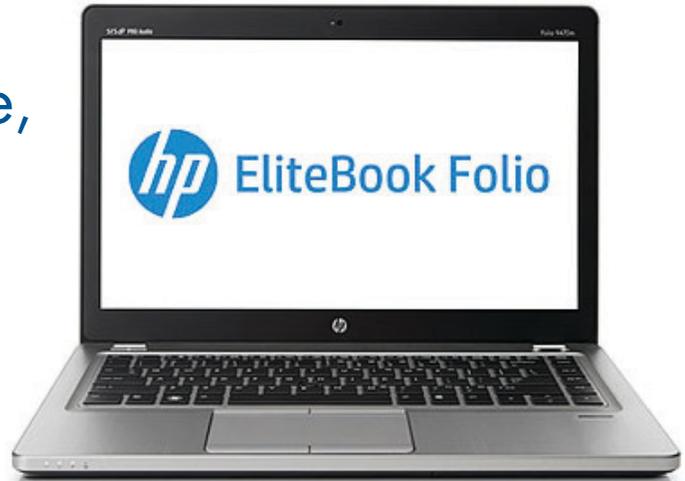




With Up to 86% Less Downtime, Your Customers Want HP PPS Systems Based on the Latest Technology

For advanced manageability and security,
it's HP systems based on the Intel® Core™ vPro™
processor family



Intel® Core™ Processor	HP Systems	Features and Benefits
Enterprise Class Systems featuring Intel® Core™ i7 vPro™ Processor	HP Compaq* 8300 Elite* Desktop HP EliteBooks*: 2170p 2570p 8470p/w 8570p/w 8770w HP ProBooks*: 6470b 6570b Ultrabook™: Folio* 9470m	<ul style="list-style-type: none"> • Up to a 96% decrease in OS and hardware remediation with Intel® vPro™ technology dramatically reduces TCO¹ • Highest performance for today's and tomorrow's demanding business applications • Highest functionality with full Professional Innovation features including HP QuickWeb and HP DuraCase • Best investment protection
Business Class Systems featuring Intel® Core™ i5 vPro™ Processor	HP Compaq* 8300 Elite* Desktop HP EliteBooks*: 2170p 2570p 8470p 8570p HP ProBooks*: 6470b 6570b Ultrabook™: Folio 9470m	<ul style="list-style-type: none"> • Up to an 86% reduction in desktside visits delivers improved TCO¹ • Outstanding performance for business applications • Higher reliability with more Professional Innovation features including HP QuickWeb and HP DuraCase
Basic Business Class Systems featuring Intel® Core™ Processors without Intel® vPro™ technology	HP Pro* 6300 Desktop	<ul style="list-style-type: none"> • Limited (traditional) manageability features • Baseline business features • Baseline performance



Getting your SMB customers to buy up to HP business laptops and desktops with Intel® vPro™ technology is good for them and good for you. Here's your easy guide to why it's better.

Just ask your customer one or more of these questions:



How are you managing and controlling your PC costs?

- *TCO is made up mostly of management costs:* Purchase price is typically only 20% of total TCO. Intel® vPro™ technology reduces the other 80% significantly.²
- *Cheaper repairs:* Technicians can reach and repair Intel vPro technology-based PCs remotely even if they're turned off or the operating system is down.³
- *Faster payback:* Recoup your investment in an Intel® Core™ i5 vPro™ processor-based laptop or desktop in as little as 9 months.⁴
- *Lower energy costs:* You can save up to \$276 per year, per PC in energy costs with an HP PC with Intel vPro technology.⁵

How are you handling internal and external security threats?

- *Increased risk:* Threats from malware and viruses continue to grow, and one bad hack can cost you your business. The 3rd generation Intel® Core™ vPro™ processor has embedded security that provides an added layer of protection that strengthens your existing PC security.⁶
- *Proactive protection:* Technicians can update security software anytime, even if PCs are turned off—and they can be patched up to 92% faster.⁷
- *Safeguarding your company information:* With users on the go and laptop thefts on the rise, data loss, as well as financial and legal exposure and a potential breach of compliance with regulations regarding data privacy are real concerns. Embedded Intel® Anti-Theft Technology helps protect your data by allowing IT to disable lost or stolen laptops.⁸

How can you make your company more productive?

- *Reducing downtime incidents:* PC downtime is lost productivity – every time. HP PCs with Intel vPro technology can reduce downtime up to 83%.⁹
- *Prevent issues before they happen:* Intel vPro technology alerts technicians to many developing issues before they cause downtime.
- *Complete repairs faster:* Needed repairs can be done remotely and more quickly, minimizing downtime. In fact, hardware and software repair times can be reduced up to 96% when using HP PCs with Intel vPro technology.¹⁰
- *Reducing and minimizing interruptions:* No waiting for software updates to process, since they can be done remotely overnight.

¹ Based on field testing by Speros Technology, December 2010. For more information, see: <https://msp.intel.com/assets/SperosCS.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 Intel® Active Management Technology requires the computer system to have an Intel® AMT-enabled chipset, network hardware and software, as well as connection with a power source and a corporate network connection. Setup requires configuration by the purchaser and may require scripting with the management console or further integration into existing security frameworks to enable certain functionality. It may also require modifications of implementation of new business processes. With regard to notebooks, Intel AMT may not be available or certain capabilities may be limited over a host OS-based VPN or when connecting wirelessly, on battery power, sleeping, hibernating, or powered off. For more information, see <http://www.intel.com/technology/platformtechnology/intel-amt/>.

⁴ "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>.

⁵ Field testing by Alvarez Technology during January 2010.

⁶ No computer system can provide absolute security under all conditions. Built-in security features available on select Intel® Core™ processors and may require additional software, hardware, services and/or an Internet connection. Results may vary depending upon configuration. Consult your PC manufacturer for more details.

⁷ Based on field testing by NetGain, February 2011.

⁸ 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>.

⁹ Based on field testing by Technology Partners, February 2011.

¹⁰ Based on field testing by IT Authorities, October 2009.

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