



Shaping the
Office of the Future

Focus on employees and their work experience



Focus on employees and their work experience

Flexibility is the norm

Traditional 9-to-5 workdays? They are gradually becoming history. For Millennials and Gen Z - who make up more than half of all employees - flexibility is the norm. They want nothing less than a seamless blend of work and private life.

Blending work and private life in the hybrid working environment

The global health crisis not only forced organisations to allow knowledge workers to work from home as much as possible, but also reinforced the desire of other generations for a fine work/life balance. Employees want to be able to work efficiently at any workplace (at the office, in the home office, on the road...) as soon as it will be possible again.

The right tools & technologies

How to? Provide your employees with the tools & technologies that fit in with their daily activities, wherever they work. Devices must therefore not only be functional but also durable, and allow mobile workers to work quickly, safely and productively anywhere. Preferably with a unique design that matches the personality of the user as well. This means the focus is on employees and their working experience. It allows employees to give the best of themselves wherever they are and stay more connected than ever to their work and to each other.

The individuals of your organisation

A personal approach is more essential than ever in the hybrid working environment. From now on, devices are being tailored to their users, taking into account their specific tasks & responsibilities, manner and place of work and personality. HP makes it easy for you and outlines a number of possible profiles - with associated devices - that can help you better meet the business needs of your employees. In this way, you not only improve the work experience of your employees or ensure that work can be done safely, but you also reduce costs.

5 possible persona's



SHARE OF USERS:

17 %

TIME AWAY FROM DESK:

40-60 %

COLLABORATION:

9 %

Mobile trailblazer

Who is the mobile trailblazer?

Mobile trailblazers are almost always (40-60 % of their time) on the go: they travel from company locations to customers and from partners to external conferences. These mobile employees work efficiently and flexibly and want to be able to respond quickly. Therefore, access to the cloud, a light device with a long battery life, excellent connectivity and a high level of security are essential for them.

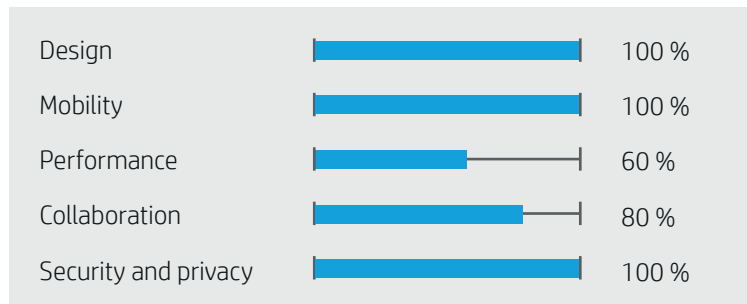
Behaviour

- Up and running in seconds, work on the go & between meetings.
- Not necessarily tech savvy.
- Multitaskers.
- Always connected.
- Heavy cloud users, from all devices.

Typical frustrations

- Limited battery life.
- Lack of connectivity.
- Multiple logins and giving passwords.
- Carrying dongles and adapters.
- Slow boot-up times.

What mobile trailblazers consider important



What mobile trailblazers want

External facing

Design and image.

Work from anywhere

Small and light device.

All day battery.

Always connected

Connectivity regardless of wifi.

Collaboration

Seamless audio/video in conference calls.

Noise reduction.

Security

IR camera and fingerprint to easily log in.

Strong security for public spaces

(HP Sure View...).

Proposed device

HP Elite Dragonfly

- Pen for presenting and ideating.
- HP Sure View for security.
- Mobile data connectivity.
- 360 functionality.



Proposed service level

- Delivery of technology at home.
- Break & fix support at location of choice (incl. home).
- Highest band width home connection.
- Premium proactive security level.
- Office 365, big cloud storage.
- A subscription to HP Instant Ink: ink or toner is automatically ordered and delivered to your door.

Proposed ecosystem



Mobile

- HP E14 G4 Portable Monitor
- Backpack or carrying case
- HP USB-C-mini dock
- Wireless headset
- HP Comfort Grip wireless mouse

Office

- HP P34hc G4 WQHD USB-C Curved Monitor
- HP USB-C dock
- HP Premium wireless keyboard
- Shared MFP: printing 150p/month + scanning

Home

- HP Z38c 37.5 inch Curved Display
- HP Thunderbolt dock 120 W G2 with audio
- HP Premium wireless keyboard
- OfficeJet Pro + 100 p/month Instant Ink



Home & office navigator

Who is the home & office navigator?

Home & office navigators navigate all day through their work environment: in the morning they handle focus tasks in their home office, and in the afternoon they brainstorm with colleagues in the meeting room before processing the input at a focus desk. These employees don't want to waste time and do everything they can to work as efficiently as possible. They need a mobile device with a touchscreen that allows them to collaborate easily, but also enables them to process confidential information securely and with the necessary discretion.

