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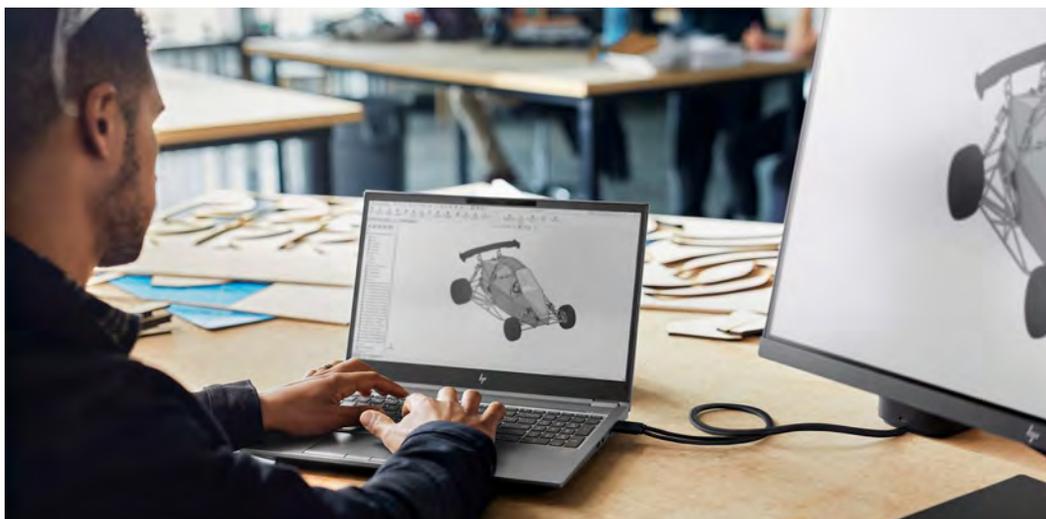
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## Z BY HP INDUSTRY SEGMENT PLAYBOOK

This playbook will help you better understand the industries, applications, and challenges faced by your customers. It provides insight for positioning Z by HP desktops, laptops, racked workstations, and displays by industry segment. Knowing your customers and the challenges they face is key to configuring the right solution.

### WHAT'S IN IT FOR ME?

#### INCREASED MARGINS AND REVENUE

Choosing a workstation can be a tough discussion with your customers, especially if they are using consumer PCs for their professional applications. If their applications and file sizes dictate a beefier configuration, they will not be happy with the performance of a standard PC.

The ability to provide the right solution for each client makes closing the sale—and selling more—that much easier. Z by HP products can provide higher margins, more revenue, and service revenue opportunities with HP manageability and security.

#### CREDIBILITY

Matching the technology to the task is essential and recommending the right system for the job can be daunting. Arm yourself with knowledge to better understand the challenges our users face. Recognize which markets are ideal for workstation sales and the applications they use. Know which questions to ask and immediately recognize popular software applications by segment.

### WHAT'S IN IT FOR MY CUSTOMER?

#### GO WITH A MARKET LEADER

HP has been a respected leader in the workstation market for over 35 years and is a trusted advisor to many customers with a reputation of quality backed by global support.

#### CHOOSE FROM A DIVERSE PORTFOLIO

The one size fits all tag does not apply. Z by HP solutions offer a broad range of desktops, laptops, and displays to fine tune solutions according to your use model.

#### BENEFIT FROM A LEGACY OF COMMITMENT

Through long-term investments in product innovation, customers, partner relationships, equipment, and software testing and certification, HP has demonstrated its commitment to the workstation industry. Many HP innovations are based on customer feedback and we strive to help customers reinvent the way they work.



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# PRO-GRADE TECH TO POWER YOUR BREAKTHROUGH



## DESKTOP PORTFOLIO

Z by HP desktops are for technical and creative professionals who demand the highest performance for the heaviest of workloads.

### Z1 Tower

Step up to the most affordable pro-certified Z desktop.<sup>1</sup>

### Z2 Mini

Our most powerful mini workstation. Now even mightier.

### Z2 Small Form Factor

Small size. Endless options.

### Z2 Tower

Engineered to evolve.

### Z4

Our best-selling workhorse.

### Z6

A future-proof powerhouse.

### Z2 Mini

Our most powerful mini workstation. Now even mightier.

### Z8

Max out on performance with our most powerful workstation.

## ZBOOK PORTFOLIO

Z by HP laptops are designed for on-the-go professionals.

### ZBook Firefly

ZBook performance, more mobile than ever.

### ZBook Studio

Power to free the creative mind.

### ZBook Create

The new standard for the serious creator.

### ZBook Power

HP's most affordable 15-inch mobile workstation.

### ZBook Fury

HP's most powerful 15- and 17-inch mobile workstations.



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red dot  
winner 2021

HP REVERB G2 OMNICEPT EDITION VR HEADSET EARNS RED DOT:  
BEST OF THE BEST AWARD

The Red Dot: Best of the Best is awarded for groundbreaking design and is the highest award in the competition. This prize is reserved for the best products in a category.

In addition, products receiving the Red Dot: Product Design 2021 award for design excellence include:

- HP Reverb G2 VR Headset
- HP ZBook Power G7 Mobile Workstation
- HP Z Display 27" diagonal
- HP ZCentral 4R 1U Rack Workstation

RACKED WORKSTATION

ZCentral 4R

Our most powerful 1U rack workstation.

VIRTUAL REALITY (VR)

HP VR Backpack

VR this powerful is no toy.

HP Reverb VR Headset

The no-compromise VR headset.

HP Omnicept Solution

The insights you need to revolutionize VR.

ZDISPLAY PORTFOLIO

Z Display

HP Z27q G3, Z24f G3, Z24n G3

HP Z Displays set new standards for the industry with seamless color accuracy, unrivaled performance, minimalist design, and end-to-end environmental responsibility. Experience exceptional vibrancy on the world's most color accurate monitor series with always-on low-blue-light.<sup>2</sup>

Z 4K USB-C Display

HP Z27k G3 4K USB-C

Bring ideas to life with remarkable color accuracy in precise 4K UHD resolution. Refine your work experience and transform your PC into a powerhouse with the world's first 27-inch diagonal 4K monitor with 100W USB-C® Power Delivery.<sup>3</sup>

Z USB-C Display

HP Z27u G3 and Z24u G3

Uninterrupted workflows are integral to your process. Whether you work on a Mac or PC, with 100w USB-C® power delivery, you can transform your laptop into a powerhouse system with complete compatibility across devices.

Z DreamColor Display

Z25xs G3, Z27xs G3

Create, design, and simulate with seamless color accuracy and unrivaled performance. With one-touch brightness, borderless design, and over a billion on-screen colors, now creatives can work with unique features designed specifically for them.

Z Curved Display

Z38c

Completely immerse yourself in the expansive elegance of the HP Z38c Curved Display. Form meets function with crisp, panoramic views on a 37.5-inch diagonal screen with 4K-wide resolution so you can stay focused on your work.



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# Z BY HP INNOVATIONS

## HP DREAMCOLOR TECHNOLOGY

Award-winning HP DreamColor technology ensures accurate, consistent colors from screen to screen.

