



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:

30 %

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

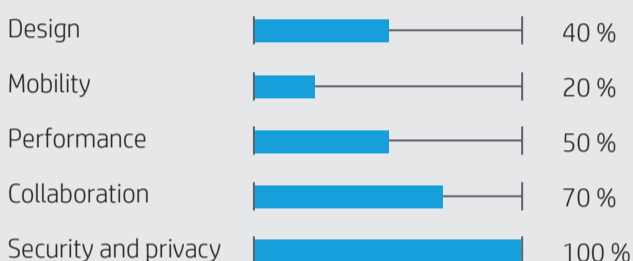
Slow computer or tools.

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 ELITEONE 800

Intel® Core™ i7 processor.

For people who are always at their desk.



HP PRODESK 600

Intel® Core™ i7 processor.

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

Powerful options.

Expandable.

Built-in security.

PROPOSED SERVICE LEVEL

Delivery of technology at work.

Break & fix support at work only.

No home connection.

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