


HP Work Happy

Partner Playbook

DK – Jan 31st 2023



This evolution is the BIGGEST conversation of the year




DELL OPTIMIZER

Collaborate intelligently with AI-based devices

Tailor audio settings, network

Dropbox

 **Drew Houston**
co-founder and CEO

"I see the 40-hour office workweek — an artifact of factory work — finally becoming a thing of the past. Employees will escape grueling commutes and gain more control over their day."



Lab Report
How One Major Retailer Is Embracing Hybrid Work

We focus on performance and output — the talent creates the lifestyle and structure that we want.
Panowicz

Challenges of the shift to hybrid



Research shows that workers are demanding more flexibility, and they need more support.

70%

of workers want flexible remote work options to continue.

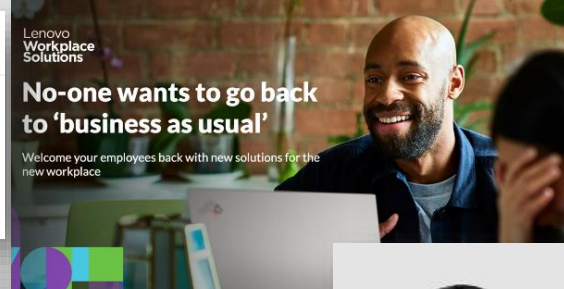
46%

of workers are planning to move this year because they can now work remotely.

Lenovo Workplace Solutions

No-one wants to go back to 'business as usual'

Welcome your employees back with new solutions for the new workplace



Lenovo Smart Workplace Solutions help companies

confidence

More than ever, employees expect flexibility and safety in the workplace. To attract and retain talent, unleash creativity, and create a more personalized experience, workplaces must become smarter. Touch-free access, simple space-booking, and communications are convincing steps forward.

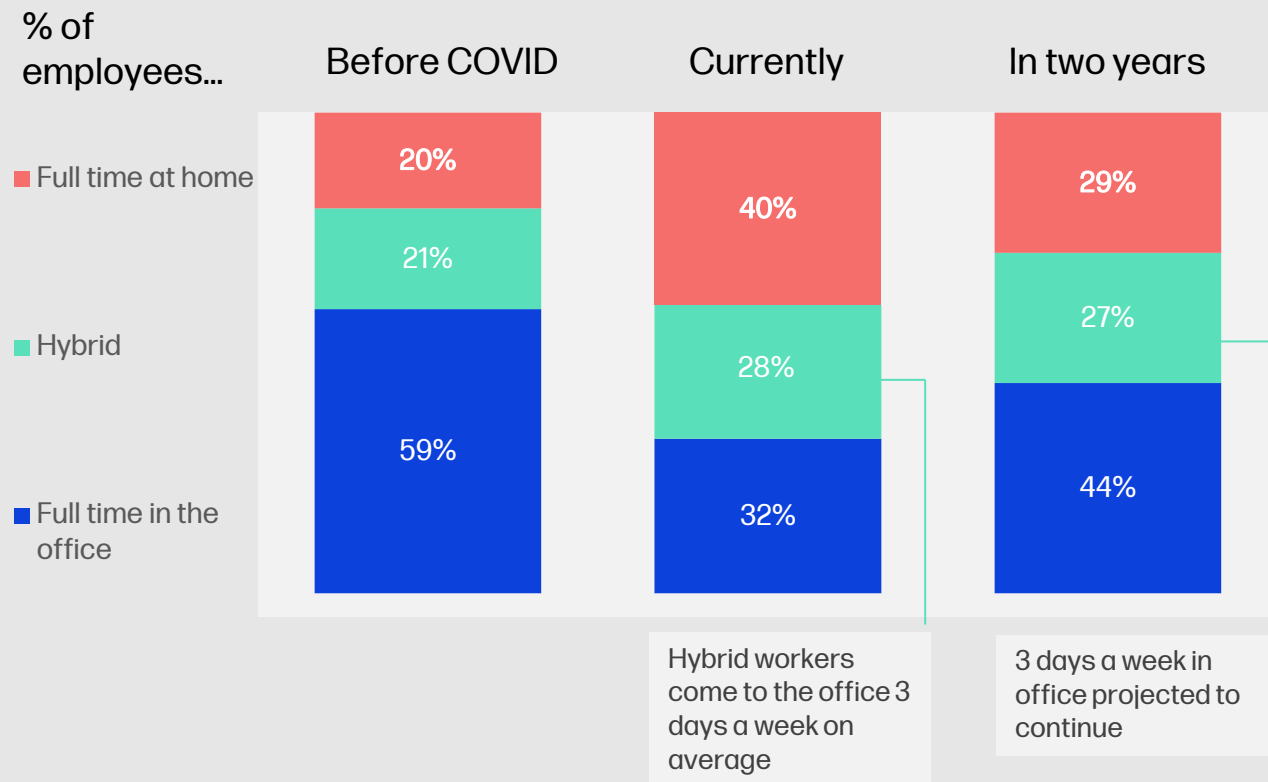
Lenovo can help, with technologies and services that meet the needs of your environment.



September 8, 2021

73%: The Hybrid Work Paradox

A new way to work



Home is the new centre of productivity providing employees more flexibility, more time with family, and the ability to focus



Offices are being quickly redesigned to shift the individual spaces to shared/collaboration spaces

A woman with dark hair, wearing a light-colored sweater, is leaning over a white desk in a modern living room. She is looking at a laptop and some papers. On the desk, there is a large HP monitor, a keyboard, a laptop, and some papers. In the background, there is a large, light-colored sectional sofa and a coffee table. The room has a bright, airy feel with large windows.

