

Opening the Door to Great Sales Opportunities Using HP PCs with Intel® vPro™ Technology

PC security, manageability, and performance – each at a new level.

HP Business Desktop and HP Business Notebook PCs based on the 3rd generation Intel® Core™ vPro™ processor family bring remote manageability, proactive security, and up to a \$276 per year, per PC reduction in energy costs¹ – giving your customers better protection and more uptime while lowering their PC management cost significantly.² With these advanced technologies, your customers can:

- Discover all their hardware and software computing assets remotely, even if systems are powered off.³
- Remotely configure, diagnose, isolate, and repair infected PCs even if they are off or the OS is unresponsive – including notebooks over wireless networks.³
- Deliver outstanding performance with Intel® HyperThreading Technology⁴ and Intel® Turbo Boost Technology 2.0.⁵
- Remotely disable lost or stolen laptops.⁶

And if you're driving or considering a managed services model, Intel® vPro™ technology² is supported by the leading PC management consoles to extend your service capabilities and revenue opportunities.

Extend the Conversation and Increase Your Influence in Customer Accounts

The new capabilities presented by Intel Core i5 vPro and Intel Core i7 vPro processors meet the demands that your customers have now:



The need to get more out of IT budgets. 91% of the average IT budget goes to maintaining existing infrastructure.⁷ Reducing maintenance costs frees resources for value-add activities.

The need for protection from growing security threats. Customers are increasingly aware of the large potential risks to their business from viruses, malware, and data theft. PCs with Intel vPro technology can reduce patch saturation time up to 92%.⁸

The need for a stable PC infrastructure that can handle increased demands. Downtime is lost business, and your customers' PCs must be able to handle new and more demanding software tools in order to stay competitive.

HP Business Notebooks and HP Business Desktop PCs featuring and Intel vPro technology meet these demands and give you an opportunity to start valuable conversations now. remediation is faster and less expensive.

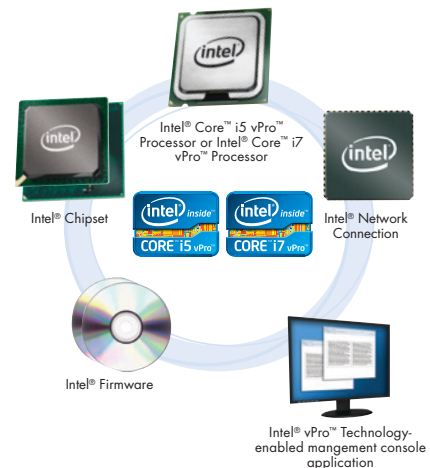
HP Desktops available with the 3rd generation Intel® Core™ vPro™ processor family

- HP Compaq 8300 Elite*

HP Notebooks available with the 3rd generation Intel® Core™ vPro™ processor family

- HP 2170p EliteBook*
- HP 2570p EliteBook
- HP 8470p EliteBook
- HP 8570p EliteBook
- HP 8470w EliteBook
- HP 8570w EliteBook
- HP 8770w EliteBook
- HP 6470b ProBook*
- HP 6570b ProBook
- HP Folio* 9470M Ultrabook™

The five key ingredients of Intel® vPro™ technology





Customer-Demanded Value that You Can Deliver Now

HP PCs with Intel vPro technology work with the leading PC management consoles to let your customers do things they couldn't do before, giving you the opportunity to offer high-ROI enhancements to their infrastructure today.

Proactive security that reduces risk and downtime up to 60%⁹

- A suite of security technologies is built right into the 3rd generation Intel Core vPro processor
- Intel® Anti-Theft Technology can disable lost or stolen notebooks to protect sensitive data⁶
- Better compliance to approved security configurations
- Automatic security updates regardless of system state
- Faster identification and isolation of infected PCs

Remote manageability that reduces costs

- Remote asset inventory completed in minutes rather than days, even if PCs are powered down or inoperative
- Remote down-the-wire remediation and 86% fewer desk-side visits¹⁰
- Faster and more efficient response to support incidents with hardware-based KVM¹¹
- Lower-cost manageability helps customers recoup their investment in an Intel Core i5 vPro processor laptop or desktop in as little as nine months¹²

Energy-efficient performance to power demanding applications and OSs

- Increased energy efficiency enables up to a \$276 per year, per PC reduction in energy costs¹
- Outstanding performance provides an excellent experience with Windows[®] 7's improved collaboration, mobility and security features, and gets customers ready for Microsoft Office[®] 2010

