

A photograph of two men in a modern office setting. The man on the left is bald with glasses, wearing a teal shirt and light blue jeans, standing with his arms crossed and hand to his chin. The man on the right has grey hair, wearing a striped polo shirt, and is holding two sheets of paper. They are standing next to a large black table with a laptop, papers, and a ping pong table in the background. The office has white shelves with books and a bicycle leaning against a wall.

MPS Channel Connected Workforce Playbook

Hybrid Workplace Co-Marketing Tools for HP Amplify Power Services MPS Partners

Optimizing print for hybrid work - content and drivers with a hybrid work focus suitable for use throughout the customer journey.

Last updated: 13th Jan, 2022





Playbook Index

This toolkit provides an overview of HP co-brandable assets you can use to sell Managed Print Services.

1. Guidance for content use

- Personas snapshot
- Co-branding guidance

2. Content Summary

3. Source Links to Assets

4. Visual Directory of Assets

- Assets across the customer journey
- Digital Banners, Social Assets & EDMs



Change Log

Date	Summary of update	What was updated



1

Guidance for content use



MPS PERSONAS SNAPSHOT– key roles to speak to about MPS for hybrid work



HYBRID WORK & THE CIO / ITDM

THEY ARE EXPERIENCING...

The No Normal. Their digital transformation roadmap has been torn up & they are rushing to piece together a resilient IT infrastructure that ensures business momentum is not interrupted

THEY ARE BEING TASKED WITH...

Maximising the performance of a connected workforce, securing a fragmented workplace & identifying opportunities to capitalise on changing employee behaviour to drive efficiencies

THEY AIM...

To maximise the productivity of a secure, ready from anywhere workforce & invest in a future fit ecosystem of technologies able to meet the continuously evolving needs of the business

THEY NEED...

Agile, flexible suppliers & trusted partners with the ability & willingness to craft tailored IT solutions that digitise manual processes, aid collaboration & thereby enable hybrid working



HYBRID WORK & THE COO

THEY ARE EXPERIENCING...

The No Normal. They are at the sharp end of workplace & workforce disruption, managing an accelerated shift to Hybrid Work that puts immense pressure on the organisation's human & technological infrastructure

THEY ARE BEING TASKED WITH...

Maintaining the smooth running of the business, maximising the productivity of a connected workforce & creating the conditions for the innovation that will help the organisation win the future

THEY AIM...

To make sure that collaborative, motivated & productive teams are ready from anywhere & motivated to deliver

THEY NEED...

Data-driven, cloud-powered suppliers & partners able to offer flexible solutions that bring work to the worker

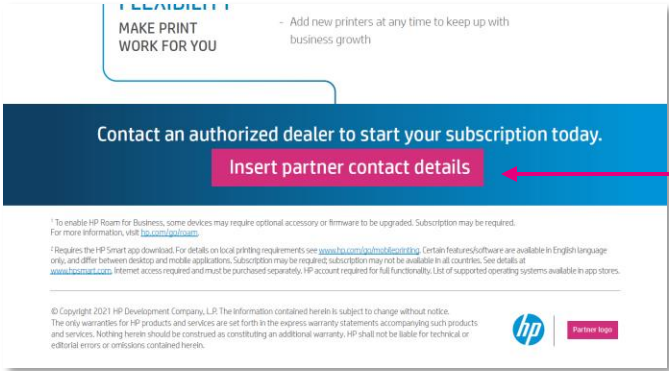


Co-branding guidance

Sales and marketing assets will be provided with placeholders for partner logo and call to action, where required. For use, these placeholders should be replaced with the channel partner’s logo and call to action according to co-branding guidance. Claims and footnotes need to be reviewed and substantiated based on local country guidelines and partner capabilities.



Logo placeholder



CTA placeholder



Logo placeholder





Glossary of Terms

Term	Definition
Asset Hub	A content repository for HP and Partners - creative source files to be used by agencies or in-house graphic experts.
Sales Central	A content repository for HP and Partners for the latest product information, fresh sales and marketing assets.
Drivers	Assets such as social media, emails or digital banners that promote a specific piece of content.
ABM	Account based marketing. This content is designed to be used within an account-based marketing approach, but content can also be used in a generic customer journey.

Please note

- Content pieces should be available one click away from social post or email
- Ensure relevant legal footer information is included when co-branding content for use



2

Content Summary



Content Map – suggested stages of customer journey where content pieces fit



= Content suitable for COO persona



= Content suitable for CIO/ITDM persona



3

Source Links to Assets

Asset Hub Folder



Connected Workforce assets (1 of 2)

Asset Hub
Channel MPS Hybrid Work

Type	Asset Name	Overview	Asset Hub to source files	Link to drivers
Pull-up Banners	Hybrid Print Made Easy pull up Banner	2 variations of a pull-up banner for channel partners to print and use in trade shows, events etc. Core version is provided in English, but 8 other translated versions include, German, French, Spanish, Italian, Vietnamese, Korean, Indonesia Bahasa and Thai.	Link	-
Infographic	Solving the top 3 print challenges of hybrid work*	A visual asset showing the challenges and the solves for IT managing a hybrid workforce.	Link	Link
Listicle	Why 'Bring Your Own Printer' could be a recipe for trouble*	Listicle that discusses the 3 risks of leaving people to their own devices – the issues BYOP can create and suggests answers for hybrid print with MPS.	Link	Link
Listicle	5 considerations to accelerate hybrid workflows*	A 5-step listicle that addresses issues around: current levels of digitization, end-point & connection security, accessibility of print to distributed teams, new opportunities for automation based on how people work.	Link	Link
Video	FutureSmart Explainer Video	40 second and 20 second animated explainer videos on the features and benefits of HP's FutureSmart. Includes subtitle and non-subtitle versions in US and UK English.	40s Link 20s Link	Social copy on individual slide
e-Guide	A guide for choosing your printer for cloud-first capabilities*	E-guide outlining the benefits of cloud printing and the considerations to keep in mind when selecting the right cloud-enabled print devices and solutions for a hybrid workforce.	Link	Link

*Core assets are complete with UK and US English variations. Driver assets include social post copy and email HTML & OFT.



Connected Workforce assets (2 of 2)

Asset Hub
Channel MPS Hybrid Work

Type	Asset Name	Overview	Asset Hub link to source files	Link to drivers
Article	Accelerate your journey to a hybrid workforce*	Article discussing evolving hybrid working behaviors, tactics for organizations to consider in enabling hybrid work, and the HP print solutions that enable IT teams to build a future-fit fleet that is underpinned by security.	Link	Link
Article	Secure your transition to a hybrid workforce*	E-guide providing an overview of the shifting security landscape as a result of widespread hybrid work, and some of the solutions and techniques organizations can apply to mitigate elevated risk, especially in relation to print devices.	Link	Link
Article	5 print innovations for the hybrid workforce*	Article summarizing 5 HP print innovations that enable productive work, including fleet-wide upgradable firmware, world's smallest enterprise-class MFPs, security, sustainable printing, AI-powered predictive servicing.	Link	Link
Use Case	Support your hybrid workforce with unified cloud-connected print workflows*	A use case outlining the hybrid work challenges for IT teams and the potential benefits from HP Workpath solutions.	Link	Link
Use Case	Secure and seamless printing for a hybrid workforce*	A use case outlining the hybrid work background, challenge for IT teams and the solution and benefits offered by HP Secure Print and Insights solution.	Link	Link
Intro Email		Generic EDM introducing the option to explore how HP print service and solutions could help the customer with their transition to hybrid. Not connected to a specific asset.	Link	-

*Core assets are complete with UK and US English variations. Driver assets include social post copy and email HTML & OFT.