## ZCENTRAL REMOTE BOOST<sup>4</sup>

Remotely connect your tablet, laptop, or even a thin client to the powerful workstation PC back in the office, data center, or lab so you can work on graphics or compute intensive projects from anywhere.

## ZCENTRAL CONNECT<sup>5</sup>

Manage connections between remote users and your centralized hardware. Assign individual machines or create pools for groups to share. All from a single console.

## HP PERFORMANCE ADVISOR

A simple, effective way to ensure your Z by HP product is operating at its peak potential, pre-installed Performance Advisor software helps you configure and customize your system for each new application and driver you install.

## ISV CERTIFICATION

Z by HP systems undergo a rigorous ISV Certification process to ensure users receive the best possible experience when running their applications.

## EASE OF USE

Tool-less chassis with a single latch entry enable easy access and minimize downtime for upgrades and repairs. Fans, power supplies, optical drives and other components have green access points which make them easy to remove and click back into place. Blind mate connectors on hard drive caddies mean users do not have to worry about power and data cables.

## QUIET AND COOL

Z by HP systems are engineered to reduce noise produced by cooling fans. Industry-leading thermals keep the processor and graphics card cool so the system can run unthrottled for extended periods of time.

## EXTREME RELIABILITY

Backed by 360,000 hours of testing, every Z component is put to the test. We push our workstation components beyond typical usage models including MIL-STD-810H<sup>6</sup> tests for ultimate durability.

## UNTHROTTLED PERFORMANCE<sup>7</sup>

Same processor and graphics card? That doesn't mean it is performing the same. Our engineering innovations remove heat from the system efficiently, enabling components to run at full speed.

## WORLD'S MOST SECURE WORKSTATIONS<sup>8</sup>

Rest assured your device, identity, and data are safe with security software like HP Sure Start<sup>9</sup> featuring a self-healing BIOS and HP Sure Run,<sup>10</sup> which keeps your critical applications up and running, even if malware tries to shut them down. Our ZBooks instantly protect against visual hacking with HP Sure View<sup>11</sup> and defend against firmware and malware attacks and HP Sure Sense.<sup>12</sup>



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# SELLING INTO ARCHITECTURE, ENGINEERING & CONSTRUCTION



Z by HP systems are designed for large and complex datasets, dispersed teams, and tight deadlines. AEC customers get application certification, innovation, high performance, expandability, and extreme reliability for Computer-Aided Design (CAD), Building Information Modeling (BIM), and exceptional quality for Virtual Reality (VR). Z laptops allow you to easily render, edit, and visualize on the job site or at client meetings. Small desktop form factors give you more room to work. Crisp 4K displays let you see more detail.

### AEC SOFTWARE

CAD replaced manual drafting and is used in AEC by architects and engineers for the design, modeling (both 2D and 3D), and technical documentation of buildings, towns, and infrastructure projects.

BIM provides a digitally constructed, accurate virtual model of a building that can be used for planning, design, construction, and operation of the facility. It helps architects, engineers, and construction teams collaborate and visualize what is to be built in a simulated environment to identify any potential design, construction, or operational issues.

Virtual Reality (VR) enables architects, engineers, real estate developers, contractors, constituents, and the public to immerse themselves in a building design before it is built. At a 1:1 scale, VR immersion emulates the physical essence of the design to facilitate design choices and identify errors, omissions, and improvements much more efficiently than other communication mediums.

### CUSTOMERS

AEC customers require tools to support projects from early-stage design through construction. They create building and infrastructure models, optimize models with visual and simulation tools, and assist with constructability and project coordination.

Users include architects and engineers. You can find them in SMBs, large corporations, and government. They are often using consumer PCs and laptops that are not certified for AEC applications. Workflows include 2D/3D Concepting, 3D modeling and rendering, Visualization, Simulation and Clash Detection, and 3D Site Scanning,

### DISCOVERY QUESTIONS

- What software are you using?
- Are you currently working on a PC or workstation?
- Do you require professional graphics in your laptop?
- Does your current system throttle when it is overtaxed?
- Are you working in 3D or 2D?
- Are you using BIM?
- Do you have multiple offices?
- Do you have remote workers?
- How large are your typical renderings?
- Are you using VR?

### OBJECTION HANDLING

- **“HP is too expensive.”** Our HP Z by HP systems are priced competitively, and our tiered pricing structure is designed to fit your budget. When you factor in our industry-leading security, performance, reliability, and serviceability, the total cost of ownership is attractive.
- **“Why do I need a Z by HP when my PC provides me with what I need?”** We have engineered a whole new level of performance for entry workstations, and when your demands change, they are easy to upgrade. Work with confidence, knowing your system is certified with leading software applications and professional graphics from NVIDIA® and AMD to ensure peak performance. With Intel® Core™ and Intel® Xeon® processor options with ECC memory, Z is built for tough workloads.
- **“I need a secure system for my designs.”** Advanced security features come standard on every Z. System safeguards like the industry’s first self-healing BIOS help lock down your device, data, and identity. HP Sure Sense<sup>12</sup> uses AI to identify and quarantine never-before-seen attacks. Optional self-encrypting drives protect your valuable IP.



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### TOP APPLICATIONS (CAD AND BIM)

- Autodesk® Revit® (design and document buildings with BIM)
- Autodesk Civil 3D (civil engineering design and construction documentation software)
- Autodesk® AutoCAD® (create 2D CAD designs that you can bring into Revit)
- Autodesk® InfraWorks® (civil infrastructure conceptual design and analysis)
- Autodesk® Navisworks® Manage (clash detection and advanced coordination, 5D analysis, and simulation software)
- Autodesk® 3ds Max® (visualize high-quality architectural renderings)
- Bentley MicroStation (solutions for infrastructure projects including buildings, industrial plants, offshore structures, utility and communications networks, railways, highways, bridges, and more)

### TOP APPLICATIONS (VR)

- Autodesk® Revit® Live (review Revit models in VR)
- Trimble Sketchup Viewer (view in AR)
- RhinoVR (surface modeling in VR)
- Enscape (real-time viewing of models in Revit, Rhino, and Sketchup)
- InsiteVR (real-time VR collaboration for architectural designs)
- IrisVR (presenting architecture and construction to key stakeholders)



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# SELLING INTO PRODUCT DESIGN & MANUFACTURING



Powerful Z systems are designed to run multiple 3D CAD, rendering, and simulation applications simultaneously. Z by HP systems are designed for large and complex datasets, dispersed teams, and tight deadlines. Product Design and Manufacturing customers get application certification, innovation, high performance, expandability, and extreme reliability for 3D Computer-Aided Design (CAD), Computer-Aided Manufacturing (CAM), simulation software, and exceptional quality for Virtual Reality (VR). Crisp 4K displays show detail and clarity.

## PRODUCT DESIGN & MANUFACTURING SOFTWARE

Applications used by engineers and designers handle 2D/3D mechanical design, simulation, visualization, and industrial design. Simulation and analysis tools are used for fluid dynamics, heat transfer, and structural analysis.

Virtual Reality (VR) assists in conceptualization and simulation, design review and collaboration, training, assisted manufacturing (Augmented Reality), and customer engagement/sales. For example, companies that engineer and produce large equipment can bring products virtually to customers where they can experience it on a human scale.

## CUSTOMERS

Product Design & Manufacturing customers require tools to support projects from concept design through production. They create and optimize models, render designs, create prototype simulations, and manufacture products.

