



Optimize IT assets and resources

How offloading some or all of your daily
device monitoring and security can increase
uptime and decrease IT spend



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Introduction

The modern end-user computing environment is significantly different from what IT has experienced in the past. Employees are no longer tied to cubicles, instead increasingly working in remote locations or on the go. Device proliferation has become standard because of a constant hand-off of work tasks between mobile and desktop computing devices; as a result, the average employee uses more than one device to complete their work—and that number is likely to grow.

This is forcing IT teams to manage and secure many different operating systems, apps, associated system APIs, and cloud services. But a multi-OS end-user computing environment cannot be effectively managed with siloed management and reporting that can lead to increased complexities and costs, security lapses, and a poor end-user experience.

The answer might lie in the increasingly popular “as a service” model that has become widespread in software, infrastructure, and, more recently, computing devices. Businesses are already seeing its benefits in acquiring, deploying, and refreshing devices.

But why stop there? Why not expand that concept to monitoring, supporting, and securing devices so your organization can offload the challenges of daily device security and management, freeing up the IT team to focus on other priorities?

With HP Device as a Service (DaaS), customers get an end-to-end solution that combines hardware, insightful analytics, proactive management, and services for every stage of the device lifecycle. By using HP DaaS for unified endpoint management, companies can optimize IT assets and resources and reduce the workload for IT.

This eBook takes a deeper look at the benefits of HP DaaS and unified endpoint management, and the advantages your company gets from a partnership with HP.





Imagine a world where you walk into the CFO's office to report on how your IT team prevented an embarrassing data breach, saved the company in operating costs, and contributed to increased employee satisfaction. Making those feats more impressive is that at your company employees choose their own devices, and most employees use multiple devices—with multiple operating systems, as is common in today's work environments. Those employees need provisioned applications and the right level of authentication to excel at their jobs, regardless of which device they are using.

Your IT team proactively monitors the data telemetry and makes adjustments that mitigate outages and property loss. The last email you got from the one of the Business Unit GMs actually thanked you for helping her team become more productive.

Sound like fantasy fiction? It's not.

HP Device as a Service (DaaS) provides you with just the kinds of insights that enable your business to optimize productivity and make the most of your IT assets and resources.

CHAPTER 1

Beyond simple PC deployment and refresh

The modern service model has recently extended beyond data centers and software into computing hardware. Device as a Service, or DaaS, gives organizations flexibility at the time of purchase and regular refreshes to the latest technology. Multiple financing options and terms allow organizations to find the plan that best fits into their budget. Organizations can select the best hardware fit for each worker profile, most efficient deployment, optimal support level, and desired services, and get a single point of contact for sourcing, deploying, managing, and supporting their devices.

HP DaaS goes further to deliver modern management that combines analytics and reports from HP TechPulse to keep devices running and secure. This enables IT to more proactively mitigate issues before they affect end users.

HP starts by helping customers choose the right device for the job profile, whether a commercial notebook, desktop, mobile device, or specialized device. IT selects from one of three plans—Standard, Enhanced, Premium—of increasingly deep coverage, or a custom solution. HP and its channel partners offer a full portfolio of services that span the entire device lifecycle—professional consulting; strategy and assessment; pre-configuration and deployment; maintenance services to support users; secure disposal and recycling; and device refresh at end of use.



For companies that need assistance with device deployment and daily device management, HP DaaS includes plans in which Service Experts¹ take on the day-to-day device management with industry leading tools such as VMware Workspace ONE. This unified endpoint management service reduces the burden on the IT team—a team that’s never big enough to respond to the growing challenges of securing and managing devices with multiple operating systems companywide and still focus on its other priorities such as deploying technologies or supporting users.

Workspace ONE delivers a robust set of over-the-air capabilities across the desktop lifecycle, no matter where these devices are located, thus ensuring the device is always up-to-date and protected against modern security threats.

Organizations can also source and manage a multi-OS device environment.² HP DaaS Proactive Management with TechPulse provides insight and endpoint management services for Windows, Apple®,³ and Android devices—regardless of manufacturer.