GOAL:
Own the hybrid work environment and
the experiences that make it better



THE REALITY OF HYBRID WORK: NEW WAYS OF DOING THINGS



HOW AND WHERE
WE WORK &
COLLABORATE



HOW IT
MANAGES
TECHNOLOGY

A man with a long beard and a black beanie is looking down at a device inside a vehicle. The background shows the interior of a car with a red taillight visible.

Leading in hybrid work

Enable
collaboration

Enable productivity

Increased flexibility
to enable
distributed work

Security:
Decrease risk

Sustainability

Solution (Hardware) Premium PCs, Peripherals, Services, Security

HP | Work Happy | Marketing Campaign

OBJECTIVE

Elevate HP as the trusted partner for companies navigating the hybrid work era

PLATFORM

‘Work Happy’- Making The Unreasonable Happen

HP Wolf Security
(Thought Leadership,
ABM & Comms)

TARGET

Professionals (upper income 35-55, with ABM targets against IT, CISO, BDM depending on track)

Security Professionals
(CISO, ITDM)

PRIORITY
OUTCOMES

Enable
Productivity

Enable
Collaboration

Increase Flexibility
through Device Mgmt

Decrease Risk by Securing
Endpoints

SOLUTIONS

Hardware: D&A, Print, Services & End Point Security

Software: Services & Security



Work Happy Content Journey

Identify Problem, Insight & Cultural themes

What HP Solution solves this problem?

Evaluation of devices, services and experiences

Sales pipeline, negotiations and purchase

AUDIENCE

Priority Markets
(US, UK&I,FR, DE, AU, NE)

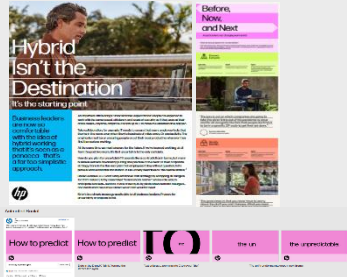
Professionals
(upper income
35-55, with ABM
targets against
ITDM & SMB
BDM depending
on track)

AWARENESS

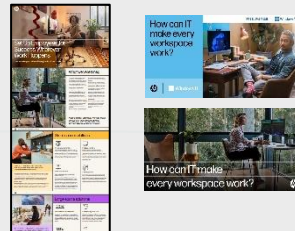
Work Happy Anthem (:60)



ABM: TOFU Thought Leadership

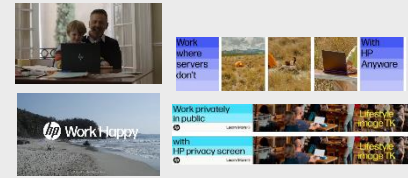


**ABM: Set Employees Up for Success
Wherever Work Happens Article**

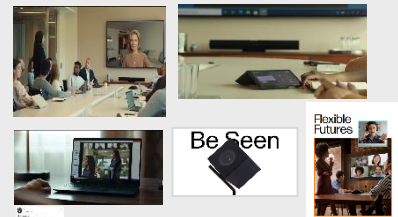


CONSIDERATION

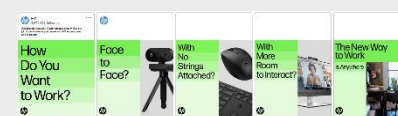
Work Happy: Four Product Films, Social & Digital, DOOH)



HP Presence Hero film, product films, Social, Digital & ABM



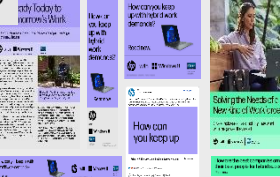
HP D&P Social, Digital



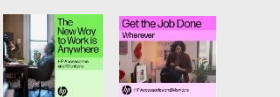
P.com



Upgrade Now: A better together story



HP Services: outcomes-based solutions for customers



HP on HP Case Study

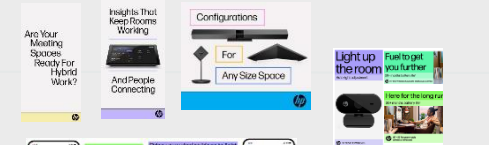
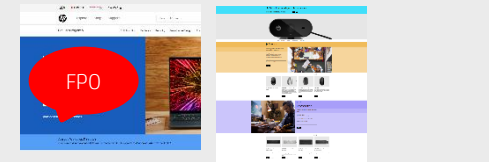


**ABM: 6 ways to keep
WFH working Listicle**



PURCHASE

HP.com (product pages & shop)



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Awareness & Consideration



Awareness & Consideration

Usage has to be agreed with HP

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[Asset Hub](#)

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Ebook



Hybrid Isn't the Destination

It's the starting point

Business leaders are now so comfortable with the idea of hybrid working that it's seen as a panacea—that's a far too simplistic approach.

An anywhere office brings "unreasonable" expectations: People are expected to work with the same speed, efficiency, and levels of security as if they were at their office desks—anytime, anyplace. It's now up to IT to make the unreasonable happen.

Take collaboration, for example. IT needs to ensure that every employee feels that they're in the room, even when they're hundreds of miles away. Or productivity: The emphasis must be on ensuring people are at their most productive wherever they find themselves working.

At the same time, we must prepare for the future. If we've learned anything at all from the past two years, it's that uncertainty is the only certainty.