4

Visual Directory of Assets

Key

HP Asset Hub Download = link pending

HP Asset Hub Download = link live



Pull-up Banners

Hybrid Print Made Easy

2 variations of a pull-up banner for channel partners to print and use in trade shows, events etc. Core version is provided in English, but 8 other translated versions include German, French, Spanish, Italian, Vietnamese, Korean, Indonesia Bahasa and Thai.

[Asset Hub Link](#)



Infographic

Solving the top 3 challenges of hybrid work

A visual asset showing the challenges and the solves for IT, managing a hybrid workforce.

Asset Hub Link – US & UK versions

Asset Hub Link – Email & Social



Solving the top 3 print challenges of hybrid work

The workforce is no longer bound to the traditional workplace, requiring print to transform for the new ways of working. Here's how the right Managed Print Services (MPS) provider can help ensure successful print transformation.



Challenge #1 Securing print for remote workers

Most remote workers who print on a regular basis are doing so with their home printers, either on their own initiative or through a Bring-Your-Own-Printer (BYOP) policy. However, this means organizations have no way to enforce security policies or track print activity, creating compliance and security risks.

17%

of remote workers have been provided a printer by their employer for work purposes¹

64%

of surveyed organizations have reported a data loss as a result of insecure printing practices²

To meet this challenge, your Managed Print Services provider should deliver:

- Small, business-ready printers to extend your print network into your remote workers' homes.
- Secure printers with multi-layered defenses and automatic security policy enforcement.
- End-to-end document encryption, coupled with visibility and control over remote print jobs.



Challenge #2 Connecting paper-based workflows to the cloud

While the transition to cloud-based workflows has always been an IT agenda, the sudden shift to hybrid work has accelerated its importance. But print remains a necessary part of many workflows, placing pressure on organizations to quickly find a way to seamlessly bridge paper and digital.

42%

of remote workers are printing at home because their work requires it³

69%

of ITSMs say there is a greater urgency to shift more workflows to the cloud⁴

To meet this challenge, your Managed Print Services provider should deliver:

- The ability to automatically create searchable and editable documents from prints and scans.
- Cloud-enabled printing, workflow automation, and document management solutions.
- A robust platform of standard or customized printer apps ready to meet your specific needs.



Challenge #3 Minimizing the carbon impact of print activity

Even before the global transition to hybrid work, reducing the carbon impact of print activity by minimizing energy and paper use had been a challenge for many organizations. With workers now printing from their homes, it will be harder than ever to optimize paper, energy, and print supply usage.

50%

of the waste of businesses is composed of paper⁵

73%

of remote workers do not use eco settings when printing from home⁶

To meet this challenge, your Managed Print Services provider should deliver:

- A globally certified carbon neutral Managed Print Service that includes remote print solutions.
- Fleet optimization to reduce carbon emissions and improve resource efficiency.
- Reporting and analytics that manages Print policy for both onsite and remote printers.



A future-ready, flexible Managed Print Services expert is key

With the global landscape evolving at an accelerating pace, organizations must be ready to transform in the blink of an eye. That means organizations must seek a Managed Print Services provider that not only resolves the print challenges of today, but also actively innovates to keep pace with the rapidly changing world and provides flexibility for an agile, adaptive print network.

Contact an HP Managed Print Services representative
hp.com/mps

Jump to: Guide Content Summary Source Links Visual Directory

Social posts and EDMs



INFOGRAPHIC | 5-MIN READ
Top hybrid work challenges. Three hybrid work print challenges. One solution.

DOWNLOAD



INFOGRAPHIC | 5-MIN READ
Solve today's top print challenges with managed print for hybrid work.

READ NOW



Dear <Name>,

Can your teams print securely from remote locations? Most IT managers would say they don't know—and this can lead to security risks and compliance issues. We can help you solve the top three print challenges of hybrid work by optimizing your print fleet for changing requirements.

LEARN MORE



Dear <Name>,

Connecting your print workflows to the cloud and keeping them secure is essential for a collaborative and productive hybrid workforce. Learn how to solve the top 3 print challenges of hybrid work and why a Managed Print Services provider can help you stay flexible, agile and innovative in the age of hybrid work.

READ NOW

Key

HP Asset Hub Download

= link pending

HP Asset Hub Download

= link live

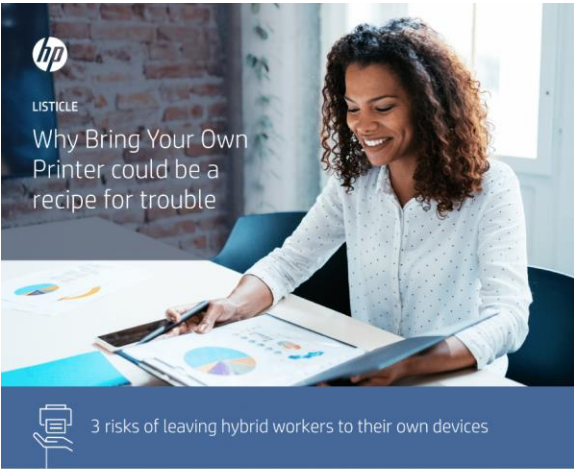
Listicle

Why ‘Bring Your Own Printer’ could be a recipe for trouble

3 risks of leaving people to their own devices. A listicle that discusses the issues BYOP can create; security risks, compliance risks, reduction in productivity and satisfaction, and suggests answers for hybrid print with MPS.

Asset Hub Link – US & UK versions

Asset Hub Link – Email & Social



3 risks of leaving hybrid workers to their own devices

To enable print for remote workers, many organizations naturally leaned towards the obvious option of allowing employees to use their home printer, otherwise known as Bring Your Own Printer, or BYOP. In a recent study by Quocirca, it was revealed that while 86% of remote workers have a printer at home, only 17% of them were provided a printer by their employer for work purposes¹. However, BYOP introduces a number of hidden risks and issues—here are the top three:

1. BYOP can create security risks
2. BYOP may lead to compliance violations
3. BYOP can reduce productivity and satisfaction

Read on to learn more about these risks and the best solves to successfully deploy a work from home or hybrid work print environment.

1 BYOP can create security risks

Between the lack of built-in security and poor personal security habits such as not changing the default credentials, home-use printers are ill-prepared for cyber-attacks. In one study, researchers found that 56% of the internet-connected printers they tested were vulnerable to being taken over by attackers², while another group of researchers were able to steal documents such as pay stubs and building plans stored in the memory of consumer printers³.