Users include design engineers, mechanical engineers, analysis engineers, and industrial designers. You can find them in SMBs, large corporations, education, and government. Workflows include conceptualization and simulation in VR, rendering and visualization, prototype simulation, and additive manufacturing. They are often getting by with consumer PCs and laptops that are not certified for the applications they use and need to accelerate their workflow.



## DISCOVERY QUESTIONS

- What software are you using?
- Are you currently working on a PC or workstation?
- Do you require professional graphics in your laptop?
- Does your current system throttle when it is overtaxed?
- Are you working in 3D or 2D?
- Do you have multiple offices?
- Do you have remote workers?
- How long do your renderings take?
- Are you using VR?

## OBJECTION HANDLING

- **"HP is too expensive."** Z by HP systems are priced competitively, and our tiered pricing structure is designed to fit your budget. When you factor in our industry-leading security, performance, reliability, and serviceability, the total cost of ownership is attractive.
- **"Why do I need a Z by HP when my consumer PC provides me with what I need?"** Our entry workstations provide excellent performance, and when your workload increases, they are easy to upgrade. Z by HP systems are certified with leading software applications and professional graphics from NVIDIA® and AMD to ensure peak performance and minimal downtime.
- **"I need a secure system for my product designs."** Advanced security features come standard on every Z by HP system. System safeguards like the industry's first self-healing BIOS help lock your device, data, and identity down tight. HP Sure Sense<sup>12</sup> uses AI to identify and quarantine never-before-seen attacks. Optional self-encrypting drives protect your valuable IP. Select ZBooks have integrated privacy screens.



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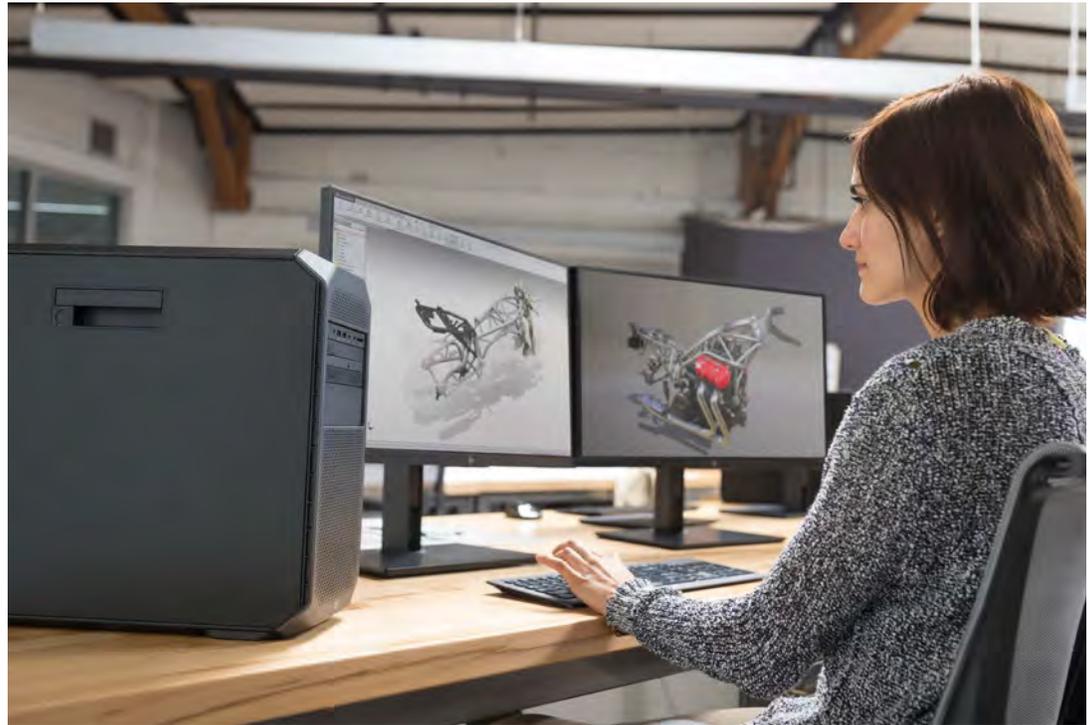
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#### TOP APPLICATIONS (CAD AND BIM)

- Autodesk® Alias (industrial design)
- Autodesk® AutoCAD® (2D/3D CAD)
- Autodesk® Inventor® (mechanical design, simulation, visualization)
- Autodesk® 3ds Max® (3D modeling, animation, and rendering)
- ANSYS CFX (computational fluid dynamics)
- ANSYS Fluent (computational fluid dynamics)
- ANSYS Mechanical (structural finite element analysis)
- Dassault Systèmes CATIA (3D CAD)
- Dassault Systèmes Simulia (simulation applications)
- Dassault Systèmes SOLIDWORKS (3D CAD)
- Delcam (CAD/CAM)
- HSMWorks (CAM)
- MSC Nastran (finite element analysis)
- PTC Creo (CAD)
- PTC Creo Simulate (analysis)
- Siemens NX (design, simulation, and manufacturing)

#### TOP APPLICATIONS (VR)

- Epic Unreal Engine
- Unity
- Dassault 3D Experience
- Autodesk® 3ds Max®, Maya LT, Project Play, and VRED
- PTC Vuforia (AR)



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# SELLING INTO DATA SCIENCE



As datasets get larger, unraveling meaningful insights can be time consuming and costly. Powered by our advanced data science solution, fully integrated with NVIDIA® Quadro RTX™ GPUs and accelerated CUDA-X AI data science software, Z by HP lets data professionals explore multi-billion record datasets in real time. GPU acceleration for data science maximizes time to insight and enables interactions with billions of dataset rows in milliseconds.

Cloud solutions are easy to scale, but there are on-going fees for storage and hidden costs when relying entirely on the cloud for compute power. Z by HP offers a hybrid-cloud approach with solutions that lower costs and feature pre-loaded data science systems that users can easily manage.

## Z BY HP DATA SCIENCE SOFTWARE SOLUTION

We have taken the guess work out of creating the optimal data science environment by testing and preloading popular data science tools (see detailed list in the Top Applications) on select Z by HP laptops and desktops, at no additional cost to customers. Our preloaded software stack saves countless days installing, configuring, and maintaining the data science environment.

These pre-loaded solutions include open-source software tools for analyzing data and creating models, developer utilities to manage DS tools and models, Ubuntu certified and preinstalled with optional Ubuntu Advantage including 24/7 support.

Whether working in AWS, Google Cloud, Azure, or all three, data scientists can enjoy seamless cloud environment interaction, right out of the box. And data scientists handling valuable IP appreciate the built-in security of Z by HP workstations.

