HP WORKPATH PLAYBOOK

Messaging, Personas, Assets & Drivers

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PSS Marketing**

Overview

This is the HP Workpath Apps Playbook to enable lead conversion for US and worldwide markets.

Having only launched in October 2019, HP Workpath will not be widely known or understood amongst customers – most communication thus far has been direct to the developers or via channel partners.

This playbook presents the resources for Workpath Apps customer facing communication – complete with messaging and creative assets – to provide strategic and creative alignment on digital media campaign execution for Workpath.

Contents

TRANSMISSION.

MESSAGING & PERSONAS

ENABLERS OF BUSINESS TRANSFORMATION

THE KEY PILLARS

HP MPS HELPS YOU

GROW WITH THE CLOUD

HP MPS UNLOCKS

RETURN ON INNOVATION

HP MPS CREATES

ADAPTIVE WORKPLACE SOLUTIONS

HP WORKPATH APPS

WORKPATH APPS EMPOWERS YOU TO UNLOCK THE FULL POTENTIAL OF THE MULTIFUNCTION PRINTER

CLOUD @ HP WORKPATH

Seamlessly integrate new workflow solutions into your existing cloud platform to scale new processes that realize both cost & operational efficiencies

INNOVATION @ HP WORKPATH

Workpath enables relentless innovation with customized systems solutions to new challenges being imagined, crafted & rolled out without compromising on security

WORKPLACE @ HP WORKPATH

Overcome traditional paper-to-digital barriers to ensure data & content travel efficiently & securely across teams, tasks & workplaces allowing you to collaborate effectively & create better customer experiences

SECURITY

HP Workpath apps are whitelisted and repeatedly re-validated to stay ahead of the latest threats[1].

HP WORKPATH APPS IN ACTION

Connect simply & easily to cloud storage solutions

Streamline back-office tasks with seamless digital to paper cohesion

Unlock business potential by levelling-up MFP capabilities

Automate document workflows for reduced data-entry errors

Facilitate collaboration with shareable folder features

Enjoy a mobile-like intuitive, touchscreen user experience

Catalogue of apps to choose from to create customized business solutions

TRUSTED EXPERT

Collaborate with the global expert in enterprise workflows to overcome traditional paper to digital barriers & scale innovation

SUSTAINABILITY

TRANSMISSION.

Empowering businesses to do the right thing with an eco-forward mindset

TARGET AUDIENCE: HP WORKPATH PERSONAS

We have developed nuanced personas for HP Workpath based on the key personas identified for HP MPS. Our goal is to understand how these customer personas would interact with HP Workpath, what their key needs and priorities, are, and how we should communicate with them about the value of HP Workpath and the opportunities it offers as a solution.

CIO/ITDM

HP Workpath helps achieve your business goals by overcoming workflow bottlenecks with scalable, secure & customized scan & print solutions seamlessly integrated into your MPS contract

CISO

Continuous security reviews & dynamic Whitelisting ensures HP Workpath apps are certified secure[1] & do not expose the business to any potential risks

COO

HP Workpath makes it simple to integrate customized print solutions into existing cloud systems to create smarter end user experiences securely & at scale

IT Procurement

With subscriptions that flex based on business needs, Workpath apps offer ongoing opportunities to unlock new financial & productivity returns with customized print & scan solutions designed to streamline secure workflows

CIO / ITDM

The Visionary

The CIO/ITDM sets the vision for the digital transformation of the business making them our priority audience.

But they are increasingly under pressure to demonstrate the business case for digital investment.

We need to inspire the CIO/ITDM & demonstrate to them how we can support them in demonstrating to the CEO, & other key stakeholders, the ongoing value of smart, focused transformation focused on solving business problems.

TALKING TO
THE CIO/ITDM
ABOUT HP WORKPATH

ON BUSINESS TRANSFORMATION

- -

Purposeful digital transformation creates adaptive, agile business environments where innovation thrives, ideas can be quickly scaled & valuable opportunities never pass you by

HP Workpath helps achieve your business goals by overcoming workflow bottlenecks with scalable, secure[1] & customized scan & print solutions seamlessly integrated into your MPS contract

COO

The Lynchpin

The COO is the lynchpin in the group. They have the ear of the CEO, they are closer operational realities of the business, they have a day to day security remit for operational technologies & they work very closely with procurement in building the company's tech ecosystem.

