



# 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.

SHARE OF USERS:

17 %

TIME AWAY FROM DESK:

40-60 %

COLLABORATION:

9 %

### 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

Design	100 %
Mobility	100 %
Performance	60 %
Collaboration	80 %
Security and privacy	100 %

### 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

Intel® Evo™ platform powered by Intel® Core™ i7 vPro® processor.

Pen for presenting and ideating.

HP Sure View for security.

### 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