## CUSTOMERS

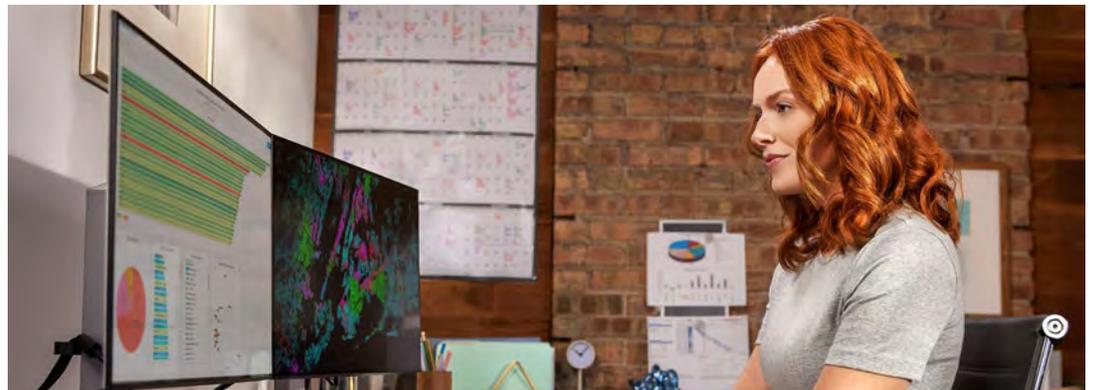
DS customers are dispersed throughout all industries and include government and defense contractors, healthcare professionals, retail, manufacturing, financial services, advertising, higher education, product development, the entertainment industry, and the petroleum industry.

## DISCOVERY QUESTIONS

- Do you want to keep all data onsite for security?
- How long is your typical analysis time?
- How large are your datasets?
- Do you struggle to install, integrate, manage, and stay secure amid constantly changing tools?
- How much time do you spend configuring software?
- What percent of your workflow is in the cloud?
- Do you work with AWS, Google Cloud, Azure or a combination?
- What laptop or device do you use to connect to the cloud?

## OBJECTION HANDLING

- **“Why should I choose Z by HP for data processing at prep?”** AI Practitioners spend 80-90% of their time on data processing and preparation. This labor-intensive period is where Z by HP provides the greatest contribution to data science through GPU processing.
- **“Configuring a solution for DS is cumbersome.”** Z by HP data science workstations are preconfigured solutions designed specifically to tackle data science. Our fully integrated and optimized combinations of Intel processors with NVIDIA® Quadro RTX™ GPUs and accelerated CUDA-X AI data science software provide seamless workflows out of the box.
- **“I believe a cloud server implementation is more cost effective.”** Depending on workflows, Z can be part of a hybrid solution that complements cloud server implementations or potentially replace cloud solutions. Customers can break even with a Z by HP data science workstation configuration vs. cloud server implementation in as little as 8 months.<sup>14</sup>





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#### TOP APPLICATIONS: Z BY HP DATA SCIENCE SOFTWARE SOLUTION

##### DEEP LEARNING TOOLS

By choosing our preloaded open-source data science software stack, customers can get a plug-and-play data science solution from day one, saving time and resources normally required for deployment and IT compliance.

- RAPIDS: The go-to, CUDA-leveraging, open-source library set for GPU-accelerated data analytics and data science.
- TensorFlow: An open-source machine learning platform packed with libraries, community resources, and a flexible network of tools, with a focus on training deep neural networks.
- Keras: The popular Python-based deep-learning API for the TensorFlow platform. It lets you experiment quickly so you can go from idea to reality at the speed of thought.
- PyTorch: A open-source machine learning framework and Python library that gets you from research and prototyping to deployment.
- Scikit-learn: A useful machine learning library in Python, with tools for regression, clustering, classification, and dimensionality.
- XGBoost: An algorithm for structured and tabular data that dominated recent Kaggle and ML competitions, thanks to unparalleled speed and performance.
- cuML: Suite of ultra-fast, GPU-accelerated ML data science algorithms.
- cuDF: GPU DataFrame library.

##### DEVELOPER TOOLS, CONTAINERS, AND CLOUD INTEROPERABILITY

- Git: A popular open-source version control system that makes it easy to work your way up the development ladder from concept to debugging.
- Visual Studio Code: A code editor designed specifically to build and debug modern cloud and web applications. It's 100% free and open source.
- PyCharm: Smart code completion and inspection, with on-the-fly error highlighting. Its automated code refactoring and quick-fix suggestions speed your development process.
- R Studio: A code editor and programming environment for R, a data science-ready programming language
- Docker: The best data science software platform for developing and running applications.
- Cloud Interoperability: interact seamlessly with your main cloud environments (AWS, Azure, Google Cloud) with cloud command line access.





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# SELLING TO SMB CREATIVE PROFESSIONALS



Many creative professionals are still using underpowered platforms and software that do not meet the rigorous demands of modern workflows. They may be unaware that their systems are sub-optimal, and question Apple's commitment. They have tight budgets but need to complete work quickly to stay competitive, and without an IT department, appreciate Z by HP built-in security.

## CREATIVE SOFTWARE

The Adobe Creative Cloud<sup>13</sup> is a collection of desktop and mobile apps for photography, design, video, web, UX, and more. It is the most popular suite of applications for creative professionals.

## CUSTOMERS

Creative professionals work in a variety of professions including 3D and visual effects, video and motion graphics, graphic design, and photography. Some are freelancers, while others work in businesses ranging from small agencies to large enterprises. They are found in education, government, film and TV production, sound studios, and more.

Often, they are using Apple products and fear losing productivity if they switch. HP and Adobe® work together to provide creative professionals with integrated hardware and software, tuned for performance. If Mac keyboard shortcuts are the last thing holding your customer back from making the switch to Z, choose the Z Command Keyboard,<sup>15</sup> which replicates a Mac® layout.

The display is a critical part of the digital creation process, and creative professionals with color-critical workflows purchase HP Z Displays with HP DreamColor technology for a billion on-screen colors, 99% sRGB and 98% DCI-P3 coverage that's factory calibrated, and a color space that is PANTONE® validated.

The Z by HP portfolio combines workstation performance with reliability, and raw power with creative workflows. It was designed with three key customer benefits in mind: productivity, design, and security.

## SELLING TO APPLE ARTISTS

Apple customers are not aware of the benefits of switching from Mac® to Z. From improvements in workflow to more powerful machines, Z by HP provides a substantial computing upgrade for creative professionals who devote many hours taking a project from concept to the final deliverable. Z helps them iterate and design faster.

Benefits of switching to Z from Apple include:

- Z is equipped for intensive editing, faster rendering, and 3D workflows, with up to Intel® Xeon® processors, professional graphics, and HP Z Turbo Drive
- Z offers industry-leading reliability, including rigorous testing for peak performance with apps like Adobe®, Avid, and more
- Z Workstations feature tool-less chassis access for easy component upgrades
- HP DreamColor technology ensures accurate, consistent colors

## DISCOVERY QUESTIONS

- What software are you using?
- Are you currently working on a consumer PC or laptop?
- Does your current system throttle when it is overtaxed?
- Do you sketch or also use a tablet?
- Do you work in 3D, high-resolution video, or HDR?
- What level of color accuracy do you require?
- Do you work in multiple locations and need mobility?

## OBJECTION HANDLING

- **"If I switch to Windows, I will have to re-learn my application interface."** Many applications such as Adobe® Photoshop have nearly identical interfaces and workflows that help make switching to Windows a seamless experience.
- **"Z by HP is expensive."** Look at hidden costs in your existing solution. Z by HP provides certified professional graphics, Intel® Xeon® processor options with error-correcting memory, and calibrated displays that reduces total cost of ownership. Z by HP has tool-less serviceability, integrated handles, a visually cable-less design, and superb expandability for upgrades.
- **"I will lose my Adobe settings if I switch from Mac® to Z."** HP and Adobe® work together to help creative professionals use innovative hardware and software solutions that are tuned and integrated for better performance. There are multiple guides online that allow the switching of Command and Ctrl buttons, as well as how to adjust settings, so that creatives can seamlessly continue their work.