But their role has traditionally been an executional one.

We need to appeal to their desire to find operational efficiencies but we also need to show them that we can elevate them executor to innovator with custom-built apps.

TALKING TO
THE COO
ABOUT HP WORKPATH

ON BUSINESS TRANSFORMATION

Business transformation demands seamlessly integrated technologies that are customized to deliver on corporate level growth strategies & personalised to create an intuitive end UX

HP Workpath makes it simple to integrate customized print solutions into existing cloud systems to create smarter end user experiences securely[1] & at scale

CISO

The Gatekeeper

In the era of digital transformation & increased regulation, the CISO is an increasingly prominent force with a growing remit. Enterprise companies today cannot afford the operational downtime, unexpected costs or damage to their corporate reputation caused by a security breach.

But with concerns running high security can delay innovation.

We need to appeal to the CISO's desire to be more than enabler. We need to inspire them to be an enabler of innovation, not an instinctive barrier to it.

TALKING TO
THE CISO
ABOUT HP WORKPATH

ON BUSINESS TRANSFORMATION

Workplace & workflow security are a powerful competitive advantage in transforming businesses eager to innovate without risk or interruption

Continuously re-validated and dynamically whitelisted to stay ahead of the latest threats, meaning HP Workpath Apps are certified secure[1] & do not expose the business to risk

IT PROCUREMENT

The Investor

The IT Procurement leads are often brought in late to the process with other stakeholders wary of the conversation being reduced to price.

We need to shift the conversation from one of savings to one of investment. From keeping the lights on to creating the conditions for continuous innovation.

TALKING TO
IT PROCUREMENT
ABOUT HP WORKPATH

ON BUSINESS TRANSFORMATION

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As businesses transform at speed, calculating the true return on each IT investment is a visionary science

With subscriptions that flex based on business needs, HP Workpath apps offers ongoing opportunities to unlock new financial & productivity returns with customized print & scan solutions designed to streamline secure[1] workflows

SHORT MESSAGING

Take advantage of this messaging for key communications like online banner ads

Connection Requests
(Recommend 50 words)

Article, Photo & Video Posts
(Recommend Max 50 words introducing videos up to 10mins)

Comments, Shares
(Recommend Max 50 words)

First touch chat
(Recommend Max 50 words)

Celebrations
(Recommended max 20 words)

HP WORKPATH

CONNECT TEAMS TO THE CLOUD & SCALE NEW WAYS OF WORKING

UNLOCK HIDDEN EFFICIENCIES & REINVEST IN INNOVATION

OVERCOME PAPER-TO-DIGITAL BARRIERS TO STREAMLINE CONTENT ACCESS & ANALYSIS

ENHANCE THE SECURITY[1] OF EXISTING DOCUMENT WORKFLOWS

MEDIUM MESSAGING

Consider using this messaging in social posts & infographics

First Touch InMail
(Recommend 10 word headline & 150-200 word body)

Text Post
(Recommend 150-300 words)

HP WORKPATH

Collaborate with the global expert in enterprise workflows

CONNECT TEAMS TO THE CLOUD & SCALE NEW PROCESSES

Seamlessly integrate customized print solutions into your existing cloud platform

UNLOCK HIDDEN EFFICIENCIES & REINVEST IN INNOVATION

Work with a creative community of app developers to solve for print inefficiencies

OVERCOME PAPER-TO-DIGITAL BARRIERS TO STREAMLINE CONTENT ACCESS & ANALYSIS

Ensure data & content travel efficiently & securely across teams, tasks & workplaces

ENHANCE THE SECURITY[1] OF EXISTING DOCUMENT WORKFLOWS

HP Workpath apps enable businesses to enhance the security of existing processes

TRANSMISSION.