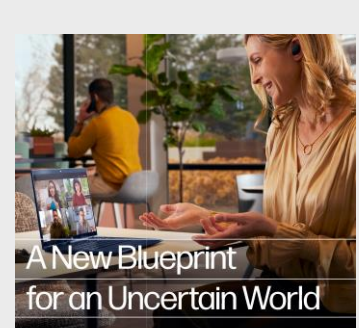
How do you plan for uncertainty? It sounds like a contradiction in terms, but many business leaders are already putting this premise at the heart of their corporate strategy. Gone is the five-year plan that employees follow without question; in its place is what economist and author Dr. Bill Conerly describes as "the flexible stance."

United Airlines CEO Scott Kirby embraced that strategy by scrapping all budgets for 2021. Instead, Kirby assembled "bounceback teams" whose role it was to detail what resources United would and wouldn't need, and to anticipate blockers such as a lack of ready-to-fly pilots when demand resurged.

Kirby's is a simple message applicable to all business leaders: Prepare for uncertainty or prepare to fail.



Ebook




A New Blueprint for an Uncertain World

Most well-run companies—your company—spent precious time and money on long-term plans. You know the reaction: devising what our business will look like five years out and drawing a blueprint for how to get there.

Now is that five-year planbook obsolete as an IT roadmap? Or is it still your guidepost for the future? The answer is no longer "Yes" or "No." It's "How." It's how you can use the blueprint to navigate the way it was built to then.

But now that you've taken and survived the initial shock of the last two years, working in a world of plans doesn't help you move forward. The question is no longer "How can we adapt quickly and then get back to normal?" The better question now: "How can we move forward into a future where no one even knows what world will look like?" And "How to be possible to get to a future that is an uncertain one?"

The reality is that you need a different blueprint—not one that attempts to lock you into a fixed future but one that empowers your business to thrive in this era of uncertainty.



A New Blueprint for an Uncertain World

Ebook Listicle



Four Pillars for the Successful Business Blueprint

1. **Flexibility**

2. **Adaptability**

3. **Resilience**

4. **Agility**



Ebook Listicle



Before, Now, and Next

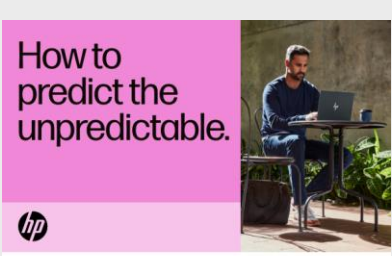
1. **Before**

2. **Now**

3. **Next**



Email



How to predict the unpredictable.

hp

Your company has realized—the old way of working isn't working.

We humans (and our workplaces) must adapt or get left behind. The pandemic shone a revealing light on old habits and business shortcomings, forcing changes that were long overdue.

There are clear paths forward though, no matter what kind of business you're in. Built around four consistent principles, they can help you prepare for the one certainty every business is facing today—uncertainty.

Learn the "before," "now," and "next" of successful business evolution. Take advantage of this valuable perspective as you plot your business's path forward.

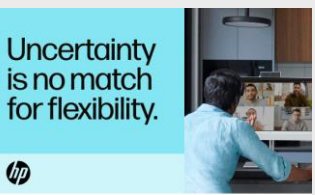
[Read the ebook](#)

Hybrid Isn't the Destination. It's the Starting Point.

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Email



Uncertainty is no match for flexibility.

hp

Stubbornly adhering to a pre-pandemic five-year plan is proving to be a bad idea.

Today, the smartest plans are designed to be flexible and adjustable, with available feedback loops, pivot space, and course correction, if the need arises.

Learn the four universal principles that are guiding today's smartest corporate blueprints, and how you can apply the same logic to your situation—even with tomorrow's uncertainty.

[Read the ebook](#)

A New Blueprint for an Uncertain World

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Display Ads Animated + Static

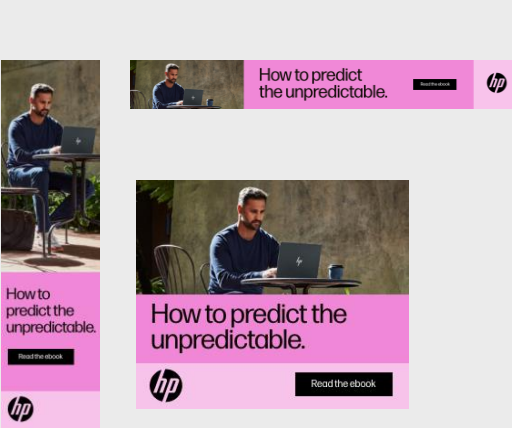


Uncertainty is no match for flexibility.

hp

[Read the ebook](#)

Display Ads Animated + Static



How to predict the unpredictable.

hp

[Read the ebook](#)

LinkedIn Animated + Static



How to predict the unpredictable.

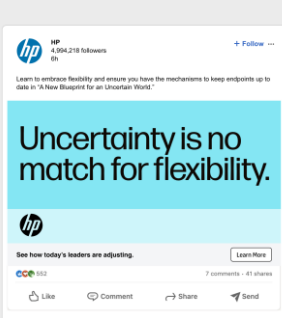
hp

Be ready to pivot. Again.

7 comments • 41 shares

[Like](#) [Comment](#) [Share](#) [Send](#)

LinkedIn Animated + Static



Uncertainty is no match for flexibility.

hp

See how today's leaders are adjusting.