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### TOP APPLICATIONS

The Adobe Creative Cloud<sup>13</sup> is a collection of desktop and mobile apps for photography, design, video, web, UX, and more. It is the most popular suite of applications for creative professionals:

- Adobe Photoshop (image, graphics, and art creation)
- Adobe InDesign (layout tool)
- Adobe After Effects (cinematic visual effects and motion graphics)
- Adobe Lightroom (photo editing)
- Adobe Illustrator (vector art and illustration)
- Adobe Premiere Pro (film and video editing)



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# SELLING TO MEDIA AND ENTERTAINMENT CREATIVE PROS



Z by HP high-performance laptops, desktops, displays, and solutions propel 3D, VFX, design, motion graphics and video editing workflows. Certified NVIDIA® Quadro RTX™ graphics are optimized for stability and performance with professional applications like Avid and Autodesk. In the studio and on the set, Z by HP sets the standard for innovation, performance, and reliability.

High performance CPUs and GPUs necessitate industry-leading thermals—like those in Z by HP systems—to keep the processor and graphics card cool so the system can run at maximum performance for extended periods of time. And copious amounts of storage—up to 10 TB on laptops and up to 48 TB on desktops—keep production rolling.

#### M&E SOFTWARE

Avid software for video editing, music production, and broadcast graphics requires the high performance, expandability, and mission-critical reliability of Z by HP class systems. Popular applications include Avid Media Composer® for film, TV, and broadcast editing and Avid Pro Tools® for audio editing.

Other software used in media and entertainment includes solutions from Autodesk, Unreal Engine, The Foundry, and Adobe.®

#### M&E CUSTOMERS

Look for M&E professionals in animation, postproduction and visual effects studios for film and TV, as well as game studios and major broadcasters.

Some customers might be hesitant to transition from Mac® to Z by HP, fearing loss of productivity if they switch. Key software providers certify the applications these customers count on for use with Z by HP. Customers who are concerned about Mac keyboard shortcuts can opt for the Z Command Keyboard,<sup>15</sup> which replicates a Mac® layout.

NVIDIA graphics are the standard for 3D and not available with Apple. Professionals in 3D and visual effects, video editing, motion graphics, and animation gain significant benefits from high-performance Z by HP systems with NVIDIA GeForce™ and certified Quadro® graphics, optimized for stability and performance with professional software apps, and large, high-definition, color-calibrated HP DreamColor Z Displays.

The display is a critical part of the digital creation process, and M&E pros with color critical workflows purchase HP Z Displays and ZBooks with HP DreamColor technology for accurate, consistent colors.

Whether working from home or on location, M&E professionals can enjoy performance computing with the same experience as if they were in the studio with our EMMY® Award-winning HP ZCentral Remote Boost<sup>4</sup> software. It transfers only pixels, not data, and provides remote access to workstations running key ISV applications like Avid Media Composer, Autodesk Maya, and Maxon Cinema 4D without sacrificing graphics and computational performance.

#### DISCOVERY QUESTIONS

- What software are you using?
- Are you working in 3D?
- What level of color accuracy do you require?
- Do you work with 4K footage?
- Do your large media files decrease your graphic response time?
- Are you getting the performance you need from Mac®?
- Does your current system throttle when it is overtaxed?
- What is your ideal job turnaround time?
- Do you work in multiple locations and need mobility?
- Do you develop VR?



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#### OBJECTION HANDLING

- **"I need accurate calibrated color displays."** HP DreamColor Studio displays offer up Cinema 4K and Quad HD resolution with over 1 billion colors and 98% Adobe RGB. They have automatic self-calibration for accurate color, integrated KVM and built-in masks and markers, and 4-way adjustable ergonomics.
- **"I like Apple. I have been using it for years."** Many media and entertainment users are choosing Z by HP for the more demanding elements of their workflows and preserving their software investments in the Mac® ecosystem by continuing to use the MacBook Pro for less demanding work and to remote into a Z workstation.
- **"If I switch to Windows, I will have to relearn my video editing application interface."** Many applications such as Adobe® Premier Pro have nearly identical interfaces and workflows that help make switching to Windows a seamless experience.
- **"I am worried about managing and supporting Windows."** HP and Microsoft have been working closely together for over 30 years. HP's experience with integrated solutions provides the knowledge and ability to help implement, support, and manage even the most demanding media and entertainment workflows. HP Client Management Portfolio also makes it easy to activate, configure, patch, and update the fleet from a single console. HP can also recommend file exchange programs, codex and software training that will help your customer learn new applications quickly and easily.
- **"Z by HP is expensive."** Look at hidden costs in your existing solution. Z by HP provides certified professional graphics, Intel® Xeon® processor options with error-correcting memory, and calibrated displays that reduces total cost of ownership. Z by HP has tool-less serviceability, integrated handles, a visually cable-less design, and superb expandability for upgrades.



#### TOP APPLICATIONS

- Autodesk
  - 3ds Max (3D modeling, animation, and rendering for games and design visualization)
  - Flame (3D visual effects and finishing)
  - Maya (3D animation, modeling, simulation, and rendering for film, games, and TV)
- Avid Software
  - Avid Media Composer® (film, TV, and broadcast editing)
  - Avid Pro Tools® (audio editing)
- The Foundry Nuke (compositing, editorial, and review)
- Unreal Engine (3D creation and immersion)
- DaVinci Resolve (color correction and non-linear video editing)
- Adobe Creative Cloud



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## SELLING TO OEMs



HP, a trusted pioneer with more than 40 years of experience with OEMs (Original Equipment Manufacturers), provides reliable, highly secure, and innovative compute solutions designed with the environment in mind. HP provides global support (over 170 countries) and has a team of knowledgeable OEM specialists to advise and build custom, flexible solutions with extended lifecycles. The HP OEM program provides solutions across the OEM value chain to successfully embed or integrate HP products.

### CUSTOMERS

An OEM is a company of any size that creates a solution by combining their IP with HP hardware. The OEM manages all front-line customer support, marketing, and sales for their solution. They are a horizontal segment that spans across many industries.

Z by HP workstations are the product of choice for many mission-critical OEM applications, including healthcare imaging, 911 call centers, production control systems, and defense. Look for opportunities where OEM customers are nervous about the technology and the ability of their supplier to meet the high reliability and support demands of their industry.

Z by HP desktops, mobiles, and HP Thin Clients meet the unique demands of the OEM community, and offer an unwavering commitment to reliability, performance, and innovation.

### Z BY HP OEM PROGRAM

The multi-faceted Z by HP OEM program includes:

**Quality and Security.** HP is a reliable partner to OEMs, providing world-class quality and security to help build solutions with lasting value.

**Lifecycle Management.** HP helps OEMs minimize and manage change. Our extended life program ensures that components stay consistent throughout the platform life.

**Global Coverage.** OEMs need the freedom to ship and support around the world. HP operates in over 170 countries around the world and our products are backed by a global warranty.