HP WORKPATH

Work with the global expert in enterprise workflows to overcome traditional paper to digital barriers & scale print innovation securely

Original Article
(Recommend 1,700 to 2,000 words)

CONNECT TEAMS TO THE CLOUD & SCALE NEW PROCESSES

Seamlessly integrate customized print solutions into your existing cloud platform to scale new process that realize both cost & operational efficiencies

UNLOCK HIDDEN EFFICIENCIES & REINVEST IN INNOVATION

Work with a creative community of app developers to solve for inefficiencies in the print environment & unlock resources that can be reinvested in high value innovation

OVERCOME PAPER-TO-DIGITAL BARRIERS TO STREAMLINE CONTENT ACCESS & ANALYSIS

Overcome traditional paper-to-digital barriers to ensure data & content travel efficiently & securely across teams, tasks & workplaces with customized print & scan solutions

ENHANCE THE SECURITY[1] OF EXISTING DOCUMENT WORKFLOWS

HP Workpath apps enable businesses to enhance the security of existing processes

LAUNCH ENTERPRISE-WIDE PRINT INNOVATION SIMPLY & SECURELY

HP Workpath apps provide print innovations that can be scaled at speed without compromising on security

TRANSMISSION.

CUSTOMER JOURNEY

HP WORKPATH WITHIN THE ENTERPRISE PRINT & MPS CUSTOMER JOURNEY

AWARENESS	CONSIDERATION	EVALUATION	PURCHASE

Upper-funnel/thought leadership content from HP MPS/OPS

Videos that drive awareness and educate the customer on the existence of HP Workpath within HP Print HW & Services offering, explaining what the solution is on a high-level. CTA to additional resources e.g. solutions brochure

Ads across omni-channel activation to increase education on the solution and drive customers to find out more. Pushing to HP.com

EDMs sent to captured contacts to provide more detail on opportunities available through HP Workpath to their business, pushing to HP.com or Contact

TRANSMISSION.

HP WORKPATH SOCIAL MEDIA GUIDANCE

DRIVER ASSETS AND SOCIAL COMMUNICATION GUIDE

We have been briefed to create a set of <u>driver assets,</u> along with <u>online communication guidance</u> for HP Workpath, to act as content marketing components for HP 'heroes' and/or markets to utilize within ABM execution for HP Workpath.

<u>Approved content brief</u>

The assets will be driving people to a HP Workpath landing environment to learn more about the solution and how it enables agile, cloud-connected business.

COMMUNICATION GUIDE

To include recommendations across:

- Themes/key pillars
- Cadence
- Language do's and don'ts
- Personas for consideration
- Imagery

DRIVER ASSET COMPONENTS

<u>EDMs</u>

- HP Workpath solution-focused emails.
- Copy & design x3, one version per messaging pillar
- Total 3 EDMs

<u>Ads</u>

- 1 'set' per messaging pillar for HP Workpath, per persona
- Copy and design, to be adapted across LinkedIn, Facebook and Banner formats
- Total 12 'sets' of ads

TRANSMISSION.

Your activity LinkedIn is an important communications channel for HP Workpath.

It is a hugely valuable opportunity to accelerate awareness, build product familiarity & forge profitable relationships with current & potential customers. This document will help you maximize the impact of you LinkedIn activity by ensuring every action you take is flawlessly on message

TRANSMISSION.

KEY SOCIAL MOMENTS

PR COVERAGE

HP Workpath has received great coverage in the trade press

CASE STUDIES

A new case study is written up & ready to share

NEW FEATURES

Eye-catching new functionality has been released

USE CASES

Content illustrating a potential use case has been developed

RELEVANT NEWS

A new study or news event makes HP Workpath benefits instantly more compelling

GIVING KUDOS

Sending congratulations or celebrating the achievement or activities of a customer or colleague

TRANSMISSION.

TRANSMISSION.

HP WORKPATH SOCIAL MEDIA GUIDANCE

USE OF MESSAGING

EVEN WHEN POSTING ON SOCIAL MEDIA REMAIN 'CUSTOMER FIRST' & CONSIDER WHO YOUR TOPIC TALKS TO MOST EFFECTIVELY

CIO / ITDM

HP Workpath helps achieve your business goals by overcoming workflow bottlenecks with scalable, secure[1] & customized scan & print solutions seamlessly integrated into your MPS contract

COO

HP Workpath makes it simple to integrate customized print solutions into existing cloud systems to create smarter end user experiences securely[1] & at scale

IT PROCUREMENT

With subscriptions that flex based on business needs, HP Workpath offers ongoing opportunities to unlock new financial & productivity returns with customized print & scan solutions designed to streamline secure[1] workflows

CISO

Continuous security reviews & dynamic Whitelisting means that HP HP Workpath are secure[1] & do not expose the business to risk