By connecting consumer printers to your network and allowing employees to print work documents on it, organizations expose themselves to the risk of attackers gaining root access to the printer and using it to:

- Remotely execute unauthorized code to deliver malware
- Gain access to the rest of the network
- Re-route print jobs to steal data
- Modify documents, such as the address on shipping labels, as they are being printed
- Send out fraudulent emails using legitimate accounts stored in the printer, and more⁴

2 BYOP may lead to compliance violations

Working and printing from home may inevitably result in confidential information such as payroll, addresses or medical information being printed. With a BYOP setup where printer make, model and functionality can differ from employee to employee, gaining visibility over these prints will be a challenge. In fact, **only 1 in 3 employees have been tracking these documents⁵**.

With no visibility into remote print jobs, organizations will not be able to ensure that printed documents containing sensitive information are handled and disposed of securely. More worryingly, printing confidential information means a copy of the data resides within the printer's memory—and consumer printers are not equipped to handle these in a compliant manner, putting the company at risk of breaching data privacy and security regulations such as HIPAA or the GDPR.

3 BYOP can reduce productivity and satisfaction

Productivity has been one of the unexpected benefits of working from home⁶—but BYOP can eat into some of that. Consumer printers are often lower-specced than enterprise printers, and the difference in performance has been noted, with remote workers citing print speed as the top benefit they miss while working from home⁷.

Additionally, BYOP printers are not part of the enterprise managed fleet, requiring remote workers to manage their printers themselves. This can lead to a significant increase in unexpected downtime when supplies run out or if the printer needs maintenance.

Finally, with a BYOP setup, remote workers will not have access to the on-printer productivity apps that may be a part of their regular workflow, disrupting their productivity and creating barriers for collaboration.

Solve hybrid printing with HP Managed Print Services

Instead of relying on employees' home printers, your organization can engage an expert such as HP Managed Print Services for help to:

- ☒ **Seamlessly deploy and manage your hybrid print fleet** under the same MPS contract by including your remote workers and branch offices with HP Flexworker Service.
- ☒ **Enable employees to securely print from anywhere** with HP Secure Print, which holds encrypted print jobs until the employee is ready to retrieve the prints from an approved printer.
- ☒ **Protect sensitive data and your remote devices** with end-to-end data encryption, hardware-enforced device security, and fleet-wide security policy management and enforcement—all part of HP Wolf Security.
- ☒ **Digitize and optimize paper-based processes** via HP Workflow, which provides a rich library of apps to simplify multi-step document workflows and provide a consistent print experience at home and in the office.

Hybrid working is now firmly entrenched. Your organization's need for distributed printing might grow against this backdrop, but it's best to steer clear of BYOP. With HP MPS, organizations can make hybrid printing an easy solve with secure hardware, enabled with flexible services, and cloud-powered workflow and management solutions to empower your connected workforce.

Contact an HP Managed Print Services Representative
hp.com/mps

References:
1. Quocirca, Remote Workforce Trends Study, Apr. 2021
2. Network World, Remote Workforce Trends Study, Apr. 2021
3. Network World, Remote Workforce Trends Study, Apr. 2021
4. Network World, Remote Workforce Trends Study, Apr. 2021
5. Network World, Remote Workforce Trends Study, Apr. 2021
6. Network World, Remote Workforce Trends Study, Apr. 2021
7. Network World, Remote Workforce Trends Study, Apr. 2021

© Copyright 2021 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express limited warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Social posts and EDMs

ARTICLE | 5-MIN READ
3 reasons why BYOP could be a recipe for trouble.

DOWNLOAD

ARTICLE | 5-MIN READ
Why BYOP could be bad for business.

DOWNLOAD

ARTICLE | 5-MIN READ
Avoid the risks of home printing in a hybrid work world

Dear <Name>,

Managing the needs of a remote workforce can be challenging enough. Give yourself one less thing to worry about—our managed print services can help you avoid the pitfalls of employees using their home printers for office work. Learn the 3 risks of leaving hybrid workers to their own devices.

READ NOW

ARTICLE | 5-MIN READ
Why Bring Your Own Printer could be a recipe for trouble

Dear <Name>,

In the shift to hybrid work, many businesses let their employees use their home printer. While convenient, this situation could put customer and business data at risk. Learn the reasons why BYOP (Bring Your Own Printer) could be trouble and how our managed print services can help.

READ NOW

If you prefer not to receive these emails, please unsubscribe here.

If you prefer not to receive these emails, please unsubscribe here.

Key

HP Asset Hub Download = link pending

HP Asset Hub Download = link live

Listicle

5 considerations to accelerate hybrid workflows

A 5-step listicle that addresses issues around; current levels of digitization, end-point and connection security, accessibility of print to distributed teams, new opportunities for automation based on how people work.

Asset Hub Link – US & UK versions

Asset Hub Link – Email & Social



Digital workflows enable collaboration, drive productivity, and accelerate innovation in the hybrid workplace. Yet, paper-based processes continue to be just as important – 80% of employees working from home are printing the same or more than pre-COVID volumes¹.

Integrating paper with digital can be challenging, but HP can help you ask the right questions to track productivity in the office and at home to uncover opportunities for unlocking efficiency.

- 1. What is your current level of digitization?
- 2. Are all endpoints and connections secured?
- 3. How accessible are printing and scanning for distributed teams?
- 4. Are there new opportunities to activate automation?
- 5. Are the human behaviors you need to take into account?

1 What is your current level of digitization?

Within the workplace, many may perceive digitization as being synonymous with optimization, though they can be independent of each other. In both instances, technology often provides the solution, but it depends on what the objective is. For some, it's enough to go paperless, while others seek complex workflow automation solutions.

Assessing your current environment and processes will provide a clearer picture of the opportunities for workflow optimization. From there you can go on to narrow down specific areas where digitization can make a difference. In fact, the path towards a borderless workplace presents plenty of opportunities for both.

For a start, equipping employees with the right devices and features to support working at home and in the office can be a challenge. Differentiating between your employees' need for a printer at home and those who occasionally require access to printing will add another layer of complexity. Equipping fully remote teams who need to print from home will require the support of a managed print service such as **HP Flowworks**.



For others who might need print jobs to be retained securely in the cloud for when they're back on-premises, **HP Secure Print** fits the bill.

HP Flowworks is a print service tailored for remote working arrangements, and helps to plug the gap by providing employees with the printers they need, automatically delivering supplies when it runs low, and supports IT with remote firmware updates, and cloud-based security management capabilities.

2 Are all endpoints and connections secured?

Hybrid work has made us increasingly dependent on technology and our devices. IT teams have less control over employees' devices and reduced visibility into the ways they use them. Inadequate endpoint security can jeopardize the deployment of new technologies or applications, especially if employees are using personal devices to work or print.

Reducing the addressable attack surface of every endpoint across your organization is critical to prevent operational disruption and protect your devices, documents and data. Providing hardware-enforced security, self-healing firmware and threat containment via isolation, **HP Wolf Security** brings robust, built-in protection to your HP PCs and printers, delivering security you can trust in a borderless workplace.



