobalistic learning parts to insure imployees continued to develop their skills. Human Interaction was central to the Triaditional EX Leaders constantly sought to create bonding experiences and facilitate collaboration. However, the current

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Content Event Part 4 Employee Experience

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PART 5

Across industries and geographies, labelers are coming to terms

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A modern workplace that

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However understanding

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and understanding where to

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Creating an Adaptive Workplace with an Employee-First Mindset

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As your organization finds ways to restage the working experience for your employees in the rear normal, you must beep your employees at the center of the conversation. With the nepto adsolute of invest working, most teams are finding themselves adjusting to an work from forme environment that blends personal life and work responsibilities.

As you focus on certifying an evolved workplace, it is more important than even to keep you analysees at the context of this conversation. Receip an at the heart of any angenization – to successfully build an adeptive workplace, you must first build an adeptive workplace.

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Evaluation

Managed Print Services: Listicle



Touch-free printing to help staff stay safe in the office

Technology has beloed organizations maintain an upprecedented level of husiness continuity amidst the global pandemic of 2020. As teams begin to return to the office whilst adapting to the new normal, there is an opportunity for workflows to be redesigned and for teams to take advantage of technology which will help them adapt how they work.

Employee safety is on everyone's minds more than ever as businesses adapt to changing realities. Foundational for any return-to-office plan is cleaning and disinfecting surfaces frequently touched by multiple people, such as door handles. desks, phones, and touchscreeps. These potential points of risk should be addressed first, but as a second step there are further ways that device use in the office can be adapted to reduce risk.





3. Utilizing the power of voice

convenient way to interact with printers whilst avoiding physical contact with the device. The HP Accessibility Assistant and Kit, supports 170 voice commands for devices configured in English, French, or Spanish to respond to the needs of many international offices.

4. Scan and send from your phone

Document scanning used to be a process that required staff to be physically present in front of the MFP – but not anymore. With the HP Capture App, employees can now scan documents directly from their phones and have the document delivered to OneDrive, Google docs and a wide range of other cloud-based platforms. This will not only streamline workflows for colleagues working remotely, but also keep on-shift staff from having to cluster around the printing area. Remote workers can also provide physical copies of documents without needing to visit the office.

5. Remote device management

Minimizing new visitors to the office is key to keeping everyone safe. As organizations evaluate their return to workplace strategie and focus on the safety of essential workers or site entry policies, this is creating new opportunities to leverage remote monitoring and management services to avoid the need or frequency of non-essential visitors to site. HP Remote Management Services allows engineers to successfully maintain and undate print fleet. configurations and firmware updates remotely.



1. Touch-free control panels

Most touchscreen technology requires skin or stylus contact, but HP has designed solutions which can operate touch-free. Limit the need for physical skin contact with touch-free control panels on HP printers and multi-function printers (MFPs), which allow employees to operate the control panel with any object on hand in the office – a pen, employee badge, or even credit card. IT staff can also choose to deploy one or more of HP's broad portfolio of pull-print options as an additional safety measure so colleagues can avoid touching each other's prints.

2. Remote printing to avoid in-person contact

Staff clusters around the office water cooler and even office printer have now become a thing of the past due to the need for social distancing. With health and safety now prioritized, HP has designed a variety of innovative mobile and smart print options to allow users to send print jobs to devices without having to Alongside touch-free control panels, voice commands are another be physically present around the printer. With HP Secure Print, workers can authenticate and release the print job securely using a mobile QR code or proximity card.



starting with the right print solutions.

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Managed Print Services: ebook



The Role of Paper in a Digital Workplace

Even as organizations become increasingly digital-native, paper-based workflows remain essential

Partner Logo



The Role of Paper in a Digital Workplace
Paper remains essential
The human element in print
Print is more digital ready than you think
Strategic collaborations with print
References

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The Role of Paper in a Digital Workplace

The current global landscape has rapidly transformed the notion of digital innovation and upended traditional models of both work and the workplace, placing businesses around the world at the precipice of change.

With digitalization initiatives and workflows set to significantly accelerate across industries and sectors, now is the time for organizations to leverage this catalyst to drive competitive advantage, using it as an opportunity to enhance efficiency, productivity and performance.

By embracing innovation and understanding technology-specific dimensions for opportunities, business leaders can make impactful strategic choices in creating flexible and agile workflows that are capable of accelerating growth amid the uncertainties ahead.