SHORT MESSAGING

Connection Requests
(Recommend 50 words)

Article, Photo & Video Posts
(Recommend Max 50 words
introducing videos up to 10mins)

Comments, Shares
(Recommend Max 50 words)

First touch chat
(Recommend Max 50 words)

Celebrations
(Recommended max 20 words)

HP WORKPATH

CONNECT TEAMS TO THE CLOUD & SCALE NEW WAYS OF WORKING

UNLOCK HIDDEN EFFICIENCIES & REINVEST IN INNOVATION

OVERCOME PAPER-TO-DIGITAL BARRIERS TO STREAMLINE CONTENT ACCESS & ANALYSIS

ENHANCE THE SECURITY[1] OF EXISTING DOCUMENT WORKFLOWS

EXAMPLES

PR COVERAGE

Sharing a bit more exciting news from the innovative HP Workpath team around the world. Feel free to get in touch if you want to know a bit more about the custom print solutions we build for our clients #NewWaysOfWorking #Workpathapps #HP

RELEVANT NEWS

[Attached: 'Asia's top 50 CEOs believe relentless innovation is the only choice in the New Normal'] The HP Workpath apps community is all about solving workflow inefficiencies so that money & time can be concentrated on innovation. Feel free to get in touch if you want to know a bit more #NewWaysOfWorking #Workpathapps #HP #RelentlessInnovation

NEW FEATURES

HP Workpath apps can now make businesses & teams go even further, even faster to drive return on innovation for collaborative customers. Our **creative community of app developers never ceases to impress me**. Feel free to get in touch #[INSERTCOMPANY] #furtherfaster #Workpathapps #HP

EXAMPLES

GIVING KUDOS

Massive congratulations @[INSERT NAME] on your new role in the innovation driven HP Workpath apps team here at HP. I'm sure you'll lead the charge on our next game-changing project! #NewWaysOfWorking #Workpathapps #WorkpathTeam #HP

CASE STUDIES

Rewarding to see a really collaborative customer make great use of HP Workpath apps. @[INSERT COMPANY] gave their people simpler access to content & data. Glad to hear the improved access analysis is making a real difference & empowering the team. #NewWaysOfWorking #Workpathapps #HP #[INSERTCOMPANY]

USE CASES

Get in touch if you want to see how HP Workpath apps solutions can seamlessly integrate custom print solutions into your existing cloud platform. Here is a great example where [INSERT USE CASE 10 words] #[INSERTUSECASE] #NewWaysOfWorking #Workpathapps #HP

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MEDIUM MESSAGING

First Touch InMail
(Recommend 10 word headline & 150–200 word body)

Text Post
(Recommend 150-300 words)

HP WORKPATH

Collaborate with the global expert in enterprise workflows

CONNECT TEAMS TO THE CLOUD & SCALE NEW PROCESSES

Seamlessly integrate customized print solutions into your existing cloud platform

UNLOCK HIDDEN EFFICIENCIES & REINVEST IN INNOVATION

Work with a creative community of app developers to solve for print inefficiencies

OVERCOME PAPER-TO-DIGITAL BARRIERS TO STREAMLINE CONTENT ACCESS & ANALYSIS

Enable data & content travel efficiently & securely across teams, tasks & workplaces

ENHANCE THE SECURITY[1] OF EXISTING DOCUMENT WORKFLOWS

HP Workpath apps enables businesses to enhance the security of existing processes

TRANSMISSION.

Original Article
(Recommend 1,700 to 2,000 words)

HP WORKPATH

Work with the global expert in enterprise workflows to overcome traditional paper to digital barriers & scale print innovation securely

CONNECT TEAMS TO THE CLOUD & SCALE NEW PROCESSES

Seamlessly integrate customized print solutions into your existing cloud platform to scale new process that realize both cost & operational efficiencies

UNLOCK HIDDEN EFFICIENCIES & REINVEST IN INNOVATION

Work with a creative community of app developers to solve for inefficiencies in the print environment & unlock resources that can be reinvested in high value innovation

OVERCOME PAPER-TO-DIGITAL BARRIERS TO STREAMLINE CONTENT ACCESS & ANALYSIS

Overcome traditional paper-to-digital barriers to enable efficient data & content travel across teams, tasks & workplaces with customized print & scan solutions

ENHANCE THE SECURITY[1] OF EXISTING DOCUMENT WORKFLOWS

HP Workpath apps enables businesses to enhance the security of existing processes

LAUNCH ENTERPRISE-WIDE PRINT INNOVATION SIMPLY & SECURELY

HP Workpath apps enables print innovations to be scaled at speed without compromising on security

FOLLOW SOME BASIC RULES OF THUMB

Use hashtags sparingly – a maximum of 3 is advised

Tag people sparingly to build meaningful connections

Share & Comment rather than Like to amplify your colleague or client's post

Even monthly users are only spending 17 mins a month on LinkedIn so post 2 x a week

TRANSMISSION.