**Flexibility.** HP has Customization Services and a partner network to meet unique OEM requirements. OEM offerings can be configured with 4th and 5th year warranties out of the factory.

**Channel Partnerships.** We have an extensive network of worldwide channel partners including distribution and value-added services that we can leverage.

**Analytics.** The HP TechPulse telemetry and analytics platform proactively identifies issues, enables remediation at scale, and minimizes threats by actively monitoring the security posture of the organization.



### DISCOVERY QUESTIONS

- What solutions are you currently using?
- Are you looking for global support?
- What are your field support costs?
- What challenges/concerns do you have with your current workstation provider?
- Are your workstation suppliers listening to your needs?
- What workstation solution or support could we provide to win your business?



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### OBJECTION HANDLING

- **“HP is too expensive.”** Our Z by HP systems are priced competitively, and our tiered pricing structure is designed to fit your budget. When you factor in our industry-leading security, performance, reliability, and serviceability, the total cost of ownership is attractive.
- **“We are not sure that HP can do the customization we require.”** We offer many configuration options, and if you need something we don't offer as standard product set, our Customization and Deployment services organization can help. We have the most comprehensive Provisioning Services offer in the industry to support new device rollouts into a modern IT environment. Our expansive image deployment portfolio offers a broad selection of services to aid in the transformation journey. Tagging and labeling services include customer-provided, and HP generated tags as well as a robust security tagging suite.
- **“I need a longer life product than what HP can provide.”** Although most Z by HP systems have a standard product lifecycle of 2-3 years and can easily be upgraded, we also offer long life systems with stable and consistent components that ensure the overall longevity of the workstation.
- **“We need extended warranties.”** Most Z by HP products come with a 3/3/3 limited warranty; however, HP can provide OEMs a factory warranty of up to 5 years.



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## SELLING TO FINANCE



The financial service industry needs extremely reliable systems with world-class security. Traders need quiet and cool systems that support multiple displays. The Z by HP portfolio is available globally, supported in more than 100 countries, and designed for reliability and easy servicing—characteristics that help traders avoid downtime and stay productive.

HP is the long-time workstation market leader in Financial Services due in large part to our long heritage of close collaboration with enterprise customers who are global leaders in the industry. The HP Z Workstation Financial Advisory Council, WFAC, meets twice a year with global financial institutions in New York and London to review and contribute to the design of Z by HP Workstations for use in trading floors and analyst desks around the globe.

### TOP TRIGGERS

#### Data integrity

- Z by HP systems with up to two Intel® Xeon® Processors that support Error Correction Code (ECC) memory detect and correct soft errors in the memory system, ensuring data integrity.

#### Maximum display real estate

- HP Z Workstations support up to 12 displays per system.<sup>16</sup> HP continues to innovate in this area with ultra-narrow bezel displays with VESA mounts and curved displays for surround viewing.

#### Mini and Small Form Factor (SFF)

- Trader desk space is at a premium. The HP Z2 Mini supports up to 6 displays<sup>17</sup> and can be mounted under a desk or behind an HP Z Display (VESA).<sup>18</sup> The Z2 SFF is a compact expandable small form factor with a starting price that rivals standard PCs.

#### Long and consistent product lifecycles

- Most Z by HP systems have product lifecycles of 2 to 3 years, can be easily upgraded, and include stable and consistent components that ensure the overall longevity of the workstation.

#### Product quality and reliability

- Z by HP systems have consistently led the industry in product quality and reliability.

### DISCOVERY QUESTIONS

- What platforms are you using on the trading floor?
- Is temperature generated by your computing systems an issue?
- What challenges/concerns do you have with your current trading room technology?
- Where are platform decisions made?
- How many displays are you using and in what configuration?
- Do you have trading floors or offices in other countries, and do you have a preferred global configuration for your traders?

### OBJECTION HANDLING

- **“Z by HP is expensive.”** Look at hidden costs in your existing solution. Z by HP provides certified professional graphics, Intel® Xeon® processor options with error-correcting memory, and top-notch security that reduces total cost of ownership. Z by HP has tool-less serviceability, integrated handles, a visually cable-less design, and superb expandability for upgrades.
- **“We are looking at low-cost PCs.”** PCs can run your in-house applications and initially may cost less, but a Z by HP system will deliver excellent performance, outstanding reliability, and scalability, which are essential for mission-critical businesses like financial trading and analysis. These systems are meant to run 24x7, unlike standard PCs.
- **“I work in a high security environment—what can you offer?”** Z by HP systems are the World's Most Secure Workstations,<sup>8</sup> and advanced security features come standard on every Z. Security is a key pillar in which we design our products, proactively integrating both hardware and software measures that allow you to focus on your work and not be distracted by protection. System safeguards like the industry's first self-healing BIOS help lock down your device, data, and identity. HP Sure Sense<sup>12</sup> uses AI to identify and quarantine never-before-seen attacks. Optional self-encrypting drives protect your valuable IP.



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## SELLING INTO HEALTHCARE



HP is focused on providing solutions that address the unique needs of healthcare customers in four key areas:

- Health and Wellness
- Care Innovation
- Care Coordination
- Privacy and Security

The Z by HP portfolio is an excellent solution for care innovation, privacy, and security in healthcare. Z systems are the product of choice for many mission-critical healthcare applications, including healthcare imaging, 911 call centers, telehealth, and patient care. Z systems are incorporated into solutions from several large healthcare equipment suppliers (OEMs).

### CUSTOMERS

Healthcare customers exist in hospitals, clinics, imaging and radiology centers, behavioral treatment facilities, addiction treatment centers, orthopedic and rehab facilities, telehealth providers and more. Look for opportunities where healthcare customers are integrating modern technology and are looking to their supplier to be a trusted advisor versed in the specific challenges and requirements of healthcare IT.

### VR SOLUTIONS

A key area of focus should include healthcare systems exploring the integration of Virtual Reality solutions in support of surgical planning, perioperative nursing training, pain management alternatives, treatment of PTSD and other phobias using therapy + VR simulation.

VR creates the opportunity for deeper engagement and understanding of healthcare protocols and medical conditions. Often, VR is championed by pioneering doctors. It is imperative to move beyond the conceptual stage. Pilot the technology and once it is proven, customers will buy and deploy across their healthcare system. And you need to convince IT. Security and manageability are extremely important to healthcare IT departments due to regulatory requirements and the sensitive nature of patient data.

### SANITIZABLE PORTFOLIO<sup>19</sup>

The Z by HP portfolio is sanitizable with household wipes and up to 1000 cycles of disinfection, including keyboard and mouse accessories. Select models are sanitizable with germicidal wipes for up to 10,000 cycles of disinfection. Select models in the portfolio also feature HP Easy Clean software which disables the touchscreen, allowing customers to save time and safely wipe it down without shutting down the system.

### DISCOVERY QUESTIONS

#### BASIC IT REQUIREMENTS:

- What is your top concern for IT hardware?
- Do you operate in a 24/7 environment?
- How costly is downtime?
- Do you believe your needs are being met 100% by your current supplier(s)?
- Have you considered integrating VR?