While the focus is on digital, it is also critical to recognize the value of traditional workflows in how work was being done, so that they can be incorporated into wider digital transformation strategies. Organizations must exploit current opportunities to revaluate their processes, to remain relevant and to ensure long-term revenue growth and survival. 70% of organizations say there is still a dependency on manual and paper-based processes.

- Forrester's Q1 2020 Digital Process Automation Survey



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Managed Print Services: Video



MPS_AWS_Animated Video 1 Workflow

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Managed Print Services: Video



) MPS_AWS_Animated Video 2 Workplace

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Managed Print Services: Video





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Managed Print Services: Listicle



Set up your Remote Print Fleet with 3 Steps



Washing from home and satellite offices are set to be an integral part of washing life, and more organizations an menting a surge in demand for home office onto essentials. For it, procurement and frames departments, the cam method responsibilities such as primer management, maintenance, and surgities oriening. These requests don't be

IP Prevention Service, evaluate as an addition to your HP Managed Print Services OPS1 constant, gives your remote workforce the print essentiation they need while evabling (F) to manage the entire free under one contract.

now HP Resworker Service can help you set up your remote printing fleet in Just 3 steps.



for consists visibility over the usage of your entire printer fleet. With Papyonier Service, your IT and Invirce learns can manage bling and separting for your office and remote printer flexitin one central platform.

With accurate insights of your preming needs, obtained via the Devine Eartred Genie (ECC) environguier Strateg Basinsis Reviews CHRAL you can take adviorance of a predictable monthle rate for device management, support, and supplier previewing tracection your organization's required your observations and prior capabilities.

test of all this printers within your flowage for fast are available violation or direct purchase, providing facilities Inancing options for your procervment or finance department.



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Listicle - Flexworker WFH Print Success

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WHERe werkers in offerent locations man challenge, which is why HP Newsonker Service offers security for your field of office and remote printers

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HP Resworker Service can be added to your current or new MPS contract to help. you manage the way your organization is transforming. Talk to your HP Representative or visit hp.com/go/MP5 to contact us.

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Managed Print Services: Brochure

A strategic partnership to enable an adapted workplace

As the world continues to adjust to new ways of living and working, many organizations are looking to plan for the future, reopening offices and evolving continuity strategies.



The scope and scale of back to office plans vary between organizations. Some offices have already opened, while others are putting plans in place to bring employees back gradually over coming months. Others say employees can work from home until at least the middle of 2021, with some announcing a permanent remote work set-up option.

Whatever the plan may be for your organization, technology will play a key role in ensuring a smooth transition to support long term remote or hybrid working. Many organizations are already investing in infrastructure to maintain productivity and print security for a distributed workforce

HP MPS helps your back to the office teams work safely, securely and productively. reducing some of the pressures for IT and Ops leaders.

As a trusted partner in providing hardware, software, supplies and solutions, HP is more than a supplier, working with organizations to deliver the services they need to keep teams connected, productive and secure wherever they need to be.

Security first

Partner Logo

A more remote workforce is a less secure one. While IT leaders have had to accelerate efforts in providing secure home printing solutions, research indicates that almost 80% of those working from home are printing less than when in the office.1 Organizations will need to consider that employees who do return

to office working may have become accustomed to printing less. To meet the needs of the evolving workplaces, organization must so IT teams need to ensure that their new print set-up still meets end-user needs and optimizes experiences.

HP Secure Managed Print Services can help you identify gaps in your defenses, protect your print devices and data, and address compliance. HP global experts help manage your print fleet with the industry's strongest print security protections. These consultants and specialists can assess, develop, implement and manage print security through three service options:

 HP Print Security Advisory Service HP Print Security Governance and Compliance Service HP Print Implementation Service

HP Remote Management Services allows for your entire print fleet to be remotely managed by a dedicated HP fleet engineer, who can data and content travel. easily and quickly create device security policies to safeguard your fleet and reduce network risks against evolving security threats.



HP Remote Management Services allows dedicated engineers to maintain device security and safeguard your fleet from a distance.



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Entrusting HP to manage configuration policies, firmware updates

and other print management tasks can help to improve fleet

patches so that operations can keep moving forward.