HP WORKPATH SOCIAL MEDIA GUIDANCE

YOUR IMAGERY

HP WORKPATH IMAGERY

Use images with MFP eligible for HP Workpath solution. Aim for bright, modern imagery which reflects the HP aesthetic, and use varied gender and ethnicity if using images with talent. Some examples below. In light of current environment, avoid using imagery with people in close proximity.

Asset hub link

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YOUR PERSONAS

CIO / ITDM

The Visionary

CIOs & ITDMs (often operating in senior roles just outside of the C-Suite) are excited by big ideas but demonstrate a strong sense of scepticism when confronted with vendor proposals & take a pragmatic stance.

In your social posts or connections demonstrate bold ambition & a big vision but point to facts or case studies to support you. Allude to HP's reputation as a trusted advisor to the most advanced enterprise companies across the globe.

COO

The Lynchpin

COO's have traditionally operated in an executional capacity but increasingly they are driving a more considered next phase of Digital Transformation. They love solutions that integrate easily, make the business run smoother & create a better employee experience

In your social posts focused on COOs use terms like 'simple', 'seamless', 'tailored' & flexible. Drop in language around 'Value' & 'Security' as they will have plenty of day to day engagement with these issues too

CISO

The Gatekeeper

In the era of digital transformation & increased regulation, the CISO is an increasingly prominent force with a growing remit. Enterprise companies today cannot afford the operational downtime, unexpected costs or damage to their corporate reputation caused by a security breach. But with concerns running high security can delay innovation.

Social posts dedicated to security could be really valuable but connect them directly to innovation – i.e. A great CISO creates the conditions for fast innovation.

IT PROCUREMENT

The Investor

The IT Procurement leads are often brought in late to the process with other stakeholders wary of the conversation being reduced to price.

Your social posts can play a really vital role in shifting the dialogue around procurement from one of savings to one of investment. Think how you might be elevating the conversation & bringing procurement into play earlier in the decision making journey.

Asset Hub Folder

ASSET CREATION

VIDEOS

Videos develop the consumers' understanding and interest in HP Workpath.

Designed to shift consumer mindsets, these videos show consumers how to develop a pipeline of innovation print applications to drive new efficiencies and meet new business challenges.

It introduces what HP Workpath is and the primary HP Workpath capabilities (efficiency, security[1], simplicity) that fulfil the most common needs of customers rather than more advanced opportunities (new revenue streams etc).

TRANSMISSION.

VIDEO 1: STREAMLINED WORKFLOW

30s versions

With subtitles

Adobe DAM link

Asset Hub link

Without subtitles

Adobe DAM link

Asset Hub link

10s versions

With subtitles

Adobe DAM link

Without subtitles

Adobe DAM link

Asset Hub link

Simplify your workday with HP Workpath.

Share information securely.

TRANSMISSION.

VIDEO 2: RELENTLESS INNOVATION

30s versions

With subtitles

Adobe DAM link

Asset Hub link

Without subtitles

Adobe DAM link

Asset Hub link

10s versions

With subtitles

Adobe DAM link

Without subtitles

Adobe DAM link

Asset Hub link

Create customized business solutions with HP Workpath.

TRANSMISSION.

VIDEO 3: CLOUD CONNECTED

30s versions

With subtitles	Without subtitles
Adobe DAM link	Adobe DAM link
Asset Hub link	Asset Hub link

10s versions

With subtitles	Without subtitles
Adobe DAM link	Adobe DAM link
	Asset Hub link

Create a seamless bridge to the cloud, with HP Workpath.

TRANSMISSION.

Driver assets are the engines behind your content marketing and ABM campaign.