3 How accessible are printing and scanning for distributed teams?

Regardless of where they are working from, there will be employees who require printing and scanning. How they go about it, however, is set to change. More than half of end-user organizations expect mobile print volumes to increase, while home printing is set to hold up due to the shift to remote working. This is aligned with a wider trend – 88% of organizations are already using cloud infrastructure to some form, and 45% expect to move at least 3 out of 4 of their applications to the cloud².

A key ingredient for delivering connected experiences is to make printing and scanning easily accessible on a secure collaboration and information flow. Having the infrastructure that enables these tasks, whether remote or on-the-go, will remove friction to daily operations.

Printing at a moment's notice outside of the home or office won't be as easy as locating the nearest printer, and the value of cloud printing truly shows here. The ability to scan print jobs in cloud-based print and forwarding can-to-cloud apps on smartphones such as **HP Secure Print** supports flexibility for your teams, while keeping documents to print.

88% of organizations are already using cloud infrastructure to some form³

4 Are there new opportunities to activate automation?

Legacy and manual processes belong to a time when being on the floor was the most viable automated way to work. These processes won't meet today's expectations of efficiency from customers and co-workers alike, with the hand-culture of work and service delivery accelerating the need for workflow automation.

Automation is an effective way to increase productivity and get time back to workers, so they can focus on more important things that will bring addressing customer needs. These benefits are easy to lose sight of and organizations are starting to turn to automation to focus on the essential of companies that reward most of their employees to remote work during the pandemic, 40% said they had increased automation⁴.

5 What are the human behaviors you need to take into account?

Do you know what work is being done for your employees, how they are doing it, and whether there have been any effects to introduce new processes or technologies?

These questions will be key to your digital transformation roadmap. Printing, in particular, must not be left out – given how much employees depend on it for their work. Your journey to future-proof the workplace starts with the introduction of workflow strategies based on the needs and wants of employees. **HP Value Management Office (VMO)** is designed to enable this change.

Providing print consultation, the strategic service helps you explore user behaviors and drive change management through insights gathering, visualization of IT support needs, and fleet optimization for existing requirements. By taking the guesswork from your print environment, **HP VMO** helps you focus on decision-making.

Ready to recalibrate your workforce?

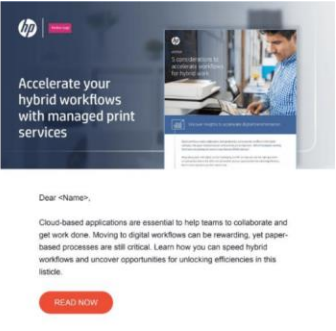
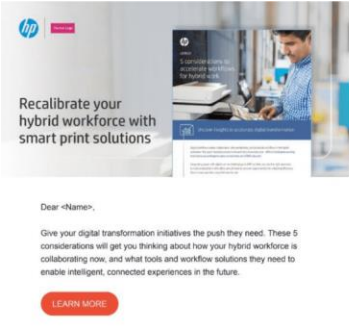
Without visibility into the expectations of all stakeholders and whether conflict is even taking long for strategic initiatives to fall apart. To manage such challenges, your digital automation needs to be robust enough to answer to these questions. Once these critical insights have been gathered, you'll better understand to optimize workflow and give employees the tools they need to achieve results.

Client: "Use **HP Managed Print Services** can help. Automate print and business deliver connected experiences by accelerating digital workflows for hybrid work."

PwC found that 62% of C-Suite felt their organizations would need between two and four days a week in the office to maintain a strong company culture while another survey learned that 65% of employees were willing to take a pay cut of a few percent in order to stay fully remote⁵

Contact an HP Managed Print Services Representative
www.hp.com/mps

Social posts and EDMs



Key

- HP Asset Hub Download = link pending
- HP Asset Hub Download = link live



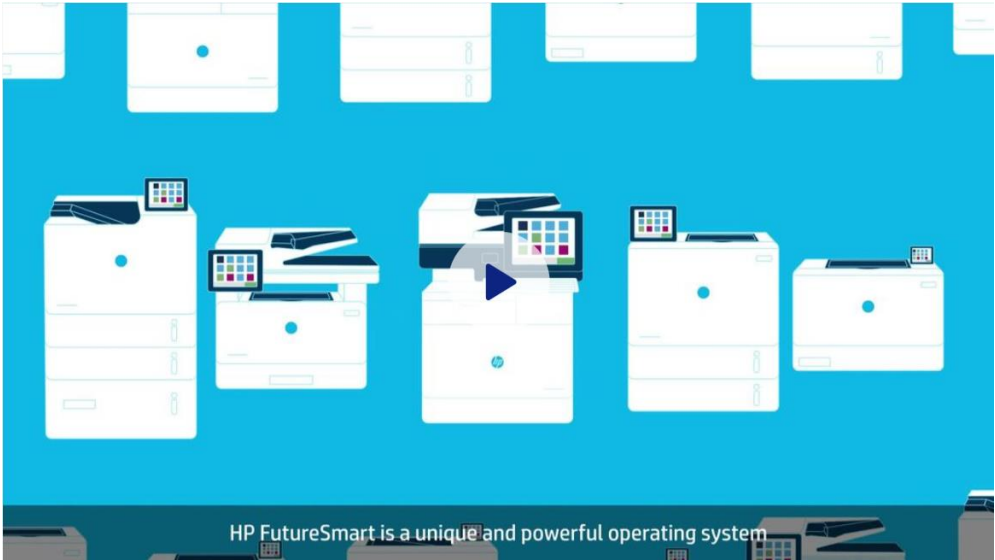
Explainer Videos

HP FutureSmart

40 second and 20 second animated explainer videos on the features and benefits of HP FutureSmart Includes UK & US English, subtitle and non-subtitle versions.

40s Asset Hub Link

20s Asset Hub Link



Social post copy – US EN

What if your enterprise printer evolved to keep your hybrid workforce secure? That’s exactly what HP FutureSmart firmware delivers—up-to-the-minute updates that help protect and optimize the print experience. <insert link><insert #tag>

Headline copy:

Future-proof enterprise-class printers with HP FutureSmart

Social post copy – UK EN

What if your enterprise printer evolved to keep your hybrid workforce secure? That’s exactly what HP FutureSmart firmware delivers—up-to-the-minute updates that help protect and optimise the print experience. <insert link><insert #tag>

Headline copy:

Future-proof enterprise-class printers with HP FutureSmart

Key

- HP Asset Hub Download = link pending
- HP Asset Hub Download = link live



Asset Hub Link – Email & Social



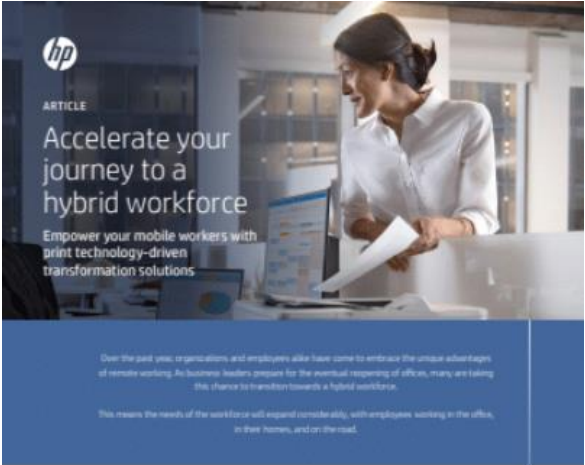
Article

Accelerate your journey to a hybrid workforce

Article discussing evolving hybrid working behaviors, tactics for organizations to consider in enabling hybrid work, and the HP print solutions that enable IT teams to build a future-fit fleet that is underpinned by security.