Improved workflow to meet changing

employee behaviors

performance and address issues like software burs and security

act fast. There is an increased need to provide solutions for the

adapted environment that help improve workflow and productivity

with as little disruption to the organization, safely and securely.

HP Flexworker helps bridge the gap for remote workers, giving them the ability to order the right HP printer, HP CarePack and

supplies through an easy-to-use portal. This allows for a simplified

experience and higher productivity for your employees while giving

you greater visibility and better control over supplies and IT spend.

Simplify the way teams work and overcome traditional paper-to-

digital barriers through the use of printer apps with HP Workpath.

HP Workpath integrates with core organizational platforms such

information – while creating an intuitive user experience to ensure

as OneDrive and Dropbox, and offers a variety of capabilities for streamlining digital workflows and securing confidential



It will be more important than ever for organizational and IT leadership to continue to assess how they deliver cloud-enabled digital workflow services while supporting their cloud print infrastructure transformation.

In a dispersed working environment where organizations are looking for continued opportunities to better support employees. cloud print services are emerging as an effective way to implement a cost-effective, scalable and sustainable print infrastructure.

- A Cloud environment helps:
- Extend a more secured and controlled environment for remote worker settings
- Test newly designed workflows with confidence, and
- Replicate them quickly with preconfigured tested configurations speed innovation and experiences.

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HP Managed Print Cloud Services delivers secure provisioning and management through the cloud for your print infrastructure. across home, office, public, and shared spaces, end-to-end.

HP transitions your entire print ecosystem to the cloud and manages your print software stack which, in turn can help lower your technology footprint costs, free up valuable IT resources and

More than a supplier – HP is your valued, trusted partner.

HP Managed Print Services are an enabler for business transformation across cloud workflows, innovation and adaptive working during this period of accelerated change.

An industry leader with a deep understanding of endpoint device users, HP offers tailored services and solutions that allow you to harness and optimally manage the power of your IT print infrastructure both today and as business needs evolve

HP works with you to drive custom-built, personalized workflow solutions and create outcomes that can give you a competitive edge – freeing up capital for other investments, reducing operational expenses, improving how your employees work and protecting information.



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HP MPS helps

your teams work

safely, securely and

productively, reducing

some of the pressures

for IT and Ops leaders.







LaserJet Enterprise 400 Series

LaserJet Enterprise 400 Series

Customer Journey





LaserJet Enterprise 400 Series: Banners







LaserJet Enterprise 400 Series: Banners

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Go to customer journey

Learn more





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Big productivity. Small Size. HPLaserJet Enterprise 400 Series



Big productivity. Small Size.

HP Laser Jet Enterprise 400 Series



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LaserJet Enterprise 400 Series: Videos



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LaserJet Enterprise 400 Series: Videos



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Customer Journey





Awareness

HP+ Assets: Video



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HP+ Assets: Social Post



HP+ printers automatically detect and fix Wi-Fi issues before they slow you down. See how the OfficeJet Pro with HP+ is ready to print when you are

invest in reforestation with every page you print







HP+ Assets: Social Post



Post Copy

Post Copy

The OfficeJet Pro with HP+ and Instant Ink knows when you're running low and automatically delivers cartridges just in time, every time. Get 6 months of Instant Ink included with HP+ Scan multiple page at once with the HP Smart App. This, and more advanced features come free with HP+ for 24 months.







HP+ Assets: Social Post



(> Get 24/7 built-in security

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HP+ Printers with Smart Security stay two steps ahead of hackers by helping prevent potential malware attacks.







Preference

HP+ Assets: Video



Worry-Free Extended 2-year warranty

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Experience the freedom to print all your work documents, from spreadsheets to customer presentations without ever running out of ink. Get 6 months of Instant Ink with HP+

Post Copy

The OfficeJet Pro with HP+ is so smart it can fix and protect itself. Plus, it comes with an extended 2-year warranty.





Preference

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Post Copy

Experience the freedom to print all your work documents, from spreadsheets to customer presentations without ever running out of ink. Get 6 months of Instant Ink with HP+

Post Copy

Experience the freedom to print all your work documents, from spreadsheets to customer presentations without ever running out of ink. Get 6 months of Instant Ink with HP+







Preference

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Longer warranty. Fewer worries.

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The OfficeJet Pro with HP+ is so smart it can fix and protect itself. Plus, it comes with an extended 2-year warranty.







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