7 comments • 41 shares

[Like](#) [Comment](#) [Share](#) [Send](#)

HP | Work Happy

ATL Film



Business Advice

16:9, 4:5

Youtube Name:
HP | Work Happy

Youtube Description:
Success has certain rules, or at least it used to. Now with HP's Hybrid tools the future of work looks a whole lot brighter. Work Happy.



[Work Happy | HP – YouTube](#)

[Asset Hub Link](#)

Noice Cancellation

16:9, 4:5

HP, Intel, and Microsoft Adapts

Youtube Name:

HP | Table

Youtube Description:

Now you can collaborate anywhere, even if there's background noise.

The rules have changed with the HP Dragonfly with AI noise reduction.

Work Happy.



[Youtube](#)

[Asset Hub](#)

Beach / 5G

16:9, 4:5

HP & Google Adapts

Youtube Name:

HP | Beach

Youtube Description:

Work where works best for you with the HP Dragonfly Chromebook with 5G.

With features like a 5MB camera and AI noise reduction, it's designed for success.

The rules have changed with HP premium devices.

Work Happy.



[Youtube](#)

[Asset Hub Link](#)

Snow / Services

16:9, 4:5

Youtube Name:

HP | Snow

Youtube Description:

Now with HP services you can have replacements configured and delivered so that your projects stay on track.

The rules have changed.

Work Happy.



[Youtube](#)

[Asset Hub Link](#)

After School / Anywhere

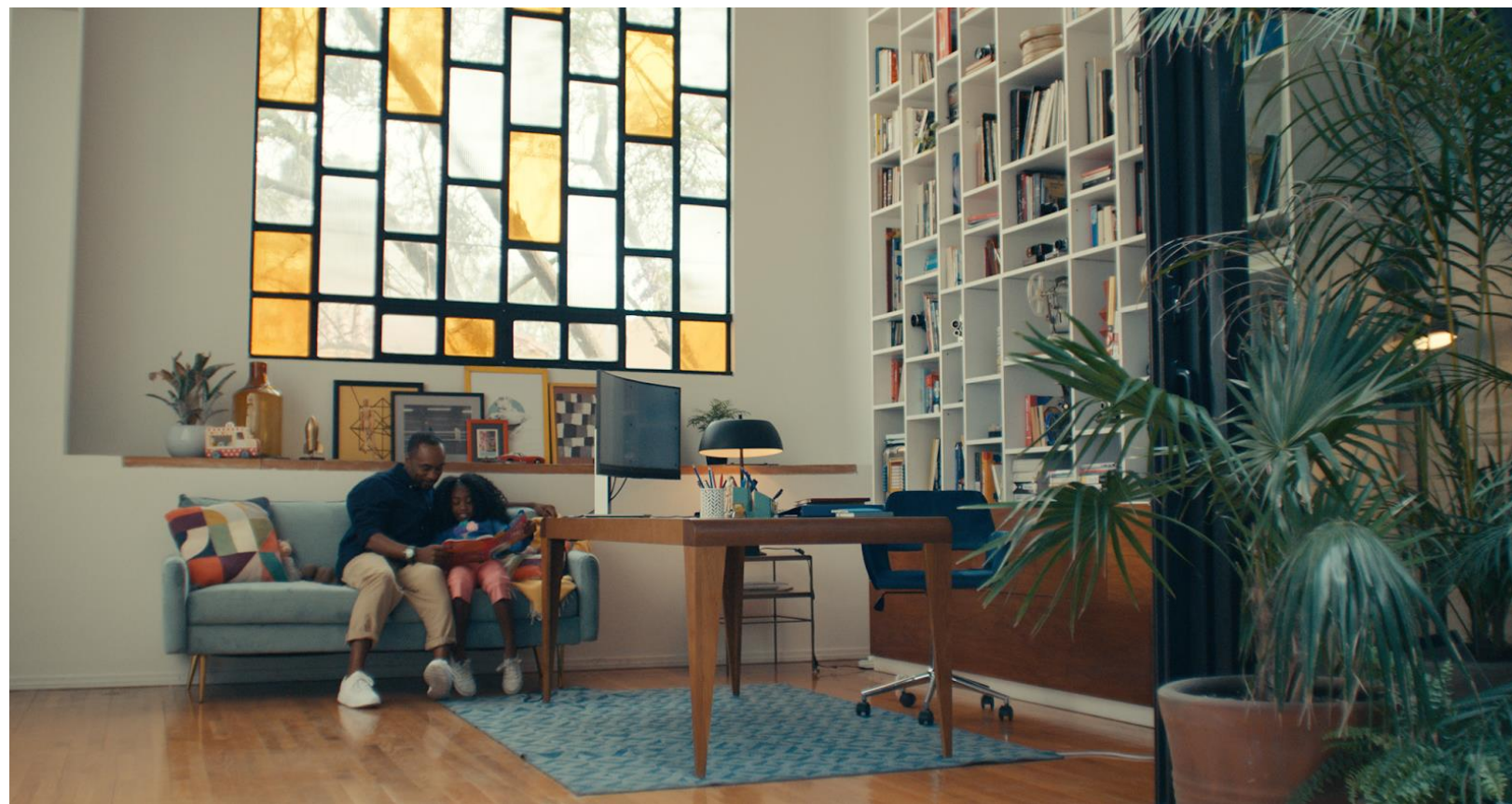
16:9, 4:5

Youtube Name:
HP | After School

Youtube Description:
Now with HP Anyware you can work securely where servers don't.

The rules have changed.

Work Happy.