#### SANITIZATION:

- Which IT solution(s) are you proposing/providing to medical staff to enhance patient safety from Healthcare Associated Infections (HAI), or harmful electromagnetic emissions? (This allows the IT Manager/team member to think about patient safety and opens the door to sanitizable solutions.)
- For infection prevention agents to be effective, they must remain in contact with the device for a minimum of 2-3 minutes. How do you keep track of disinfection time?
- Before cleaning and disinfecting notebooks, do you usually have to turn them off to avoid electric shock or damage to components? This can be tedious and time-consuming.

#### SECURITY:

- From a hardware perspective, do you have any current projects on healthcare data security optimization?
- Are you satisfied with the extent to which you can monitor, detect, report, and address security threats?



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### OBJECTION HANDLING

- **“HP is too expensive.”** Our HP Z Workstations are priced competitively, and our tiered pricing structure should allow you to get the price you need. When you factor in our industry leading industrial design, performance, reliability, and serviceability HP Z Workstations offer a compelling value in terms of total cost of ownership.
- **“Why should I buy a workstation vs. a less expensive commercial product?”**  
All HP Z Workstations are tested and validated by all vendors involved (processor, graphics card, software) unlike a business desktop PC. Typical buying cycles are at least 3 years, and HP Z Workstations have 3-year limited warranties. Security is another major point of discussion with customers in the healthcare industry. HP Sure Start,<sup>9</sup> HP Sure Run,<sup>10</sup> HP Sure Click,<sup>22</sup> and HP Sure View<sup>11</sup> could play a vital role in their security strategy.
- **“Do you offer high resolution monitors (4K+)?”** HP offers Ultra-high-definition displays that provide 4K and 5K resolution.
- **“Do you have an ultra-small form factor?”** Our small and powerful HP Z2 Mini is designed for tight workspaces. It offers full, unthrottled performance in a footprint that is 5x smaller than the HP Z2 Small Form Factor (SFF). If you need mobility, we recommend HP ZBooks that provide workstation power in a portable package.



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## SELLING INTO EDUCATION



There's been a major transformation in how K-12 schools and universities are now supporting remote learning. Continuity and instructional planning are pertinent to ensuring productivity among administrators, faculty/teachers, and students. Z by HP solutions are designed to operate in the new norm of distance learning, with tested, tuned, supported, and certified for popular applications used in education, and remote compute and storage access solutions like ZCentral Remote Boost.<sup>4</sup>

### SOFTWARE

Curricula based on the most used, professional software solutions from ISVs such as Autodesk, Avid, SolidWorks, and PTC are tested and certified to run on Z by HP—the platform of professionals—so educators can focus on teaching. When students learn to use prominent ISV solutions at an early age, they are positioned competitively with an understanding of what universities teach to and for internships and other higher education experiences.

### CUSTOMERS

Z by HP designs solutions for compute customers including those who are learning about, for example, STEAM subjects. This encompasses all education levels including K12 schools, community colleges, and universities. Some higher education institutions offer pre-configured Z by HP systems to their students for purchase that meet the technical requirements for their engineering or other curriculum.

### K-12 EDUCATION

Both traditional and experiential learning experiences are critical for success of all students. STEAM curricula taught in K-12 schools serve as the building blocks for further developing skills prior to entering next level education. Z by HP products support STEAM and VR labs and meet specifications for Project Lead the Way (PLTW) Gateway and Engineering programs.

### HIGHER EDUCATION

At the higher education level, a robust educational experience is critical to a student's success, not only in school, but in their experiences with internships, independent research, and science competitions. In top colleges and universities, it's essential to provide students with the technology they must master in the real world.

- Engineering students get high performance, expandability, and extreme reliability to accelerate design, engineering, and simulation workflows.
- Art, media, and film students can boost productivity with multi-core processors, large memory capacities, leading-edge graphics, and HP DreamColor color-calibrated displays.
- Data Science students benefit from high performance to grow the volume of data processed. Reliability increases the variety of data sets analyzed, and multi-core processing with NVIDIA® Quadro RTX™ graphics improves productivity and generates more solutions.

### DISCOVERY QUESTIONS

- Inquire about curricula:
  - K12: Tell me about your STEAM/PLTW curricula.
  - Higher Education: Tell me about your engineering/design/media production/data science curricula.
- Inquire about remote access. Do students need remote access to your computing lab, or do they need to collaborate in realtime from remote locations?
  - K12: How do remote students access school computing systems?
  - Higher Education: How do students gain access or purchase personal devices to support their schoolwork e.g., mobile workstation for their engineering/art/etc. courses?
- What applications do you teach to and how do you make technology available to students?
- What do you use your computer for?
  - Do you game?
- Are Z by HP Workstations on your school's purchasing contract?





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#### OBJECTION HANDLING

- **“HP is too expensive.”** Our HP Z Workstations are priced competitively, and our tiered pricing structure should allow you to get the price you need. When you factor in our industry leading industrial design, performance, reliability, serviceability and support, HP Z Workstations offer a compelling value in terms of total cost of ownership.
- **“We can run our software on low-cost PCs.”** We recommend providing your students with the most authentic, professional setting experience. Doing this successfully will ultimately translate to your students by maximizing their potential. Industry users in engineering, film and video, and data science use Z by HP because it’s certified by the various ISVs. We work with top solution vendors to ensure solutions are rigorously tested on our platforms. Education customers will benefit from the small size, high reliability, and lifecycle stability value that the HP Z2 Mini Workstation provides.
- **“Art students really seem to lean toward Apple. Isn’t that the platform used in the professional world?”** Many media and entertainment users are choosing the Z by HP for the more demanding elements of their workflow and preserving their software investments in the Mac ecosystem by continuing to use the MacBook Pro for less demanding work. Z by HP Workstations allow your students to be best prepared for today’s careers in Media & Entertainment.



#### TOP APPLICATIONS

- Adobe® Creative Cloud™ for Education
- ANSYS Student Edition
- Autodesk Education Master Suite
- Autodesk Entertainment Creation Suite
- Avid Media Composer for Education
- Avid Pro Tools Academic
- Bentley Academic Select
- Dassault Systemes SOLIDWORKS Education Edition
- MSC Nastran Student Edition
- PTC Creo Parametric for K-12
- PTC Creo Student Edition
- PTC Mathcad
- PTC Windchill



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## SELLING INTO GOVERNMENT



Workstations for government must be secure, exceptionally reliable, available with long lifecycles, certified for key software applications, and sold at prices that work for public sector budgets. Satisfy contract requirements with ENERGY STAR® and EPEAT® configurations,<sup>20</sup> and state-side U.S. support.

HP has a specialized sales force that focuses on the unique needs of both federal government and state and local governments, and brings you secure products with proven reliability, long product lifecycles, easy serviceability, and a wide selection of desktop and mobile workstation systems- at prices that work for your customer's budget.

### CUSTOMERS

#### STATE AND LOCAL GOVERNMENT

The SLED (State and Local Government and Education) team partners with key resellers to deliver solutions regionally. State and Local Government is a horizontal market that encompasses verticals including product development, geospatial, creative professionals, AEC, and others. Security and price are important considerations.

#### FEDERAL GOVERNMENT

The Federal government is the single largest customer in the world. Government covers nearly every vertical (science/R&D, analytics, finance, creative). Security is the number one requirement, and the added benefits of power and performance are key. Select Z by HP desktops and mobiles support US Government TAA Compliance requirements for the manufacturing process.