Asset Hub Link – US & UK versions

Asset Hub Link – Email & Social



Understanding hybrid workforce dynamics

To drive performance in their hybrid workforce, organizations will need to re-evaluate key IT considerations. For example, remote employees are more likely to work on personal devices or share data on unsecured networks. This means organizations must find new ways to enable remote work and collaboration while maintaining their security and compliance standards.

Furthermore, paper continues to be a central component of work — no matter where an organization is in its digital transformation journey. Whether this includes sensitive legal documents or routine supplier invoices, the transition to the hybrid workforce now evolves a new approach to processing and collaborating on paper-related workflows.

Organizations will need to optimize their technology and processes to support the diverse needs of all employees, whether they work on-site or remotely, while ensuring minimal disruption to business continuity.

How can organizations approach this new future?

Enabling connected work is the key to empowering the hybrid workforce to perform at their best wherever and whenever they choose to work.

Legacy systems and hardware may seem like obstacles to a smooth transition, but these challenges can be easily solved today. Smart devices make it easy for organizations to begin the move towards a more resilient and flexible operational model, while keeping business on track for growth.

With many innovation features, modern printers can help get things started. They are cloud-connected data repositories which can be securely accessed by employees from any location. This makes it a platform for efficient workflows, innovation, and collaboration, ultimately driving progress towards a smarter way of working.

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

A distributed workforce that uses several new capabilities for IT workers — otherwise known as all devices within the organization are securely updated and patched automatically to enhance HP's FutureSmart Services makes this easy for them.

Functioning just like HP's operating system with various tools, HP FutureSmart can be deployed over time. It is a comprehensive fleet update approach to keep your fleet in devices, all devices, in the office or your employees' homes. Now you can allow the deployment enhancements, reduce device complexity, or enable future access your organization has on your devices — remotely from a single dashboard.

HP FutureSmart makes it easy to update your HP Enterprise fleet printer to your fleet and enable them to be secure before or next generation HP Enterprise devices. There's no time to make the move for your employees.

- 1. Update and maintain your entire fleet across every device
- 2. Enable the integration of paper documents and digital content from the cloud
- 3. Provide simple, automated protection with improved security and device logs

Introducing a reliable hybrid set and user experience across your HP fleet makes you an ideal for your employees to work among different devices.

HP FutureSmart also serves as the bridge to HP Open Mobility/HP Open Connect, a common development platform that enables various developers to create software and customized mobile applications for their applications and services. Devices designed on HP Open can be deployed for the device, either as a corporate mobile app or a personal app, and the device, before your fleet.

HP Smart Devices Services (SDS): Smart, simple and snappy printer servicing

Your printer's health is just as important as ensuring timely updates to its firmware. Service calls and printer downtime can be a headache to consider when other collaborating on paper-based business leader. To provide needed employees.

HP's Smart Devices Services (SDS) plays a key role, ensuring that the performance of your print fleet does not impact your employees' workflow.

As part of SDS, each individual printer within HP's enterprise fleet today comes across that color and even data about the device's health. Customers can also use the SDS to monitor and manage other related service diagnostics that help to identify and understand failures before they become problems. Simple tasks can be resolved remotely, and service calls will only come when technicians know exactly what they need for the right fix.

SDS ensures your printer uptime, keeps your entire color ecosystem, and helps your employees focused on collaboration with a single print ecosystem.

Keeping it all together with security

In a hybrid work environment, security should enable, not restrict. The interconnected ability to focus, fully embrace new ways of working with HP's range of security solutions.

Protect your sensitive business data with HP Security Manager. The security manager enables robust, comprehensive, to enable and apply security policies to reduce risks and protect security for your fleet. You can do this by:

- 1. Easily and quickly create security policies
- 2. Create a schedule to run assessments on recommended device at preset intervals
- 3. Automatically receive remediation ideas on when they are broken down to the network

HP Secure Print and HP Access Control (HAC) combine your document security by requiring authentication to release print jobs. Also can be extended to email and the printer's secure hard disk, so only the user who sent the job can retrieve it.

With HP's security solutions, your organization's employees will allow to print, share, and collaborate with ease and peace of mind to enable where they're working from.

Building a foundation that endures change

The way we work is evolving, and so are we. And it's time your fleet, no matter how sophisticated, kept up with the changes. The importance of having the right tools to support the way of working they are in the future print business, and your growth.

Technology is a key differentiator and is moving in the right direction and direction, organizations can embrace their workforce in the face of growth and change. In light, connected workflow is critical to this success, and your fleet can help you meet your employees' remote working needs.

With the use of smart and connected HPs and printers, HP can help you use transformation that can help you get to deliver an efficient user experience for the future.

With all these powerful innovation and help you complete your HP's hybrid workflow or with its innovative integration, HP's printing solutions, and the use of cloud print management — all ready to help you get the most out of your fleet.

Find out how you can empower your hybrid workforce with smart and secure printers from HP.

[Go to an HP Representative](#)

Social posts and EDMs

Give yourself a break—choose print technology that makes it a snap to upgrade and patch an entire fleet on your schedule. HP's smart and connected MFPS and printers are designed for the evolving hybrid workforce. [<insert link><insert #tag>](#)

Technology-driven print solutions

[Download](#)

Secure print solutions that make sense. [Learn more](#)

Ensure your hybrid workforce has the technology and tools they need to work wherever they are. Print, share and collaborate securely with ease. [<insert link><insert #tag>](#)

Build a better print foundation

[Download](#)

Enable hybrid work to power your business [Learn how](#)

Accelerate your hybrid work journey with HP

Dear <Name>,

As you embrace the advantages of remote working, it's critical that you also integrate the right print technology solutions to speed your digital transformation. This article, "Accelerate your journey to a hybrid workforce", illustrates how to approach this new future with the tools your teams need to succeed.

[Read Now](#)

If you prefer not to receive these emails, please unsubscribe [here](#).

For more information regarding HP's privacy policies and practices, please visit our Privacy Statement or write to us at: HP Inc. Privacy Notice, 1801 Page Mill Road, Mail Stop 1800, Palo Alto, California, 94304.

© Copyright 2021 HP Development Company, L.P. The information contained herein is subject to change without notice.

Empower your hybrid workforce with HP

Dear <Name>,

Ensuring business processes don't slow down requires keeping your workflows up to speed. This article "Accelerate your journey to a hybrid workforce" provides the concrete steps businesses need to take to build a hybrid work foundation that will endure change.

Learn how we can help empower your hybrid workforce today.

[Read Now](#)

If you prefer not to receive these emails, please unsubscribe [here](#).

For more information regarding HP's privacy policies and practices, please visit our Privacy Statement or write to us at: HP Inc. Privacy Notice, 1801 Page Mill Road, Mail Stop 1800, Palo Alto, California, 94304.