HP Delivers the Total Package for Advanced PCs

Only HP Business Notebooks and HP Business Desktop PCs featuring Intel vPro technology can deliver the HP total solution difference to your customers, including:

- HP ProtectTools Security Manager* for single-user client security management
- RAID 1 configuration for constant, automatic backup
- HP Backup and Recovery Manager* for simple roll-backs
- DriveLock* to help protect assets from theft or tampering in open office environments
- HP's unmatched quality and design
- HP factory services, including preprovisioning

Extend the Refresh Conversation with Your Customer – and Build Your Sales

The solid benefits and ROI of HP Business Notebooks and HP Business Desktop PCs featuring Intel vPro technology present an excellent opportunity to revisit your customers with significant value. Here's where to find tools and information to help you sell:

Sales Tools to Use

New in 2012 is our software configuration tool, SCS 8.0 which helps activate Intel vPro technology faster in larger corporate environments. Find out more at www.intel.com/go/scs.

Use the HP Intel vPro Upsell Guide to start a refresh conversation with your customer, available at msp.intel.com/hpupsellguide.

To educate your customers about the advantages of HP PCs with Intel vPro technology, point them to www.hp.com/go/pro.

For a 10-minute training session on how to sell systems featuring Intel vPro technology, see www.intelsalestraining.com.

For help in implementing Intel vPro technology in your managed services offerings, see the Self-Administered SMB Intel vPro Technology Activation Program at msp.intel.com/activation.

For More Information

For more information, contact your HP or Intel sales representative.

¹ Field testing by Alvarez Technology during January 2010. <https://msp.intel.com/assets/AlvarezCS.pdf>.

² Intel® vPro™ Technology is sophisticated and requires setup and activation. Availability of features and results will depend upon the setup and configuration of your hardware, software and IT environment. To learn more visit: <http://www.intel.com/technology/vpro>.

³ Requires activation and a system with a corporate network connection, an Intel® AMT-enabled chipset, network hardware and software. For notebooks, Intel AMT may be unavailable or limited over a host OS-based VPN, when connecting wirelessly, on battery power, sleeping, hibernating or powered off. Results dependent upon hardware, setup & configuration. For more information, visit <http://www.intel.com/technology/platform-technology/intel-amt>

⁴ Requires an Intel® HT Technology enabled system, check with your PC manufacturer. Performance will vary depending on the specific hardware and software used. Not available on Intel® Core™ i5-750. For more information including details on which processors support HT Technology, visit <http://www.intel.com/info/hyperthreading>

⁵ Requires a system with Intel® Turbo Boost Technology capability. Intel Turbo Boost Technology 2.0 is the next generation of Turbo Boost Technology and is only available on 2nd gen Intel® Core™ processors. Consult your PC manufacturer. Performance varies depending on hardware, software, and system configuration. For more information, visit <http://www.intel.com/technology/turboboost>.

⁶ No system can provide absolute security under all conditions. Requires an enabled chipset, BIOS, firmware and software and a subscription with a capable Service Provider. Consult your system manufacturer and Service Provider for availability and functionality. Intel assumes no liability for lost or stolen data and/or systems or any other damages resulting thereof. For more information, visit <http://www.intel.com/go/anti-theft>

⁷ IT Spending and Staffing Survey, Gartner, November 2005.

⁸ Based on field testing by NetGain, February 2011.

⁹ Based on field testing by Next Step Networking, February 2011.

¹⁰ Based on field testing by Speros Technology, December 2010. For more information, see: <https://msp.intel.com/assets/SperosCS.pdf>

¹¹ KVM Remote Control (Keyboard Video Mouse) is only available with Intel® Core™ i5 vPro™ processors and Core™ i7 vPro™ processors with active integrated graphics. Discrete graphics are not supported.

¹² "Using Total Cost of Ownership to Determine Optimal PC Refresh Lifecycles", Wipro Technologies, March 2009 (www.wipro.com/industryresearch). Based on a survey of 106 firms in North America and representing 15 different industries and projections based on a Model Company developed by Wipro Technologies. Computer system price data updated November 2009. Actual results may vary based on the number of use-cases implemented and may not be representative of results that individual businesses may realize. For additional implementation examples refer to Intel Case Studies available at <http://communities.intel.com/openport/docs/DOC-1494>.

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