These EDM and social ads drive people to a HP Workpath landing environment to learn more about the solution and how it enables agile, cloud-connected business.

EDMs

- 3 HP Workpath solution-focused emails
- Each targeted at one messaging pillar

Social Ads

- 12 sets of ads for **Facebook, LinkedIn and banners**
- Each set ads targeted to one messaging pillar, per persona

TRANSMISSION.

DRIVER ASSETS: EDMs

GROW WITH THE CLOUD

Adobe DAM link

RETURN ON INNOVATION

Adobe DAM link

ADAPTIVE WORKPLACE SOLUTIONS

Adobe DAM link

DRIVER ASSETS: SOCIAL POST & BANNER DESIGNS CIO/ITDM

GROW WITH THE CLOUD	RETURN ON INNOVATION	ADAPTIVE WORKPLACE SOLUTIONS

LINKEDIN & FACEBOOK

Adobe DAM link | Adobe DAM link | Adobe DAM link

250X300 BANNER

Adobe DAM link | Asset Hub link | Adobe DAM link | Asset Hub link | Adobe DAM link | Asset Hub link

TRANSMISSION.

DRIVER ASSETS: SOCIAL POST & BANNER DESIGNS COO

GROW WITH THE CLOUD

RETURN ON INNOVATION

ADAPTIVE WORKPLACE SOLUTIONS

LINKEDIN & FACEBOOK

HP Workpath
Seamless cloud integration
Find Out More

HP Workpath
Drive innovation
Find Out More

HP Workpath
Improve information access
Find Out More

Adobe DAM link

Adobe DAM link

Adobe DAM link

250X300 BANNER

Seamless cloud integration
Find Out More

Unlock resources for innovation
Find Out More

Improve information access
Find Out More

Adobe DAM link	Asset Hub link
Adobe DAM link	Asset Hub link
Adobe DAM link	Asset Hub link

TRANSMISSION.

DRIVER ASSETS: SOCIAL POST & BANNER DESIGNS CISO

| GROW WITH THE CLOUD | RETURN ON INNOVATION | ADAPTIVE WORKPLACE SOLUTIONS |

LINKEDIN & FACEBOOK

Adobe DAM link

Adobe DAM link

Adobe DAM link

250X300 BANNER

| Adobe DAM link | Asset Hub link | Adobe DAM link | Asset Hub link | Adobe DAM link | Asset Hub link |

TRANSMISSION.

DRIVER ASSETS: SOCIAL POST & BANNER DESIGNS IT PROCUREMENT

GROW WITH THE CLOUD	RETURN ON INNOVATION	ADAPTIVE WORKPLACE SOLUTIONS

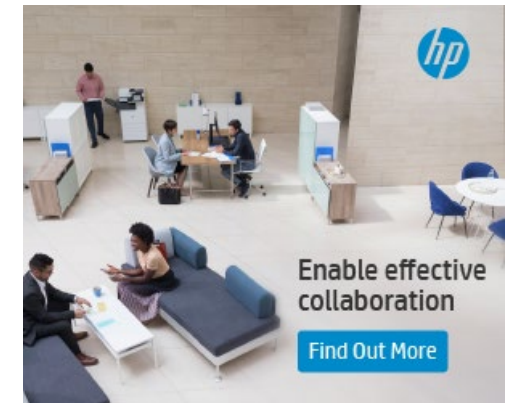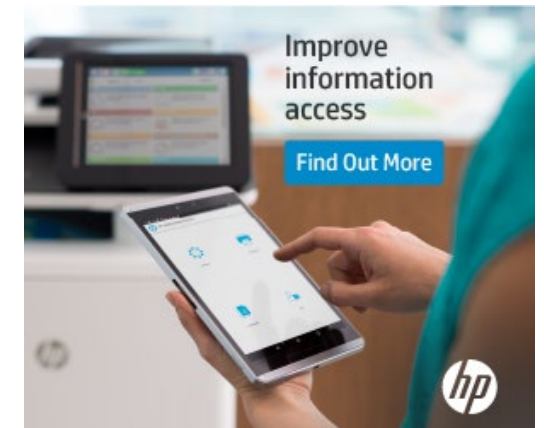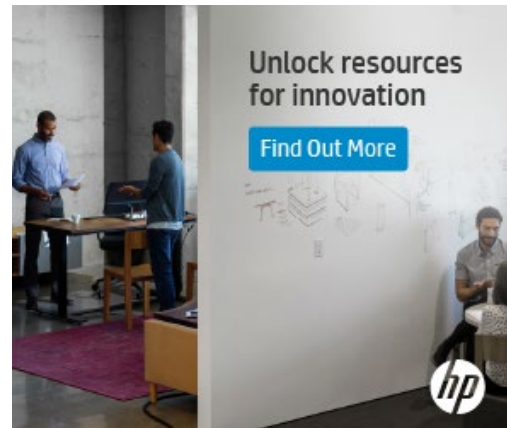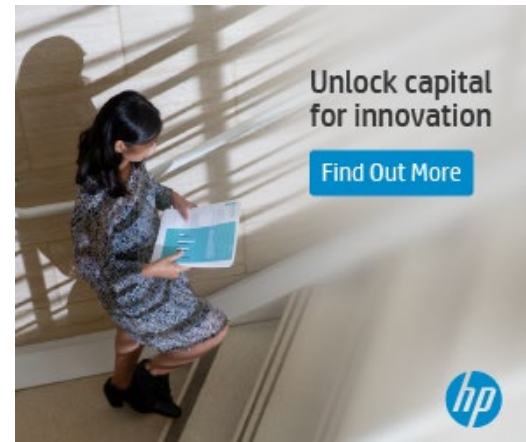**LINKEDIN & FACEBOOK**