© Copyright 2021 HP Development Company, L.P. The information contained herein is subject to change without notice.

Key

HP Asset Hub Download

= link pending

HP Asset Hub Download

= link live



Asset Hub Link – Email & Social





ARTICLE

Secure your transition to a hybrid workforce

How organizations are keeping up with changes in the workforce

Organizations are quickly recalibrating their approach to hybrid work. This is a key driver in the adoption of new platforms and protocols, which enable remote and on-site employees to collaborate seamlessly and securely.

Despite the push towards digitization, many paper-based workflows remain essential. This is especially true for employers in departments such as HR and finance, where high-volume, paper-based business processes continue to be the norm.

Much of this hinges on the capability of organizations' hardware. Endpoint devices, such as printers, can help employees stay connected and collaborate through cloud printing. Doing so can help daily operations run smoothly and improve workforce performance.

New priorities for the not normal

But before implementing such plans, organizations must first turn their attention to security – the number one priority in a business landscape defined by constant, unpredictable changes. To thrive, businesses need to ensure that their employees are ready and able to do their best work from anywhere, without compromising on security.

For IT, this means building the capacity to monitor employees' activities and the health of their devices, while ensuring that security policies are enforced on all devices across the network – regardless of location.

At the same time, IT also needs to defend against increasingly sophisticated attacks. As organizations make the transition to hybrid work, they must ensure that their endpoints – especially printers – remain protected at all times.

Embedding security into the heart of your hybrid workforce

Before organizations embark on large-scale, potentially cross-border projects to enable hybrid work, it is important to re-examine their operational and security requirements within this new paradigm.

New organizations must rethink their approach to paper-based workflows, to enable seamless collaboration between employees in their hybrid workspaces. Evaluate whether your organization could benefit from the implementation and use of new printing and imaging technologies that may not have been previously considered.*

Consequently, printers must feature more prominently in the broader security strategy as well. This is particularly important as modern printers merge digital and paper workflows, making it a key component of any organization's efforts in pivoting towards a resilient hybrid workforce.

HP can help organizations to make this pivot more seamlessly – with cloud-powered printers that deliver leading-class security that protects your data. Capable of stopping threats, alerting to new ones, and healing itself from attacks, HP printers can enhance your overall security strategy.

Print security should not be overlooked

And it is clear why. Printers make for attractive attack vectors as they are attractive to the corporate network and accessed by numerous users. Additionally, printers are often not included in threat monitoring systems, and rely exclusively on the manufacturer to build security into the printer's hardware and firmware.

The possible risks of attack include sending a printer to malware when an untrusted user prints a document with malicious code. Successfully breaching one printer means they can potentially move throughout an organization's network and siphon off sensitive data without detection. Also, as printer settings are tasks integrated with Security Information and Event Management (SIEM) software, these attacks can avoid detection for long periods.

Managing these threats, minimizing workflow disruptions, and ensuring seamless, secure collaboration across that hybrid workforce will be the key priorities for organizations moving forward. It's quite a handful, but it is possible to do all the above – so long as organizations equip themselves with the right tools and technology.

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

Don't let ransom from inside your hybrid workforce close the gap in device security with HP Enterprise printers, with HP Wolf Security, organizations will be better positioned to keep security threats at bay without compromising their employees' ability to collaborate and react while working from virtually anywhere.



- 1 | HP Sure Start** – your first line of security. It enables a secure boot process for your printer by automatically checking the operating code (BIOS) when it powers on. Upon detecting a compromised system, the printer can repair itself by restoring with a safe, "golden copy" of the BIOS and safeguard you from attack.*
- 2 | Run-Time Intrusion Detection** – feature detects anomalies in the system memory and protects the printer while it is connected to the network – where it is most vulnerable to attacks. It conducts checks for anomalies during complete firmware and memory operations, automatically stops intrusions, and attempts to enable self-healing. Things you should be aware of: the security of your fleet with technology that conforms to the Common Criteria Information Technology Security Evaluation (CCITSE) 1.4.000 Standard requirements.*
- 3 | HP Connection Inspector** supports Run-Time Intrusion Detection. It uses a unique HP technology to evaluate your printer's ongoing network connections to determine what is normal, detect suspicious requests to "talk home" to malicious servers, and automatically trigger a self-healing reboot. This helps to step backwards from creating data and compromising your network.



- 4 | WhiteFishing** automatically checks your printer firmware during startup to determine if it is authentic and digitally signed by HP. This allows you the role that coordinates your printer's functions, controls, and security hasn't been tampered with, as compromised code could expose your whole network to an attack. If anomalies are detected, your printer will reboot to a secure, offline state and notify IT.
- 5 | Reduce the time it takes for updates to be expanded across your fleet** – with manageable firmware from HP FulcrumSmart. HP FulcrumSmart addresses the challenges of managing a distributed fleet by making it easy to deploy the latest security enhancements and features. Old and new devices can be updated on a per-site or at the touch of a button, helping to protect your investment for years to come.
- 6 | A comprehensive approach to printer security** may be beyond technology. **HP Advance** secures the authenticity of data in a hybrid print environment and reduces unauthorized print jobs – by requiring authentication to release print jobs. IDs can be required both in-branch and on the printer's secure hard drive, so only the user who sent the print job can release it.

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

[Speak to an HP Representative](#)

© 2023 HP Development Company, L.P. All rights reserved. HP, the HP logo, and Wolf are trademarks of Hewlett-Packard Development Company, L.P. All other marks are the property of their respective owners. *See [www.hp.com/go/secureprint](#) for more information.

Social posts and EDMs

Having the right tools and techniques in place can make or break your transition to hybrid work. Learn how to manage threats and minimize workflow disruptions with print security that is embedded at the core. <insert link><insert itag>

Are you overlooking print security?

DOWNLOAD

Secure your hybrid workforce today.

Learn more

Are you doing enough to protect your business from ever evolving cyberthreats? Ensure hybrid endpoints are safe by providing your team with the world's most secure printers. <insert link><insert itag>

Keep customer and business data safe

DOWNLOAD

Close the gap in device security with HP.

Learn More

Don't overlook print security

Dear <Name>,

Is your hybrid workforce working securely? Learn how to give your remote teams the tools they need to collaborate seamlessly, while ensuring they are secure in this Article. Secure your transition to a hybrid workforce. In it, you'll get invaluable tips on how our managed print services can help you quickly recalibrate your approach to hybrid work.

READ NOW

If you prefer not to receive these emails, please unsubscribe [\[tag\]](#)

For more information regarding HP's privacy policies and practices, please visit our Privacy Statement or write to us at: HP Inc., Privacy Notice, 1501 Page Mill Road, Menlo Park, CA 94025, California, 20204.

© Copyright 2021 HP Development Company, L.P. The information contained herein is subject to change without notice.

Don't overlook print security

Dear <Name>,

Ensuring your hybrid workforce works securely should be a top priority. That's why securing your endpoints—especially at the print vector—is essential. Learn how HP Wolf Enterprise Security can help you close the security gap in this article 'Secure your transition to a hybrid workforce.'

Get it now and keep your business running smoothly—and securely.