[Youtube](#)

[Asset Hub Link](#)

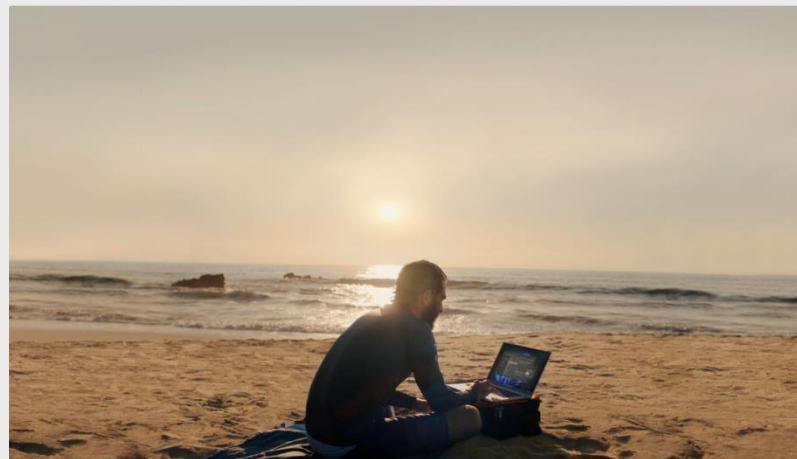
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Film Stills



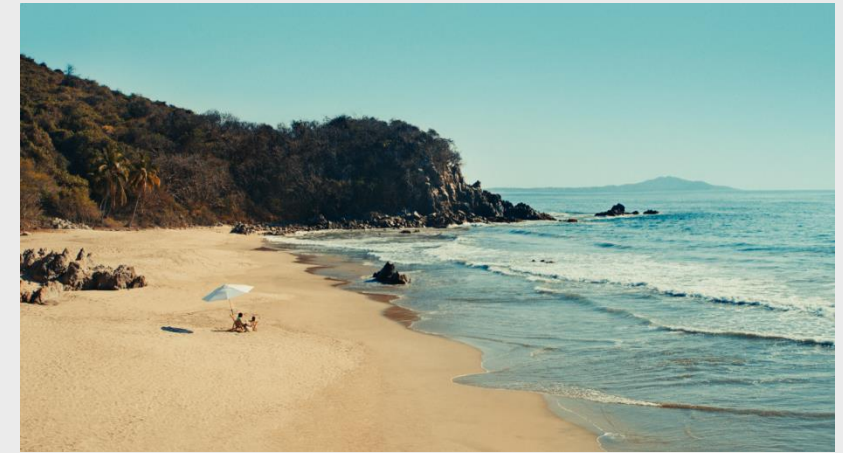
Campaign PR Stills

Download at HP Asset Hub



Campaign PR Stills

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Campaign PR Stills

Download at HP Asset Hub



Eksempler på brug af stills ...



Spillereglene er endret.
Fleksibilitet er nøkkelen til succes.

hp med **intel.**



Ta møtet der du selv vil
med HP Elite Dragonfly G3.

hp med **intel.**



Work Happy

LES MER PÅ FREMTIDSKONTORET.NO

hp med **intel.**

intel.
vPRO
An Intel Design



hp

The rules have changed:

WORK HAPPY

Eksklusivt event kun for partnere.
PC løsninger til den nye hybride virkelighed.


TILMELD →


HP | Work Happy

Landing Pages



hp.com landing page

 [Udforsk](#) [Køb nu](#) [Support](#)



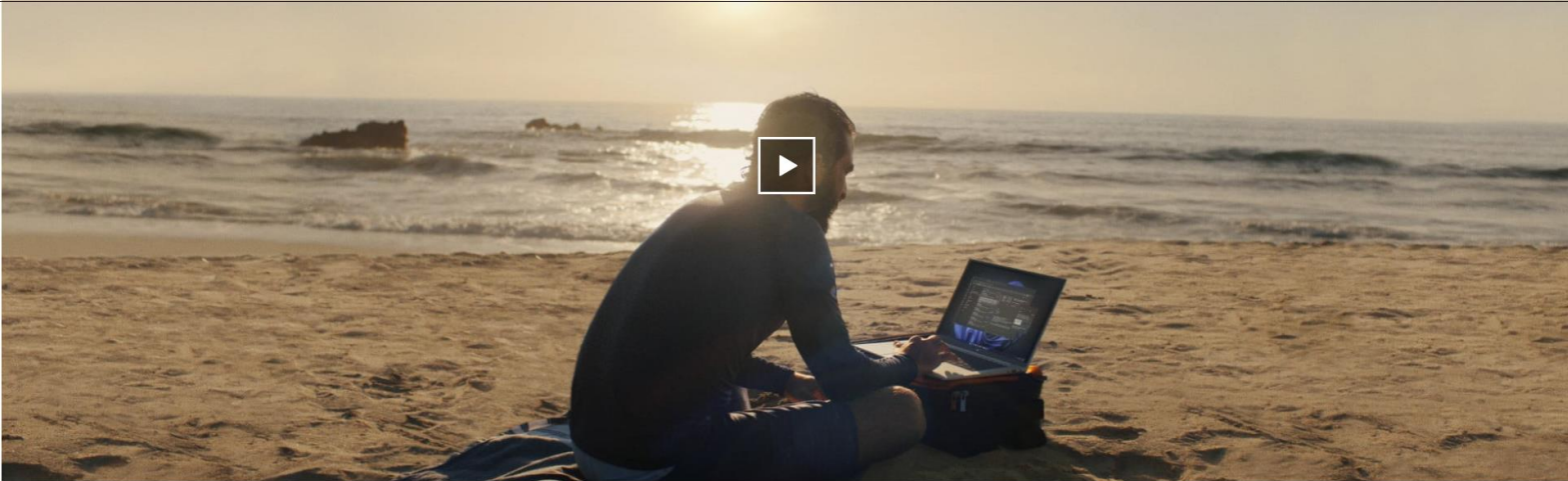
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HP Flexible Work Solutions