Adobe DAM link   Adobe DAM link   Adobe DAM link

250X300 BANNER

Adobe DAM link | Asset Hub link   Adobe DAM link | Asset Hub link   Adobe DAM link | Asset Hub link

TRANSMISSION.

DRIVER ASSETS : SOCIAL POST COPY LinkedIn

Asset Hub Folder

PILLAR	PERSONA	INTRODUCTORY TEXT (CHARACTERS MAX 150)	COUNT	IMAGE TEXT	HEADLINE/CTA (CHARACTERS MAX 70)	COUNT
Grow with The Cloud	CIO/ITDM	Overcome workflow bottlenecks and achieve business goals with HP Workpath, by integrating scalable, customized print solutions into your cloud platform.	152	Cloud-based business transformation	HP Workpath	Scale new processes	Find out more	35
	COO	Seamlessly integrate customized print solutions into your existing cloud platform with HP Workpath apps, and create smarter employee experiences.	145	Seamless cloud integration	HP Workpath	Smarter end-user experiences	Learn more here	45
	CISO	HP Workpath securely integrates into your cloud platform, so you can scale new print workflows while protecting confidential information.	141	Secure cloud integration	HP Workpath	Scale new processes securely	Find out more	44
	PM	HP Workpath integrates into your cloud platform to scale customized print solutions, streamlining workflows and improving workplace productivity.	151	Scalable productivity from the cloud	HP Workpath	Streamline your workflows and scale productivity	Find out more	64
Return on Innovation	CIO/ITDM	With HP Workpath, you can develop customized solutions to solve inefficiencies, and unlock resources that can be reinvested in innovation.	138	Drive innovation	HP Workpath	Customized solutions for innovation	Find out more	51
	COO	Solve print inefficiencies and developing customized solutions to new challenges for resources you can reinvest in innovation with HP Workpath.	148	Drive innovation	HP Workpath	Solve inefficiencies with innovation	Learn more here	54
	CISO	HP Workpath apps are certified secure following continuous reviews, so you can solve print inefficiencies and unlock resources to reinvest in innovation.	153	Enable secure innovation	HP Workpath	Innovate with certified secure apps	Learn more here	53
	PM	HP Workpath streamlines workflows with customized print solutions, unlocking financial and productivity returns that can be reinvested in innovation.	149	Unlock capital for innovation	HP Workpath	Reinvest in innovation	Find out more	38
Adaptive WP Solutions	CIO/ITDM	Overcome barriers to the flow of information with HP Workpath apps. Enable efficient sharing of data across teams and create better employee experiences.	154	Collaborate more effectively	HP Workpath	Overcome workflow bottlenecks	Find out more	45
	COO	HP Workpath enhances collaboration across the enterprise by streamlining the sharing of data and information across teams and workplaces.	142	Improve information access	HP Workpath	Streamline data sharing	Learn more here	41
	CISO	HP Workpath apps enhance the security of existing workflows by solving for traceable blind spots, such as sharing scanned documents with unauthorized users.	156	Strengthen existing security	HP Workpath	Improve workflow security	Find out more	41
	PM	Streamline workflows and improve productivity by overcoming paper-to-digital barriers with HP Workpath apps, so teams can share data more efficiently.	150	Improve workflows and productivity	HP Workpath	Simplify collaboration for improved productivity	Learn more here	66

TRANSMISSION.