READ NOW

If you prefer not to receive these emails, please unsubscribe [\[tag\]](#)

For more information regarding HP's privacy policies and practices, please visit our Privacy Statement or write to us at: HP Inc., Privacy Notice, 1501 Page Mill Road, Menlo Park, CA 94025, California, 20204.

© Copyright 2021 HP Development Company, L.P. The information contained herein is subject to change without notice.

Key

HP Asset Hub Download = link pending

HP Asset Hub Download = link live




Listicle

5 print innovations for the hybrid workforce

Article summarizing 5 HP print innovations that enable productive work, including fleet-wide upgradable firmware, world’s smallest enterprise-class MFPs, security, sustainable printing and AI-powered predictive servicing.

Asset Hub Link – US & UK versions

Asset Hub Link – Email & Social



ARTICLE

5 HP print innovations for the hybrid workforce

While hybrid work enables, office printers can no longer remain as simple, networked imaging devices. They need to take on a new role as the bridge between mission-critical paper-based and digital-based workflows.

Here are 5 print innovations from HP that will help organizations maintain productivity, enhance data security, and optimize their print fleet to meet the evolving needs of their connected workforce.

#1 Fleet-wide upgradable firmware

Catering to the diverse needs of a hybrid workforce that spans across different business functions means maintaining a distributed hardware fleet comprising devices of different makes, models, and ages. HP's enterprise-class MFPs and network scanners run on a common platform, HP FutureSmart firmware, which can be upgraded to bring in new functionality, security updates, and more with ease via HP's "fleet-wide" HP Wide AreaScan lets IT staff centrally manage user interfaces, rollout updates, and configure feature settings across the entire fleet from a single intuitive interface.

Future-proof your fleet with HP FutureSmart

- Expand functionality to meet your growing business needs.
- Reduce security enhancements to help keep pace with evolving threats.
- Enable deployment across your fleet of HP FutureSmart-enabled devices.
- Ensure a consistent and intuitive user experience across different devices.

[Learn more](#)




#2 The world's smallest enterprise-class MFPs

Smaller workspaces and tight quarters have created a need for smaller printers. HP's smallest enterprise-class MFPs are now available in a compact, 10.5-inch wide footprint. They're also the most secure MFPs in the world.

To learn how more details of the smallest enterprise-class MFP, visit [hp.com/compactmfp](#).

Adding the full suite of imaging management features, security, and robust connectivity, the new HP smallest enterprise-class MFPs are the perfect solution for small businesses and remote offices.

[Learn more](#)



#3 World's most secure printing

Continuous new security threats, the risks of sensitive data leaks, and the need for secure printing are driving organizations to seek more secure printing solutions.

Robust cybersecurity

HP's new security features include secure print release, secure print release, and secure print release.

Physical security

Control your print fleet with advanced security features like secure print release.


Support from security experts

HP's new security features include secure print release, secure print release, and secure print release.

Network security integration

HP's new security features include secure print release, secure print release, and secure print release.

[Learn more](#)



#4 Sustainable printing

Sustainable printing is more than just a green initiative. It's a business imperative. HP's new sustainable printing solutions help organizations reduce their carbon footprint and save money.

Reduce energy consumption

HP's new sustainable printing solutions help organizations reduce their carbon footprint and save money.


Reduce paper waste

HP's new sustainable printing solutions help organizations reduce their carbon footprint and save money.

Reduce ink waste

HP's new sustainable printing solutions help organizations reduce their carbon footprint and save money.

[Learn more](#)



#5 AI-powered predictive servicing

HP's new AI-powered predictive servicing solutions help organizations reduce their carbon footprint and save money.

HP 100 weeks

HP's new AI-powered predictive servicing solutions help organizations reduce their carbon footprint and save money.


HP 100 weeks

HP's new AI-powered predictive servicing solutions help organizations reduce their carbon footprint and save money.


HP 100 weeks

HP's new AI-powered predictive servicing solutions help organizations reduce their carbon footprint and save money.

[Learn more about printers designed for the hybrid workforce.](#)



Social posts and EDMs




ARTICLE

Printers designed for a hybrid world

Upgrade your print fleet today

[Learn more](#)



ARTICLE

Print innovation designed for a hybrid workforce

Give your business a print innovation edge.

[Learn More](#)



5 print innovations for the hybrid workforce

Dear <Name>:

Give yourself a break with these 5 print innovations for the hybrid workforce from HP. This quick article outlines how you can help make your teams more secure and productive with print optimization strategies that evolve with the needs of your connected workforce.


Download the article now and strengthen your fleet today

[READ NOW](#)

If you prefer not to receive these emails, please unsubscribe here.

For more information regarding HP's privacy policies and practices, please visit our Privacy Statement or write to us at: HP Inc., Privacy Mailbox, 1501 Page Mill Road, Mail Stop 1080, Palo Alto, California, 94304.

© Copyright 2021 HP Development Company, L.P. The information contained herein is subject to change without notice.



Make your print workflows seamless with HP

Dear <Name>:

If you're looking for ways to maintain and boost productivity, enhance data security, and keep your workforce collaborating, then you'll want to read our article "5 print innovations for the hybrid workforce". These key innovations can help your organization move seamlessly from paper-based to digital-based workflows.

Take the steps to transform your business today

[READ NOW](#)

If you prefer not to receive these emails, please unsubscribe here.

For more information regarding HP's privacy policies and practices, please visit our Privacy Statement or write to us at: HP Inc., Privacy Mailbox, 1501 Page Mill Road, Mail Stop 1080, Palo Alto, California, 94304.

© Copyright 2021 HP Development Company, L.P. The information contained herein is subject to change without notice.

Key

HP Asset Hub Download

= link pending

HP Asset Hub Download

= link live




Use Case

HP Secure Print & Insights

A use case outlining the hybrid work background, challenge for IT teams and the solution and benefits offered by HP Secure Print and Insights solution.

Asset Hub Link – US & UK versions

Asset Hub Link – Email & Social




A USE CASE FOR HP SECURE PRINT AND INSIGHTS.

Secure and seamless printing for a hybrid workforce

Background IT teams are finding it increasingly challenging to manage a workforce that transitions between the home and office. This can lead to a difficult print experience for users that is not secure and hard to track.

In this use case we discuss a common IT challenge that is heightened by hybrid working, the solution to this challenge, and benefits IT and end-users will experience as a result.



Challenge

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

With sensitive customer data constantly in transit and limited visibility into how teams are printing, IT is finding it difficult to provide a print environment that is both secure and easy for users to print from wherever they are.



Benefits

HP Secure Print and Insights' delivers simple, convenient, and secure printing to end-users no matter where they are — giving IT teams one less thing to worry about while helping organizations stay focused on achieving its business goals.

Because it's cloud native, secure, and scalable, HP Secure Print and Insights' provides a seamless print experience that's designed for the hybrid workforce of today.



Managing the fleet is also easier for IT – with comprehensive analytics from dashboards that track where and how print is produced. With visibility into print costs and its environmental impact across the enterprise, HP Secure Print and Insights' enables continual optimization of the print environment.


