

THE WINDOWS 11 PRO DIFFERENCE



Everyone wants to love the work they do. Because when you do, work doesn't feel like work. Empower your clients with the world's most secure PC and print portfolio with the strength of HP and Poly technology, delivering the best experience from PCs to meeting rooms.

UPGRADE TO WINDOWS 11 WITH INTEL POWERED HP DEVICES

HP and Intel have teamed up to provide you with 14 AI PC solutions perfect for your clients' business. Not only that but you can exponentially grow your Microsoft business by adding software and services to improve their experience.

Windows Pro device is the gateway to **MORE**

\$1

Microsoft Revenue

7X

\$7.63

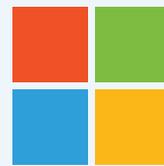
MS Services-led Partner Economic Value



Windows PC



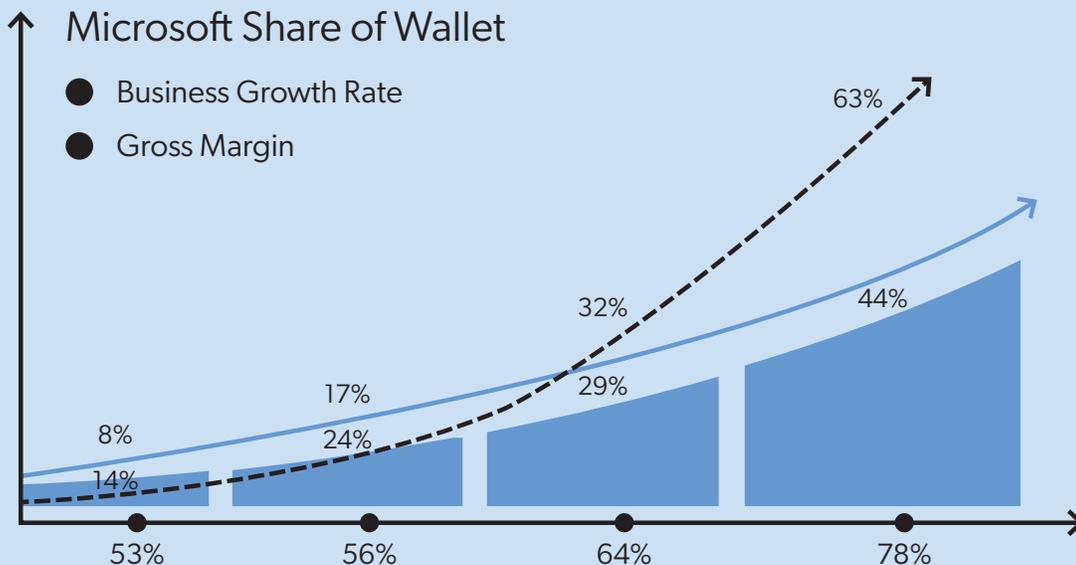
Autopilot Intune



Microsoft 365



Azure cross-sell



- Co-Marketing Alignment
- Targeted Marketing Incentives
- Opportunity Targeting Data
- Training & Enablement Support

AI PERSONAS IN YOUR CLIENT'S BUSINESS

Personas represent critical and actionable information about 100% of workstyles in a typical company. Understanding these audiences and the work they do will empower you to offer the perfect solution for their specific use-case.

Meet Our Personas

FRONTLINE & BACK-OFFICE WORKERS (31%)



Frontline Pros
11%



Office Independents
14%



Support Pros
6%

KNOWLEDGE WORKERS (39%)



Office Collaborators
26%



Remote Collaborators
7%



Road Warriors
6%

MODERN LEADERS (11%)



Modern Leaders
11%

SPECIALISTS (19%)



Tech Experts
11%



Creative Experts
8%

FRONTLINE AND BACK OFFICE WORKERS

Frontline & back office workers – make up 31% of the worker personas and consist of frontline Pros, Office Independents and Support Pros.

These employees interact directly with customers, train and educate others, and perform admin, manual, and machine assisted tasks. HP solutions equipped with Wolf Security provide the ease of use and peace of mind they need!



FRONTLINE PRO Align Technology to workstyle

COLLABORATION



Poly Voyager 5200



HP 325 FHD Webcam

PRODUCTIVITY



HP 635 Multi-Device Wireless Mouse

HP 425 Programmable Bluetooth Mouse



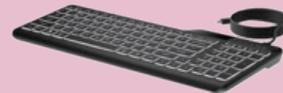
HP USB-C 65W Laptop Charger

HP USB-C Dock



HP Renew Business 14.1/15.6 Laptop Bag

HP 405 Backlit Wired Keyboard



DISPLAY



HP P24h G5 FHD Monitor

COMPUTE



HP Elitebook x360 830 G11



with



Windows 11

PRINT & SERVICES HP Wolf Security



HP Color LaserJet Enterprise MFP 5800
HP Carepack U45Q5E - HP 3 year Next Business Day with DMR Service for Color LaserJet Enterprise MFP 580x



HP Color LaserJet Enterprise 6800 Series
HP Carepack U45SX5E - HP 3 year Next Business Day with DMR Service for Color LaserJet Enterprise MFP 680x

KNOWLEDGE WORKERS

Knowledge Workers represent 39% of worker personas. Knowledge workers are made up of office and remote collaborators as well as Road warriors.