SHARE OF USERS:

23 %

TIME AT DESK:

59 %

COLLABORATION:

>40 %

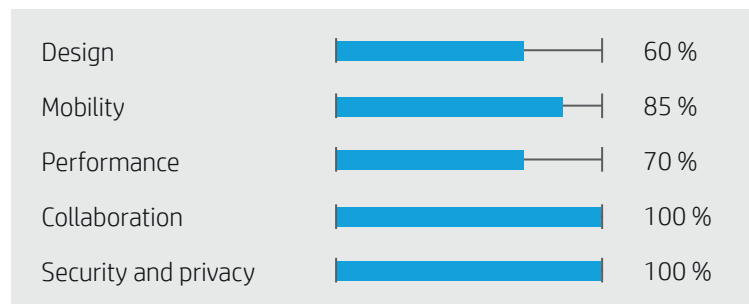
Behaviour

- Move around in the office.
- Full calendar.
- Want to be efficient and don't want to lose time.
- Work with multiple documents most of the time.
- Heavy cloud users, from main device.

Typical frustrations

- Battery life, carrying chargers around the office.
- Physical durability of device.
- Lack of display real estate.
- Difficult meeting room connections.
- Slow computers or tools.

What home & office navigators consider important



What home & office navigators want

Displays

A lot of screen real estate for multitasking.

Touch and work

Quickly connect and work at desk, in meeting room, at home...

Performance

Mid to high performance, allowing multitasking.

Collaboration

Enhanced collaboration tools.

Privacy

To avoid colleagues reading sensitive data.

Proposed device

HP EliteBook 800

- HP Sure View for privacy in the office.
- Display size choice and high display to body ratio.
- Ports to connect to infrastructure are built in.



Proposed service level

- Delivery of technology at work.
- Break & fix support at work only.
- Normal band width home connection.
- Proactive security level.
- Office 365, normal cloud storage, specific company apps.
- A subscription to HP Instant Ink: ink or toner is automatically ordered and delivered to your door.

Proposed ecosystem



Mobile

- Backpack or carrying case
- HP E14 portable display for those who often work on the go
- Wireless headset
- HP Comfort Grip wireless mouse

Office

- HP E24d G4 FHD
Advanced Docking Monitor
- HP E24 G4 FHD Monitor
- HP Comfort Grip wireless mouse
- HP Premium wireless keyboard
- Shared MFP: printing 150p/month + scanning

Home

- HP E27u G4 QHD USB-C monitor
- HP wireless rechargeable 950MK mouse and keyboard
- OfficeJet Pro + 300 p/month Instant Ink



Frontline & back office hero

Who is the frontline & back office hero?

These employees are in a way the standard bearers of an organisation. They are the first point of contact both internally and externally. They usually sit at their (own) desk, but occasionally they work at a different workplace: for example, in the conference room during a customer meeting. Customer focus and multi-tasking are typical of this profile, which often involves performing similar and repetitive tasks.

SHARE OF USERS:

30 %

TIME AT DESK:

60 %

COLLABORATION:

23 %

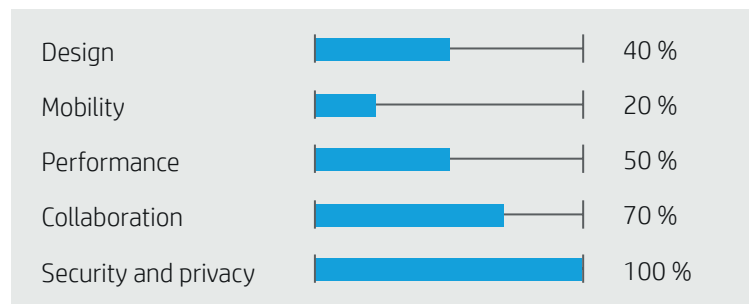
Behaviour

- Trying to meet demands from customers or employees as soon as possible.
- Repetitive task portfolio.
- Focus on efficiency and goals.
- Work with multiple documents most of the time.

Typical frustrations

- Slow computer or tools.
- Poor ergonomic set-up.
- Background noise on calls.
- Inability to see callers.

What frontline & back office heroes consider important



What frontline & back office heroes want

Desk aesthetics

Often at desk so they expect a clean and pleasant desk.

Time sensitive

Fast and reliable systems and devices to answer requests.

Ergonomics

For long hours at desk.

Good contactability

Qualitative audio and video, good connection.

Secure and quick access

Fast authentication, physical device security.

Proposed device

HP EliteDesk 800

- For people who are always at their desk.

HP ProDesk 600

- For employees who are highly productive and do not want to waste time.



Proposed service level

- Delivery of technology at work.
- Break & fix support at work only.
- Normal security level.
- Office 365.



Proposed ecosystem



Office

- Headset
- HP wireless rechargeable 950MK mouse and keyboard
- HP USB-C dock G5
- HP EliteDisplay E243m
- Shared MFP: printing 900p/month + scanning

Home

- HP EliteDisplay E273m
- HP USB-C dock G5



Power user

Who is the power user?

Power users have a need for power. Power users are, for example, developers who need to be able to run multiple processor-intensive applications simultaneously without any loss of performance. They attach great importance to precision and quality, and they demand the same from their hardware.

Behaviour

- Performance is absolute priority.
- Focus on efficiency.
- Appreciate display real estate.
- Value flow/concentration.

Typical frustrations

- Lag time while processing.
- Interrupted workflow.
- Lack of display real estate.
- Not enough room for device/settings customization.