HP DaaS for Apple includes the ability for customers to procure Apple iPad and iPhone as a service.^{2,3} DaaS for Apple also includes Proactive Management with TechPulse analytics, as well as support for Apple devices, for a predictable price per device.

The capabilities and components of HP Device as a Service provide a smarter way to monitor and manage your devices to ensure more uptime for end-users and optimization of IT assets and resources.



HP DaaS comes in three plan options that deliver the essentials for computing device support and management, with increasingly more robust analytics and options. In addition, HP DaaS offers a full portfolio of services that span the entire device lifecycle:

DISCOVER AND DESIGN

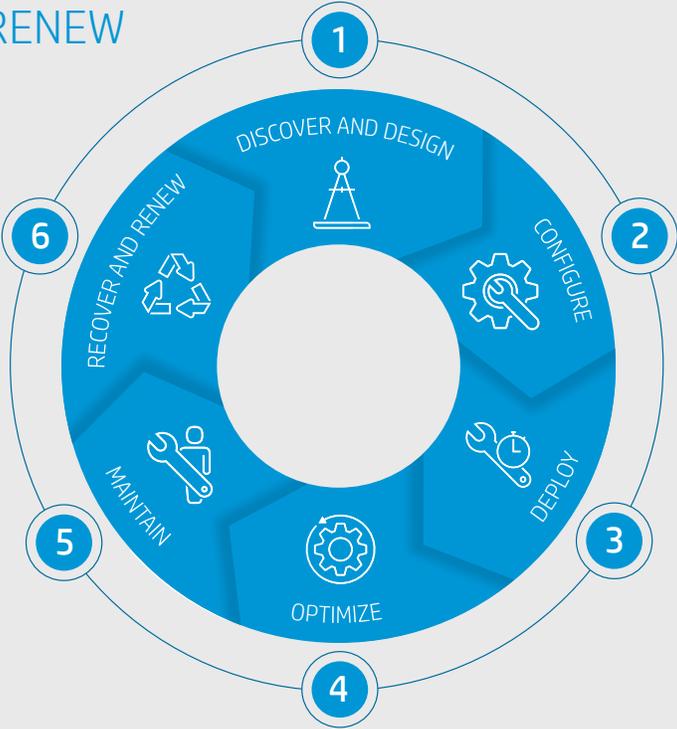
Discover and Design provides strategic guidance, planning, and design from specialized professionals to optimize technology investments.

RECOVER AND RENEW

Recover and Renew services ensure end-of-use devices are safely and securely uninstalled, sanitized, and recycled so customers are ready for a refresh of new hardware.

MAINTAIN

Maintain services provide the timely repair, replacement,⁴ and support of devices for optimal uptime.



CONFIGURE

Configure services ensure devices are effectively configured and integrated into the customer environment, saving time and increasing IT productivity.

DEPLOY

Deploy services cover the efficient delivery, staging, installation and set-up of user devices.

OPTIMIZE

Optimize services enhance organizational and user productivity, security, and manageability.

CHAPTER 2

Diagnosing device health with HP TechPulse

With better data and analytics, we're able to make better decisions. That's why 78% of organizations are making investments in advanced analytics to futureproof their businesses.⁵