[Kontakt os](#)

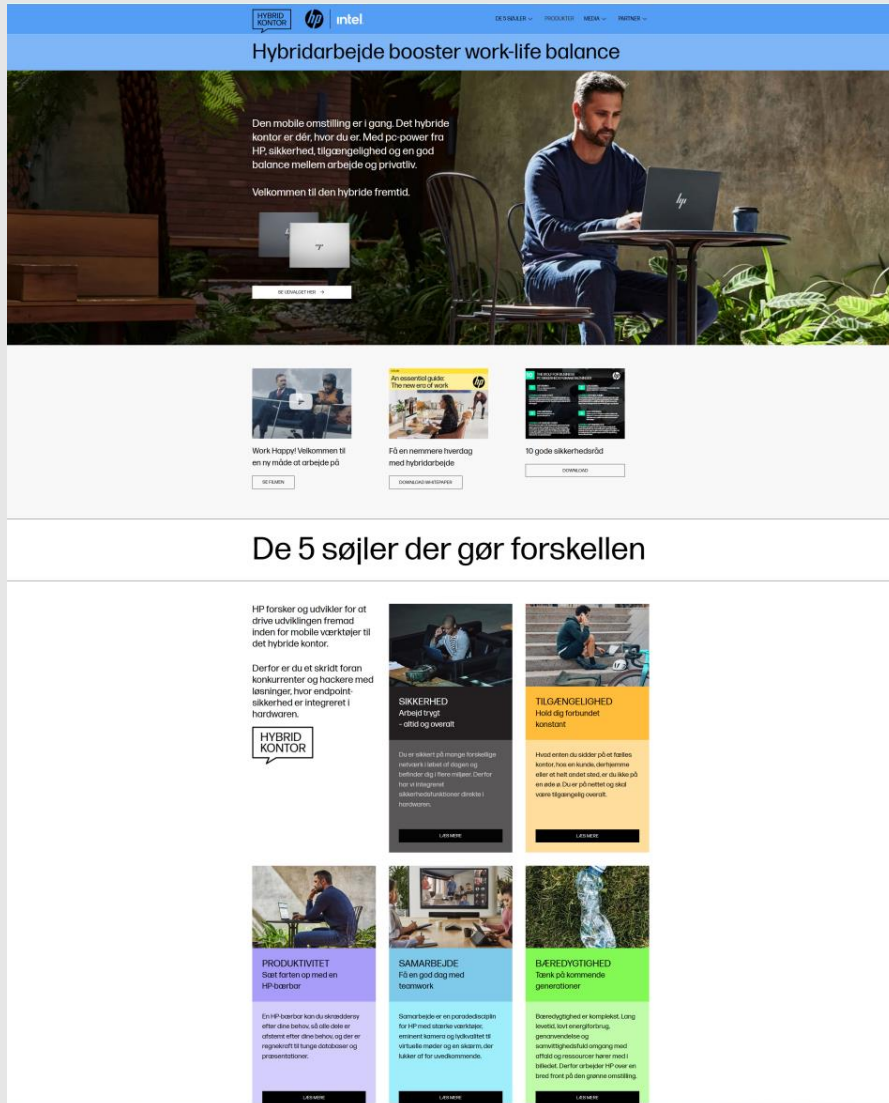
Spillereglerne har ændret sig

Velkommen til en ny måde at arbejde på



HP har de løsninger, du skal bruge, for at sikre at medarbejderne forbliver tilsluttede, produktive og sikre, når de arbejder hybridt.

www.hybridkontor.dk



www.hybridkontor.dk



HP Brand Showcase

HP Brand Showcase enables HP commercial Channel Partners to display

- relevant
- HP Brand positioning digital content
- that is always up-to-date
- and offered at no cost.
- English or local language
- Install via java code

[Overview \(hp.com\)](#) (link to Danish demo site)

BEMÆRK HYBRID WORK MODUL, DER EVT. KAN
LINKES DIREKTE TIL.

The screenshot shows the HP for Business website. At the top, a man is sitting on a red sofa, working on a laptop. To his right, the text 'HP for Business' is displayed. Below this, a quote in Danish reads: 'Alt til en ambitiøs virksomhed - alt sammen fra samme sted. Sikkerhed. Pålidelighed. Ydeevne. Klik på en kategori for at lære mere'. A navigation bar below the quote includes links: 'hp', 'Overblik', 'Printere & blik og toner', 'Business Laptops', 'Business Desktops', 'Workstation', 'Services', and 'Løsninger'. Below the navigation bar is a grid of 10 images representing different HP products and services: 'HP WOLF SECURITY', 'Bæredygtig påvirkning', 'HP Presence', 'Business Laptops', 'Printere', 'Blæk og toner', 'Business Desktops', 'Workstation', 'Education', and 'Services'. At the bottom of the page, a blue banner contains the text 'Lad os hjælpe dig med at finde det perfekte HP-produkt til dine forretningsbehov' and two buttons: 'KONTAKT OS' and 'KØB NU'.