SHARE OF USERS:

15 %

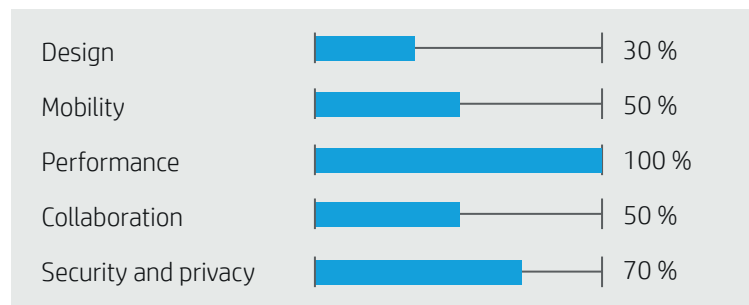
TIME AT DESK:

60 %

COLLABORATION:

11 %

What power users consider important



What power users want

Expandability

Connect evolving technology.

Remote working

Home work allows focus: set-up needs to be transportable.

Speed

Uncompromised performance.

Fast connectivity

Easy access to big data models.

Reliability

Uninterrupted workflow and no data loss.

Proposed device

HP ZBook Fury 15/17

- Blazing fast storage with Z Turbo drive.
- Software certified.
- Highest performance available.



Proposed service level

- Delivery of technology at home.
- Break & fix support at location of choice (incl. home).
- Highest band width home connection.
- Premium proactive security level (sensitive data).
- Office 365, big cloud storage.
- A subscription to HP Instant Ink: ink or toner is automatically ordered and delivered to your door.

Proposed ecosystem



Mobile

- Backpack or carrying case
- Wireless headset
- HP Comfort Grip wireless mouse



Office

- HP Z27q G3 QHD Display
- HP Thunderbolt Dock G2 with combo cable
- HP wireless rechargeable 950MK mouse and keyboard
- Shared MFP: printing 100p/month + scanning



Home

- HP Z27u G3 QHD display
- HP wireless rechargeable 950MK mouse and keyboard
- OfficeJet Pro + 300 p/month Instant Ink



Professional creator

Who is the professional creator?

Professional creators brainstorm and develop day in, day out. They use a variety of specialised applications and need devices that support them optimally to do so. Today, this group of people is increasingly working wherever they want. Because a different work environment – say a coffee bar – often provides professional creators with the much coveted inspiration. That's why this group needs a powerful, mobile device to create without limits.

SHARE OF USERS:

15 %

TIME AT DESK:

71 %

COLLABORATION:

11 %

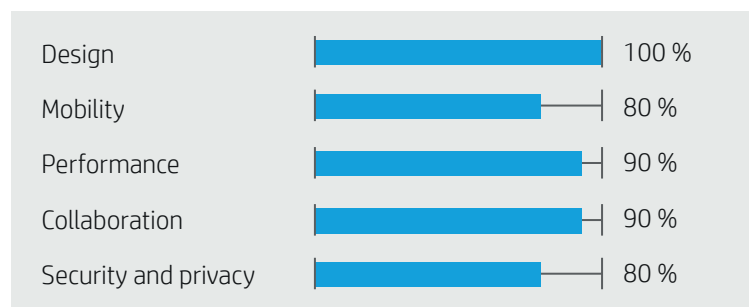
Behaviour

- Performance is important - no delays.
- Ergonomically aware.
- Appreciate good aesthetics.
- Seek creative flow.
- Tech savvy.

Typical frustrations

- Needing to use multiple devices.
- Needing to justify preferred design tools.
- Hard to use editing software.
- File generation/video editing speed.
- Lack of touch/pen functionality.

What professional creators consider important



What professional creators want

Design

Their device and workplace are a statement - needs to be aesthetic and cool.

Creative flow anywhere

Ability to work in coffee shop, home, desk...

Application optimized

Device and accessories need to be optimized for the exact tools they use. Big screen, drawing tablets, headphones...

Reliability

Peace of mind not to lose any work.

Proposed device

HP ZBook Studio

- Beautiful design.
- Blazing fast.
- Working anywhere with ultrabright display.
- Perfect colors with DreamColor display.
- Tested for pro software (Adobe, Autodesk...).



Proposed service level

- Delivery of technology at home.
- Break & fix support at location of choice (incl. home).
- Highest band width home connection.
- Premium proactive security level.
- Office 365, big cloud storage.
- A subscription to HP Instant Ink: ink or toner is automatically ordered and delivered to your door.

Proposed ecosystem



Mobile

- Backpack or carrying case
- Wireless headset
- USB-C mini dock for connecting everywhere
- HP Comfort Grip wireless mouse



Office

- HP Z27xs G3 4K USB-C DreamColor Display
- HP Thunderbolt Dock G2 with combo cable
- HP wireless rechargeable 950MK mouse and keyboard
- Shared MFP: printing 400p/month + scanning



Home

- HP Z27xs G3 4K USB-C DreamColor Display
- HP Thunderbolt Dock G2 with combo cable
- HP wireless rechargeable 950MK mouse and keyboard
- OfficeJet Pro + 700 p/month Instant Ink