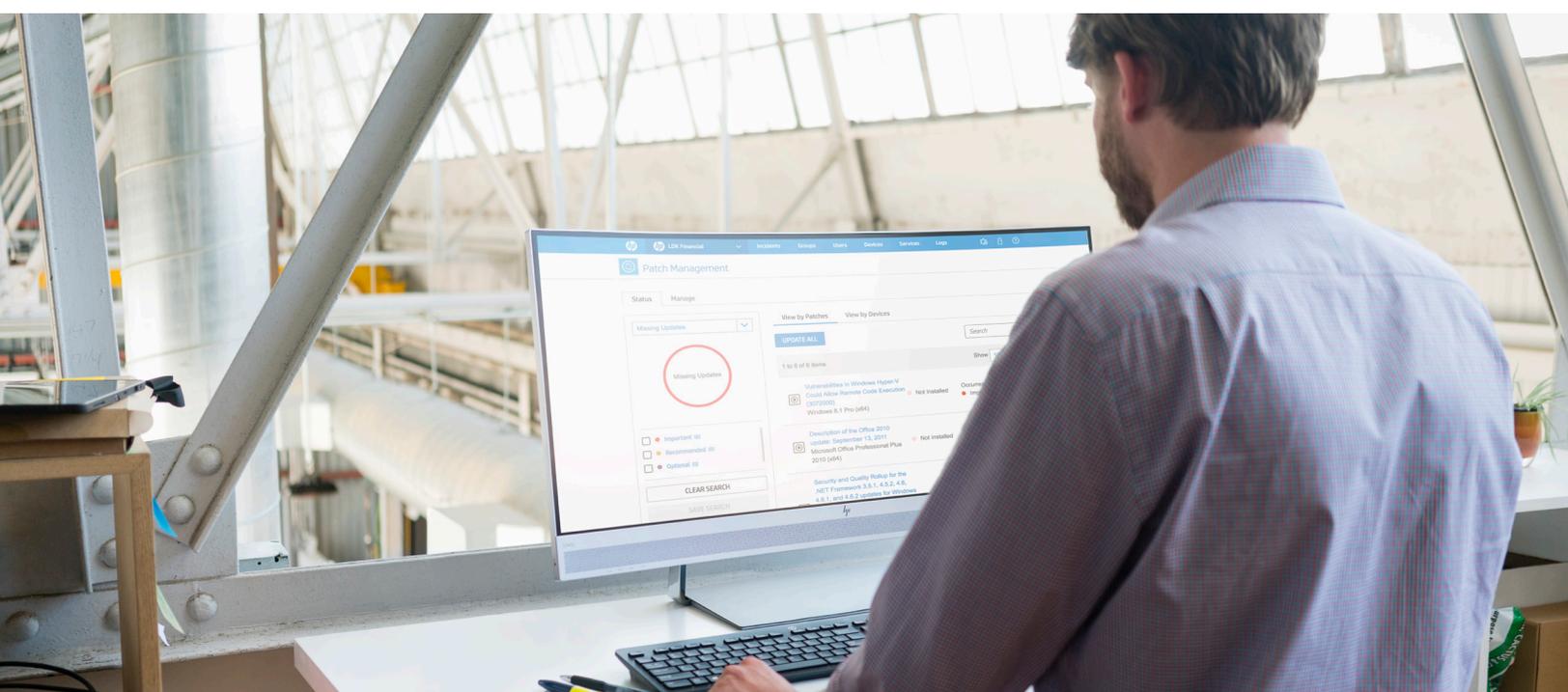
It's no different with device and application management. Health and usage analytics from HP TechPulse, for both hardware and software, are at the heart of HP DaaS. HP TechPulse can monitor and report device performance and status—including installed software, operating system version, application usage, hard drive usage, CPU utilization, and device health.

These analytics call attention to device, application, and OS health indicators that a device or component is about to fail; help companies better match compute power or software licensing to users to maximize IT budget; and reveal security vulnerabilities and which devices have been compromised.

HP TechPulse also anonymously collects data across millions of reporting devices to create better predictive analytics with machine learning to help IT proactively address potential issues before they become company-wide problems.

For organizations that invest a little more, the monitoring can include insights for Apple iPad® and iPhone®,³ and security compliance analytics and deeper advanced analytics for mobile and traditional Windows apps. HP Service Experts¹ monitor and diagnose multi-OS devices³ and apply this intelligence to predict component failures and secure devices and data.

That frees up IT teams to focus on other priorities such as network security, helpdesk management, learning new technologies, and long-term planning while having peace of mind knowing end-user device management is conducted by a provider with decades of experience.



How does HP DaaS help your IT team be heroes? Let's look at some real-life use cases:

Global system integrator

Challenge

The IT team was unhappy with device battery performance. Intel and Microsoft were unable to successfully diagnose the issue.

Solution

With the analytics provided as part of HP DaaS by HP TechPulse, the customer identified a needed firmware revision that helped the organization get better performance immediately.



Medical supply customer

Challenge

The customer unknowingly bought notebooks that didn't meet user needs and didn't have the right security policies in place.