DRIVER ASSETS : SOCIAL POST COPY Facebook

PILLAR	PERSONA	INTRODUCTORY TEXT (CRCTRS MAX 125)	COUNT	IMAGE TEXT	HEADLINE/CTA (CHARACTERS MAX 25)	COUNT	LINK DESCRIPTION (CHARACTER MAX 30)	COUNT
Grow with The Cloud	CIO/ITDM	Achieve your business goals with HP Workpath, by integrating customized print solutions into your cloud platform.	113	Cloud-based business transformation | HP Workpath	Cloud-ready print apps	22	Scale business transformation	29
	COO	Integrate customized print solutions into your cloud platform with HP Workpath apps, and create smarter employee experiences.	125	Seamless cloud integration | HP Workpath	Cloud-ready print apps	22	Scale new processes	19
	CISO	HP Workpath apps securely integrate into your cloud platform, enabling you to safely scale new print workflows.	111	Secure cloud integration | HP Workpath	Secure cloud integration	25	Scale new processes safely	26
	PM	Streamline workflows and improve productivity by scaling customized print solutions into your cloud platform with HP Workpath.	131	Scalable productivity from the cloud | HP Workpath	Cloud-based productivity	24	Streamline your workflows	25
Return on Innovation	CIO/ITDM	Craft customized solutions with HP Workpath, to solve inefficiencies and unlock resources for reinvesting in innovation.	121	Drive innovation | HP Workpath	Unlock resources with HP	24	Unlock hidden inefficiencies	28
	COO	Solve print inefficiencies with customized solutions and unlock resources to reinvest in innovation with HP Workpath.	122	Drive innovation | HP Workpath	Unlock resources with HP	24	customized printing solutions	29
	CISO	Solve print and workflow inefficiencies with secure HP Workpath apps, and unlock resources to reinvest in innovation.	117	Enable secure innovation | HP Workpath	Innovate securely with HP	25	Certified secure apps	21
	PM	HP Workpath streamlines workflows with print solutions, unlocking financial returns that can be reinvested in innovation.	121	Unlock capital for innovation | HP Workpath	Innovation that repeats	23	Generate financial returns	26
Adaptive WP Solutions	CIO/ITDM	Overcome barriers to the flow of information across teams with HP Workpath apps, and create better employee experiences.	120	Collaborate more effectively | HP Workpath apps	Streamline your workflows	25	Efficient information travel	28
	COO	HP Workpath apps enhances collaboration by streamlining the sharing of data and information across teams and workplaces.	121	Improve information access | HP Workpath	Streamline your workflows	25	Share data across teams easily	30
	CISO	HP Workpath apps enhances workflow security by eliminating paper and analog blind spots, such as sharing documents with the wrong users.	137	Strengthen existing security | HP Workpath	Secure your processes	21	Enhance existing security	25
	PM	HP Workpath apps improve productivity by streamlining paper-to-digital workflows, so teams can share data more efficiently.	123	Improve workflows and productivity | HP Workpath	Enable agile workflows	22	Improve your collaboration	26

TRANSMISSION.

DRIVER ASSETS: BANNER COPY

Adobe DAM link | Asset Hub link

PILLAR	PERSONA	INTRODUCTORY TEXT (NO CHARACTER GUIDELINES)	COUNT
Grow with The Cloud	CIO/ITDM	Cloud-based business transformation	35
	COO	Seamless cloud integration	26
	CISO	Secure cloud integration	24
	PM	Scalable productivity from the cloud	36
Return on Innovation	CIO/ITDM	Reinvest in innovation	22
	COO	Unlock resources for innovation	31
	CISO	Enable secure innovation	24
	PM	Unlock capital for innovation	29
Adaptive WP Solutions	CIO/ITDM	Enable effective collaboration	30
	COO	Improve information access	26
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	PM	Improve workflows and productivity	34