HP | Work Happy

Out of Home





Work Happy Assets DOOH/OOH

Going home after a long day at the office?
Work Happy – Work from Anywhere with HP





HP Elite Dragonfly with Intel vPro® platform

 with  hp.com/workhappy


Do you miss Travelling?
Go back! Work from anywhere with HP - Work Happy





HP Elite Dragonfly with Intel vPro® platform

 with  hp.com/workhappy

Daydreaming about travelling the world? Work from anywhere with HP - Work Happy



HP Elite Dragonfly with Intel vPro® platform

 with  hp.com/workhappy

Work Happy

Usage Terms

Photography: 2 years global from first live date

for use in consumer and trade print, out of home (OOH), retail, in-store, point of sale/POP, collateral, industrial, internal, P.R/events, any and all forms of worldwide digital media (e.g., Internet, mobile, digital video, social media, all new electronic media (of any description not yet invented). Social media is archival, but will not be reposted after expiration date.

Photographer retains image copyright. Client/agency retains concept copyright.

+Usage expires after two years from the first run date.

+Archival/historical /behind-the-scenes/press and PR materials may be used in any and all media including, without limitation, for all industrial purposes and anywhere on the internet in perpetuity including but not limited to website use.

-Does not include Broadcast.

[Asset Hub](#)



Work Happy

Usage Terms

FILM STILLS USAGE: 1 year global from first live date

Exclusivity: Computer Hardware

Residuals: No broadcast

-1 year Internet

-1 year New Media

-Non-broadcast/Industrial MPU

-Stills/screengrabs included

- “Stills”: Unlimited number of stills

either from photography session or screen grabs from any footage use in print, OOH, retail, POP,

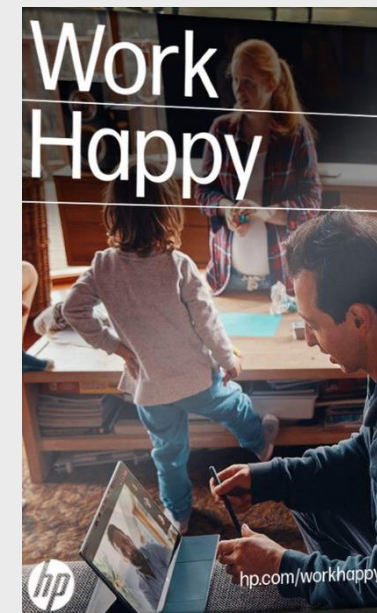
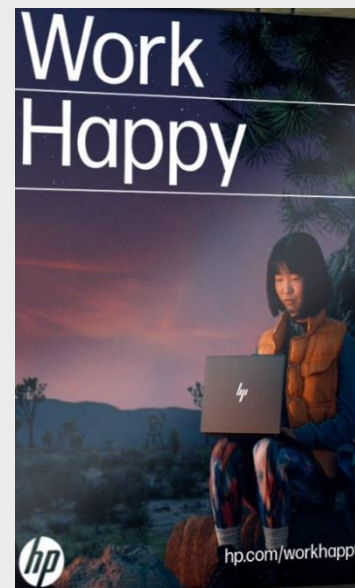
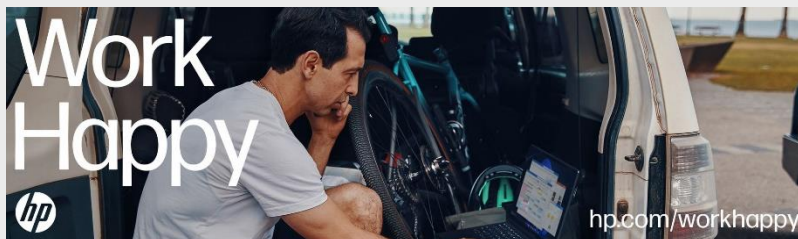
newspaper, collateral, direction mail any and all forms of digital media (e.g., internet, mobile, social media, and all new electronic media); PR/events, collateral, industrial uses, in still and/or GIF formats worldwide digital

“social media” has no end date and content is archival. Content will not be reposted upon expiration of use, unless renegotiated. Digital + Social may be used for both paid and

unpaid uses. Usage will begin at time of live date of first image posted.

All other non-film photography, own in perpetuity

[Asset Hub](#)



HP | Work Happy

Social Assets



Work Happy Danish Assets

Det hybride kontor er dér, hvor du er

HP Dragonfly serien
– optimeret til hybridarbejde



hp with intel.

Intel® Core™ i7 processor



Det hybride kontor er dér, hvor du er



HP EliteBook G9 med
Intel® Core™ i5 processor

hp | intel.



HYBRID KONTOR

Det hybride kontor er dér, hvor du er

HP EliteBook 840 serien
– optimeret til hybridarbejde



hp with intel.

Intel® Core™ i5 processor



Arbejd sikkert og produktivt på farten



HP Elite Dragonfly G3 med
Intel® Core™ i7 processor

hp | intel.



HYBRID KONTOR

Følger sikkerheden også med?



HP Elite Dragonfly G3 med
Intel® Core™ i7 processor

hp | intel.



HYBRID KONTOR

[Se bannersigt](#)

[Se LinkedIn banner oversigt](#)

[Download at HP Fokus](#)



Work Happy Danish Assets




Can e.g. be used if
you want to link to
your HP Brand
Showcase

[Download at HP Fokus](#)






Work Happy Danish Assets Static Social

 Sponsored

Nu kan du arbejde offentlige steder, selv med fortrolige oplysninger. HP Elite Dragonflys Sure View, en privatskærm, der sidder lige i øjet.