Solution

HP TechPulse analytics identified that the notebooks were underpowered for the job. HP Service Experts¹ also identified which devices were out of security policy⁶ compliance and recommended replacement products to meet the customer computing power needs.

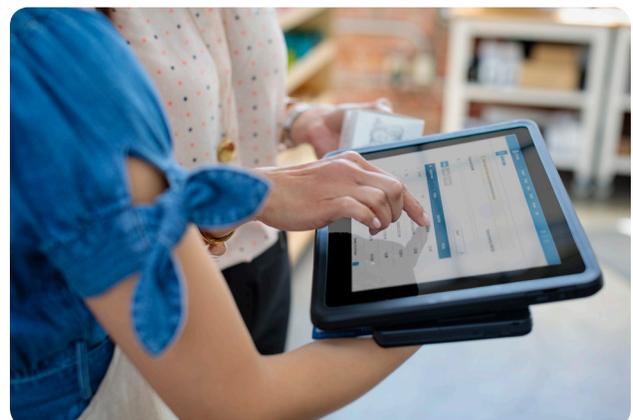
Food and beverage customer

Challenge

The customer was experiencing sporadic blue screen errors that were impacting end-user productivity, but the IT team was unable to diagnose the cause.

Solution

HP Service Experts¹ using TechPulse analytics identified a third-party driver update that was needed. After that update was installed, the blue screen errors stopped.



CHAPTER 3

Proactive management to relieve your IT department

Analytics can propel your device performance and end-user productivity, but acting on that intelligence can be time-consuming. Many self-managed device management solutions are complex, require specially trained resources on the IT team, and are costly to deploy and operate.

The unified management service available with HP DaaS can help.

Drawing on the knowledge they've gained from managing devices for numerous customers, HP Service Experts¹ can optimize IT assets and speed up device and application deployment with various bulk or multiple-device enrollment capabilities, including over-the-air zero-touch enrollment of Apple³ and Windows devices.

But HP Service Experts¹ do much more than simply help companies select and deploy devices. They can secure and manage environments with multi-OS devices³ using HP TechPulse and leading solutions such as VMware Workspace ONE. Using this technology and HP TechPulse insights, HP Service Experts¹ ensure devices remain healthy and operational, security policies are enforced, and IT assets are optimized. By monitoring and securing Windows, Android, iOS, and Mac devices, HP Service Experts help companies fine-tune computing profiles and maximize device uptime and lifespan.

That means organizations get more out of their devices and free up time for their IT team.

With HP Service Experts,¹ it's like having an extension of your IT team, dedicated solely to managing and securing your devices.



HP Service Experts² can help with:

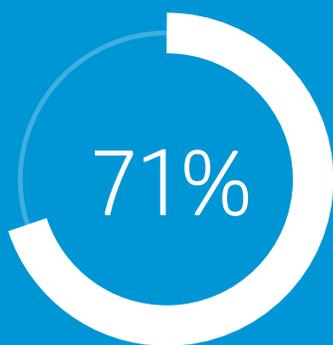
- ✓ Multi-vendor, multi-OS deployment
- ✓ Service onboarding with minimal IT involvement
- ✓ Device and OS health management
- ✓ Security policy⁷ configuration and compliance reporting
- ✓ Application management
- ✓ Windows OS policies and updates
- ✓ Lost device data protection

CHAPTER 4

Security at the device level—and well beyond

More than seven out of 10 organizations in the United States suffered a data breach in the past few years (71 percent), with 46 percent experiencing one in the past year, according to the *2018 Thales Data Threat Report-Global Edition*.⁷ While not all of those breaches cost millions of dollars, even a small amount of financial loss is significant in a tight marketplace—not to mention the possible impact on a company's reputation.

One of the significant points of entry for any attack is through end-user devices. HP DaaS can help with that, too. The protection starts right at the device level.