Contact an HP Managed Print Service representative or visit hp.com/secureprint

Reference
1. Secure Print works with most network-connected printers and MFPs. On-device authentication requires HP FutureSmart firmware A3 or newer. Supported card readers include N303A (HP USB Universal Card Reader) and VT225A (HP HP2 KeyStroke Reader). Internet connection required for some functionality. For more information, see hp.com/secureprint.

© Copyright 2021 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products

Social posts and EDMs

Managing a hybrid workforce can be a challenge—not to mention figuring out how to support remote printing. Track print usage across distributed work environments with unmatched document visibility.




A USE CASE FOR HP SECURE PRINT AND INSIGHTS: Making print fleet management easy

DOWNLOAD

Get to know HP Secure Print and Insights today. [Learn more](#)

Managing hybrid working requires simple and flexible workflow solutions. HP Secure Print and Insights provide the information to track, manage and secure your print environment.




A USE CASE FOR HP SECURE PRINT AND INSIGHTS: A seamless print experience designed for hybrid work

DOWNLOAD

Secure and easy-to-use print solutions. [Learn more](#)

Track and secure your hybrid workforce's print experience




Dear <Name>,

The move to hybrid work has made it increasingly challenging to oversee users moving between the home and office. The use case 'Secure and seamless printing for a hybrid workforce' shows how HP Secure Print and Insights can help you gain visibility into how your teams are working—and how you can help them work better.

READ NOW

Don't let hybrid work lead to a difficult print experience.



Dear <Name>,

To improve collaboration and productivity, you need a hybrid print solution that provides visibility into how your teams are working. The use case 'Secure and seamless printing for a hybrid workforce' demonstrates the challenge, solution and benefits that HP Secure Print and Insights can deliver for your business.

READ NOW


Key

HP Asset Hub Download

= link pending

HP Asset Hub Download

= link live




Use Case

HP Workpath

A use case outlining the hybrid work challenges for IT teams and the potential benefits from HP Workpath solutions.

Asset Hub Link – US & UK versions

Asset Hub Link – Email & Social



A USE CASE FOR HP WORKPATH APPS:

Support your hybrid workforce with unified cloud-connected print workflows

Background Many departments across organizations continue to depend on manual, paper-based workflows. Keeping these outdated processes running within a hybrid environment can be challenging for IT, but even more so when things go wrong.

In this use case we discuss a common IT challenge that is heightened by hybrid working, the solution to this challenge, and benefits IT and end-users will experience as a result.

Challenge

In one such scenario, the end of the financial reporting period is fast approaching. The Head of Accounting needs to upload a large number of invoices to OneDrive®, and the legal department needs to review all sales contracts from the global and regional offices before the last day of the month.

These urgent tasks need to begin immediately, yet scanning and storing each invoice and contract could take hours using a 'scan to email' solution which requires extensive modification and folder assignment after scanning.

Likewise, helping the legal team to locate and print files scattered across different directories is just as simple. Enhanced search and filter capabilities are accessible directly from the control panel, making it easy to navigate and find specific invoices and sales contracts across directories.

Most importantly – every workflow is secure. HP for OneDrive® supports cloud sign-in-once (SIO) authentication, ensuring that only authorized users can access the device and that confidential documents are protected.

Benefits

IP for OneDrive® helps users and IT teams save time and effort by eliminating the complex, manual processes that printing and scanning often entail.

IP Workpath apps are compatible across a whole suite of apps in this category, of which OneDrive® is just one example. This means organizations can select and deploy the apps which suit their existing portfolio with ease.

By streamlining workflows across the organization, IP Workpath apps help teams respond swiftly to requests for support from colleagues and customers alike, keeping them focused on the tasks that matter.

Sign Out Administrator 4:08 PM








1 

Contact an HP Managed Print Service representative or visit hp.com/go/workpath

Social posts and EDMs

Cloud-connected print workflows are easier to manage than you think. Give your teams the security of HP for OneDrive and the power of HP Workpath to keep them focused on the tasks that matter. [<insert link><insert tag>](#)




A USE CASE FOR HP WORKPATH APPS:

Transform your MFP into a platform for innovation

[DOWNLOAD](#)

Simplify the way you work with HP Workpath. [Learn more](#)

Transition from paper-based workflows to digital effortlessly with HP Workpath. Learn how easy it is to empower your workforce with customized print and scan solutions. [<insert link><insert tag>](#)




A USE CASE FOR HP WORKPATH APPS:

Streamline workflows and boost productivity with HP print and document solutions

[DOWNLOAD](#)

Simplify the way your business works. [Learn more](#)



Transform your cloud-connected workflows with HP

Dear <Name>,


Make your teams' transition from paper-based to digital-based workflows easier with the customized print and scan solutions of HP Workpath. Learn how HP Workpath can support your hybrid workforce in this concise use case that quickly outlines the challenge, solution and benefits of a simplified print experience.

[READ NOW](#)

If you prefer not to receive these emails, please unsubscribe [here](#).

For more information regarding HP's privacy policies and practices, please visit our [Privacy Statement](#) or write to us at: HP Inc. Privacy Mailbox, 1501 Page Mill Road, Mail Stop 1000, Palo Alto, California 94304.

© Copyright 2021 HP Development Company, L.P. The information contained herein is subject to change without notice.



Streamline your hybrid workflows with HP Workpath

Dear <Name>,

Is your hybrid workforce still struggling with paper-based workflows? Moving to digital workflows is easier than you think with HP Workpath. This use case for HP Workpath apps will show you how easy it is to support your hybrid workforce with unified cloud-connected print workflows. The benefits can help keep your business ahead of the rest.

[READ NOW](#)

If you prefer not to receive these emails, please unsubscribe [here](#).

For more information regarding HP's privacy policies and practices, please visit our [Privacy Statement](#) or write to us at: HP Inc. Privacy Mailbox, 1501 Page Mill Road, Mail Stop 1000, Palo Alto, California 94304.

© Copyright 2021 HP Development Company, L.P. The information contained herein is subject to change without notice.

Key

HP Asset Hub Download

= link pending

HP Asset Hub Download

= link live



Hybrid EDM

Generic EDM introducing the option to explore how HP print service and solutions could help the customer with their transition to hybrid. Not connected to a specific asset.

Asset Hub Link – Email



Dear <Name>,

Did you know that 73% of employees want flexible, remote work options to stay?¹ Empowering your employees to work the way they choose can help your hybrid teams move fast, seize opportunities and create value you never thought possible. This starts with cloud-enabled workflow solutions that make collaboration simple, whether people are at home or in the office.

Speak to us today to find out how we can make printing simple for your hybrid workforce.

LEARN MORE

1. Work Trend Index Survey, Edelman, Jan 2021 (31,092 full-time employed or self-employed workers across 31 markets)

If you prefer not to receive these emails, please unsubscribe [here](#).

For more information regarding HP's privacy policies and practices, please visit our [Privacy Statement](#) or write to us at: HP Inc. Privacy Mailbox, 1501 Page Mill Road, Mail Stop: 1500, Palo Alto, California, 94304.

© Copyright 2021 HP Development Company, L.P. The information contained herein is subject to change without notice.