Arbejd hvor som helst takket være HP's privatskærm.



 med  **HP Elite Dragonfly med Intel vPro® platform**

Work from anywhere with HP Elite Dragonfly

531 Likes · 65 Comments

 Like  Comment  Share

 Sponsored

Nu kan du arbejde offentlige steder, selv med fortrolige oplysninger. HP Elite Dragonflys Sure View, en privatskærm, der sidder lige i øjet.

Arbejd hvor som helst takket være HP's privatskærm.



 med  **HP Elite Dragonfly med Intel vPro® platform**

Work from anywhere with HP Elite Dragonfly

531 Likes · 65 Comments

 Like  Comment  Share

 Sponsored

Nu kan I samarbejde hvor som helst og når som helst. Reglerne har ændret sig takket være HP Elite Dragonfly med AI-noisecancellation

Se frem til et roligt møde uden forstyrrelser takket være AI-noisecancellation.




 med  **HP Elite Dragonfly med Intel vPro® platform**

Work from anywhere with HP Elite Dragonfly


531 Likes · 65 Comments



 Like  Comment  Share

 Sponsored

Reglerne har ændret sig - Nu kan I samarbejde hvor som helst og når som helst med HP Elite Dragonfly med AI-noisecancellation




Få ro til mødet med AI-noisecancellation



 med  **HP Elite Dragonfly med Intel vPro® platform**

Work from anywhere with HP Elite Dragonfly

531 Likes · 65 Comments


 Like  Comment  Share


Work Happy Danish Assets Static Social

 Sponsored

Reglerne har ændret sig - arbejd fra hvor som helst med HP Elite Dragonfly med long-batteri life.


Mangler du batteri til hele dagen?



 med  HP Elite Dragonfly med Intel vPro®-platform

Work from anywhere with HP Dragonfly with Intel vPro®-platform.

531 Likes · 65 Comments

 Like  Comment  Share

 Sponsored

Reglerne har ændret sig - skru op for musikken og tage en pause mellem møderne. HP Elite Dragonfly har indbyggede højtalere fra B&O

Nyd musikken fra B&O



 med  HP Elite Dragonfly med Intel vPro®-platform

Work Happy and enjoy the music with HP Dragonfly

531 Likes · 65 Comments

 Like  Comment  Share

 Sponsored

Reglerne har ændret sig - Alle skal være med til mødet uanset hvor de arbejder fra. Gør det muligt med HP Elite Dragonfly og HP Presence.

Vær med fra hvor som helst med HP Presence




 med  HP Elite Dragonfly med Intel vPro®-platform

Work from anywhere with HP Dragonfly and Presence


531 Likes · 65 Comments



 Like  Comment  Share

 Sponsored

Reglerne har ændret sig - HP Elite Dragonfly i smukt design og lækre materialer, som er nemt at tage med overalt.




HP Elite Dragonfly



 med  Intel vPro®-platform

Quality design with HP Elite Dragonfly and Intel vPro®-platform.

531 Likes · 65 Comments

 Like  Comment  Share

Work Happy Danish Assets Static Social

hp Sponsored

Reglerne har ændret sig - arbejd fra hvor som helst med HP Elite Dragonfly med long-batteri life.

Mangler du batteri til hele dagen?

Reglerne har ændret sig med HP Elite Dragonfly.



hp med intel vPRO HP Elite Dragonfly med Intel vPro® platform


Work from anywhere with HP Dragonfly with Intel vPro® -platform.

531 Likes · 65 Comments

Like Comment Share

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Reglerne har ændret sig - skru op for musikken og tag en pause mellem møderne. HP Elite Dragonfly har indbyggede højttalere fra B&O



Nyd musikken fra B&O

hp med intel vPRO Intel vPro® platform

Work Happy and enjoy the music with HP Dragonfly

531 Likes · 65 Comments

Like Comment Share

hp Sponsored

Reglerne har ændret sig - Alle skal være med til mødet uanset hvor de arbejder fra. Gør det muligt med HP Elite Dragonfly og HP Presence.



Vær med fra hvor som helst med HP Presence

hp med intel vPRO Intel vPro® platform

Work from anywhere with HP Dragonfly and Presence

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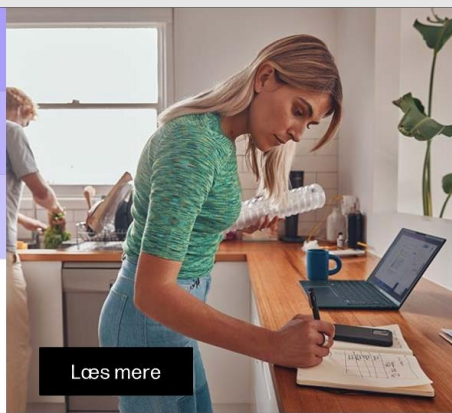
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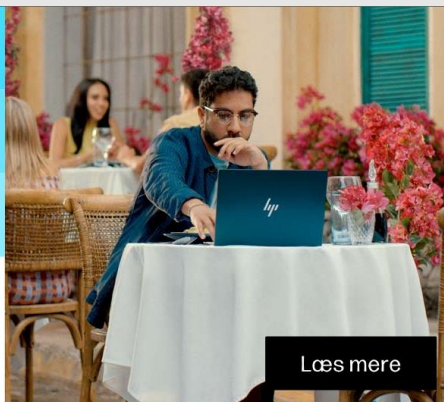


Arbejd hvor som
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