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HP commercial devices may include:

- HP Sure Start Gen4, which can automatically self-heal the BIOS from malware, rootkits, or corruption.
- HP Sure Click, which works behind the scenes on startup to ensure the device is protected from malicious or unanticipated malware attacks and automatically restores the computer's BIOS within 30 seconds if it's ever attacked or corrupted.
- HP Sure View, a privacy screen that dims the screen so passersby can't read the display.
- HP Sure Recover, which lets IT quickly and easily reimagine devices using only a network connection, and can schedule reimaging for the entire fleet.
- Multi-factor authentication that requires users to provide more than one form of authentication to verify identity and access systems or data as a way of strengthening device security.





Security risks can be further mitigated with policy⁶ implementation and by ensuring firewall and antivirus protections are installed and activated on devices, password and PIN requirements are fulfilled, and encryption policies are in place. For companies that outsource some or all of their day-to-day device monitoring to HP, HP Service Experts¹ act as a virtual security guard to ensure those things are being done and security compliance is being tracked.

They can also ensure that specific policies for mobile devices and BYOD devices are set. For lost or stolen devices, they can lock a device or, if the device cannot be recovered, remotely erase the hard drive.⁸

These HP experts don't simply monitor those areas; they can work with an organization's IT department to determine policy settings, and then remotely implement them and monitor the policy compliance on the organization's behalf, providing reports on a regular basis to keep the IT team in the loop.

By proactively working with your IT to address security vulnerabilities, they ensure security lapses don't present a neon light that attracts cyber attackers to devices and into your network.

Conclusion

As the number of devices in the workplace continues to increase, including BYODs and mobile devices, managing all those endpoints becomes increasingly more complex, eating up more of the IT department's already overscheduled time. This leads to less productivity from IT and from users whose devices crash unexpectedly, as well as inefficient IT spending by the company.

But managing devices doesn't have to be a strain on your organization. With HP DaaS, HP Service Experts¹ use leading unified endpoint management and analytics tools to monitor, troubleshoot, and secure devices throughout your environment, no matter the operating system or location.

With flexible plan options, companies can tailor their solutions with device lifecycle services and financial terms that meet their needs with the convenience of a single price per device.

With HP DaaS, you get the right devices for the job, more insightful and efficient multi-OS device management,² and the flexibility you need for your business, all with the support of an experienced and trusted partner with a global footprint.

HP is an established and trusted partner with more than 20 years' experience serving commercial environments and was the first to market with our "as a service" model—both for computers and printers. HP is also the only manufacturer to offer both printers and computers as a service.

In addition, HP's Device as a Service offering has been recognized with the 2018 TSIA Star Award for Innovation in a Standard Managed Service Offering and/or Catalog. This award underscores HP's focus on customer outcomes, predictive analytics, and long-term customer value creation above all things.

Visit www.hp.com/go/DaaS to learn more, or contact an HP representative or channel partner.



Winner of the 2018 Technology Services Industry Association (TSIA) STAR Award for Innovation in a Standard Managed Service Offering

¹ HP unified endpoint management is provided by HP Service Experts in HP DaaS Enhanced or Premium plans. Service Experts deliver service using VMware Workspace ONE powered by AirWatch. Or, customers using Microsoft Intune may have our Experts manage using licenses they already have. Please check availability of options in your country.

² For full system requirements, please visit www.hpdaas.com/requirements.

³ HP DaaS for Apple® is available in the United States directly from HP and select partners. Other Apple products as a service available through HP DaaS upon request. Please check with the HP representative in your area for availability.

⁴ Service is available 9 hours per day between 8:00 a.m. and 5:00 p.m. local time, Monday through Friday, excluding HP holidays. An HP authorized representative will arrive at the Customer's site during the coverage window to begin hardware maintenance service the next coverage day after the call has been received and acknowledged by HP. Calls received outside the coverage window will be acknowledged the next coverage day and serviced within the following coverage data. Travel zones and charges, if applicable, may vary in some geographic locations.

⁵ "An Experian business review," *experian*, 2018. <https://www.experian.co.uk/assets/business-services/white-papers/experian-business-review.pdf>

⁶ Security Policy and Enforcement and Lock and Wipe available on HP DaaS Enhanced or Premium plans only.

⁷ "2018 Thales Data Threat Report-Global Edition," *Thales*. dtr.thalessecurity.com/

⁸ Remote lock and wipe functionality requires the device to be powered on and have Internet access.

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