Office Collaborators make up 26% of the knowledge worker personas. These collaborative professionals handle a diverse range of tasks, including content creation, conceptual work, financial management, administration, and leadership responsibilities primarily from the office. For them, technology needs to be trustworthy to give them peace of mind and ensure efficiency.



OFFICE COLLABORATOR Align Technology to workstyle

COLLABORATION



HP 625 FHD Webcam



Poly Voyager Focus 2 with Universal Stand



Poly CCX 505

PRODUCTIVITY



HP Thunderbolt 120W G4 Dock

HP 425 Programmable Bluetooth Mouse



HP USB-C 65W Laptop Charger

HP Universal USB-C Multiport Hub



HP Renew Business 14.1/15.6 Laptop Bag

HP 975 Dual-Mode Wireless Keyboard



DISPLAY



HP E34m G4 WQHD Curved USB-C Conferencing Monitor

COMPUTE



HP Elitebook 800/805 Series G11



with



Windows 11

PRINT & SERVICES HP Wolf Security



HP OfficeJet 250 Mobile All-in-One-Printer

HP Carepack UQ211E - HP 2 year Next Business Day Advance Exchange HW support for Consumer OfficeJet High printer

MODERN LEADERS

Modern leaders are hands-on senior professionals who manage a myriad of responsibilities on the move. They are **in the office 54% of the time & 19% on the road**. They process the autonomy to select their work devices & are inherently tech save & style conscious, embodying the leadership in the digital area.



MODERN LEADER

Align Technology to workstyle

COLLABORATION



HP 965 4K Streaming Webcam



Poly Voyager Free 60+ UC



Poly CCX 600

PRODUCTIVITY



HP Thunderbolt 120W G4 Dock



HP USB-C 65W Laptop Charger



HP 715 Rechargeable Multi-Device Mouse



HP 925 Ergonomic Vertical Mouse



HP 965 Ergonomic Wireless Keyboard

HP Renew Business 14.1/15.6 Laptop Bag



DISPLAY



HP Series 7 Pro 34" WQHD Conferencing Monitor - 734pm



HP E14 G4 Portable Display

COMPUTE



HP Elite Dragonfly G4



with



Windows 11

PRINT & SERVICES *HP Wolf Security*



HP OfficeJet 250 Mobile All-in-One-Printer

HP Carepack UQ211E - HP 2 year Next Business Day Advance Exchange HW support for Consumer OfficeJet High printer

SPECIALISTS

Specialist make up 19% of the worker personas, consisting of tech and creative experts. These specialized professionals in design fields are driven by their passion for creative expression and advancement in their careers. They crave cutting-edge technology that will fuel their ambitions.



CREATIVE EXPERT

Align Technology to workstyle

COLLABORATION



Poly Voyager Surround 80



HP 965 4K Streaming Webcam



Poly Voyager Free 60+ UC



Poly CCX 600

PRODUCTIVITY



HP Thunderbolt 280W G4 w/ Combo Cable

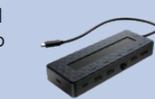


HP 935 Creator Wireless Mouse



HP 715 Rechargeable Multi-Device Mouse

HP 65W GaN USB-C Laptop Charger



HP Universal USB-C Multiport Hub

HP Renew Executive 16-inch Laptop Bag



HP 975 Dual-Mode Wireless Keyboard

DISPLAY



HP Series 7 Pro 37.5" WQHD+ Thunderbolt 4 Monitor - 738pu

COMPUTE



HP ZBook Studio G11



with



Windows 11

PRINT & SERVICES *HP Wolf Security*



HP Color LaserJet Enterprise MFP 5800
HP Carepack U45Q5E - HP 3 year Next Business Day with DMR Service for Color LaserJet Enterprise MFP 580x



HP LaserJet Enterprise M776 Series
HP Carepack UC2W9E - HP 3 year Next Business Day w/DMR Service for Color LaserJet MFP M776

SPECIALISTS

Tech experts Specialized in roles like **development, engineering, and data analysis**, these professionals excel in tackling complex challenges. Their demanding computational tasks drive their technology requirements, leading them to seek cutting-edge and high-performance solutions that are sleek and productive.



TECH EXPERT Align Technology to workstyle

COLLABORATION



Poly Voyager Focus 2 with Universal Stand



HP 965 4K Streaming Webcam



Poly Voyager Surround 80



Poly CCX 600

PRODUCTIVITY



HP Thunderbolt 280W G4 w/ Combo Cable



HP 935 Creator Wireless Mouse



HP 715 Rechargeable Multi-Device Mouse

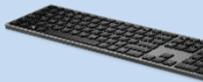
HP 65W GaN USB-C Laptop Charger



HP Universal USB-C Multiport Hub



HP Renew Executive 16-inch Laptop Bag



HP 975 Dual-Mode Wireless Keyboard

DISPLAY



Dual Monitor: HP Series 7 Pro 31.5" 4K Thunderbolt 4 Monitor - 732pk

COMPUTE



HP ZBook Firefly G11



with



Windows 11

PRINT & SERVICES HP Wolf Security



HP Color LaserJet Enterprise MFP 5800
HP Carepack U45Q5E - HP 3 year Next Business Day with DMR Service for Color LaserJet Enterprise MFP 580x



HP LaserJet Enterprise M776 Series
HP Carepack UC2W9E - HP 3 year Next Business Day w/DMR Service for Color LaserJet MFP M776