#### HP SERVICES FOR FEDERAL GOVERNMENT

With HP Services, you can keep up with the rapidly progressing technology and security threats, including service products for lifecycle management, provisioning, security, and custom managed services. Highlights include:

#### US Citizen - US Soil Dedicated Program Management Office

- Built to accommodate the need for custom Federal RFQ/SOW Services on Transactional contracts. Dedicated Project Management Team of Resources handle all issues post hardware delivery. (Continental US (CONUS) and outside of the continental US (OCONUS))

#### US Citizen – US Soil Help Desk

- Built to accommodate the Federal contractual requirement for US Citizen – US Soil Helpdesk and provides Fed specific Helpdesk number to support the specific Federal requirements and unique business needs. (CONUS and OCONUS)

#### TAA Compliant Advanced Exchange

- Many Federal contracts require TAA Compliance, they also have a need for advanced exchange on whole units. HP created a custom offering to support these requirements.

#### HP Sure Click Enterprise<sup>21</sup>

- Hardware-enforced isolation technology PLUS credential protection. Stops even undetectable threats by isolating risky email and browsing activity without impacting the user's experience, or the way they access their data.

### DISCOVERY QUESTIONS

- What applications do you use?
- Do you work with local partners or resellers?
- What is your current solution for mobile and desktop?
- Are you looking for technology for engineering projects?
- Do you have an IT/GIS standard for your city (or towns and cities in your state)?
- How do you maintain security integrity in your daily function?





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#### OBJECTION HANDLING

- **“HP is too expensive.”** Our Z by HP systems are priced competitively with a tiered pricing structure to fit your budget. When you factor in our industry-leading security, performance, reliability, and serviceability, the total cost of ownership is compelling.
- **“We are not sure that HP can do the customization we require.”** We offer many configuration options, and if you need something we don't offer as standard product set, our Customization and Deployment services organization can help. We have the most comprehensive Provisioning Services offer in the industry to support new device rollouts into a modern IT environment. Our expansive image deployment portfolio offers a broad selection of services to aid in the transformation journey. Tagging and labeling services include customer-provided, and HP generated tags as well as a robust security tagging suite.
- **“Why do I need a workstation-class system instead of a basic PC?”** Built in security, impressive reliability, upgradability, and high performance. Start with an entry-level system and easily upgrade when your demands change. Tough engineering challenges? Configure a one or two processor HP Z8 for your most demanding workloads and deliver more work in less time. And gain peace of mind knowing that Z by HP systems are certified to run professional applications.
- **“I work in a high security environment, and I am not sure HP meets our security needs.”** Z by HP are the World's Most Secure Workstations,<sup>9</sup> and advanced hardware and software security features come standard on every Z. System safeguards like the industry's first self-healing BIOS help lock down your device, data, and identity. HP Sure Sense<sup>12</sup> uses AI to identify and quarantine never-before-seen attacks. Optional self-encrypting drives protect your valuable IP. Select ZBooks include optional privacy screens and integrated webcam covers.
- **“How does your security solution compare to competitors?”** HP Sure Click Enterprise Security<sup>21</sup> has a protection first approach that stops even undetectable threats by isolating risky email and browsing activity without impacting the PC user's experience, or the way they access their data by offering multiple layers of protection (NGAV + Isolation) compared to multiple layers of security (NGAV + EDR) offered by most of our competitors. For the Federal government, NIST 800-193 provides guidelines and recommendations on resiliency of platform firmware. HP Sure Start<sup>9</sup> meets this standard, Dell does not.
- **“I don't want to pay for services I don't need.”** HP has a massive portfolio in the Maintain category for every type of service combination - enabling customers and partners to choose exactly what type of service they need. Our Delivery reach is unparalleled to any other PC Manufacturer Worldwide – we provide both HP Direct and Partner delivery on most of our Services Worldwide.





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### FOOTNOTES/DISCLOSURES

<sup>1</sup> Based on HP internal analysis. Z1 is not publicly offered in the U.S.

<sup>2</sup> Based on HP's internal analysis of monitor series with 99% sRGB and factory color calibration (less than or equal to 2 Delta E) with always-on low-blue-light as of October 20, 2020.

<sup>3</sup> Based on HP's internal analysis of 16:10 monitors with 99% sRGB and factory color calibration (less than or equal to 2 Delta E) USB-C® power delivery as of October 20, 2020.

<sup>4</sup> HP ZCentral Remote Boost Sender does not come preinstalled on Z Workstations but can be downloaded and run on all Z desktop and laptops without license purchase. With non-Z sender devices, purchase of perpetual individual license or perpetual floating license per simultaneously executing versions and purchase of ZCentral Remote Boost Software Support is required. ZCentral Remote Boost Sender for non-Z Hardware requires a license and Windows 10, RHEL/ CentOS (7 or 8), or UBUNTU 18.04 or 20.04 LTS operating systems. macOS (10.14 or newer) operating system and ThinPro 7.2 are only supported on the receiver side. Requires network access. The software is available for download at [hp.com/ZCentralRemoteBoost](http://hp.com/ZCentralRemoteBoost).

<sup>5</sup> HP ZCentral Connect Software requires purchase of a perpetual floating license per simultaneous connection and purchase of 1 year ZCentral Connect Software Support Service and requires download at [hp.com/ZCentral](http://hp.com/ZCentral). Requires HP ZCentral Remote Boost Software which can be downloaded at [hp.com/ZCentralRemoteBoost](http://hp.com/ZCentralRemoteBoost), a Windows 10, Windows Server 2016 or newer operating system, Microsoft Active Directory and Intel Active Management Technology for select features.

<sup>6</sup> MIL-STD-810H testing varies by product and is not intended to demonstrate fitness for U.S. Department of Defense contract requirements or for military use. Test results are not a guarantee of future performance under these test conditions. Damage under the MIL-STD test conditions or any accidental damage requires an optional HP Accidental Damage Protection Care Pack.

<sup>7</sup> For mobile workstations, requires being plugged into AC power and in best performance mode.

<sup>8</sup> Based on HP's unique and comprehensive security capabilities at no additional cost among vendors on HP Workstations with Windows and 8th Gen and higher Intel® processors or AMD Ryzen™ 4000 processors and higher.

<sup>9</sup> HP Sure Start Gen4 is available on HP Elite and HP Workstation products equipped with 8th generation Intel® or AMD processors.

<sup>10</sup> HP Sure Run is available on HP Elite and HP Workstation products equipped with 9th generation Intel® or AMD processors.

<sup>11</sup> HP Sure View integrated privacy screen is an optional feature, configured at purchase. HP Sure Start Gen5 is available on select HP PCs with Intel processors. HP Sure Sense requires Windows 10.

<sup>12</sup> HP Sure Sense is available on select HP PCs and requires Windows 10 Pro or Enterprise.

<sup>13</sup> Additional software sold separately.

<sup>14</sup> Based off of HP internal analysis of cloud on demand pricing over 7.6 months at \$3.06/hr representing 1 GPU, 24/7 use compared to a HP Z4 data science workstation with CPU W-2123, 64GB RAM, and 1 NVIDIA® Quadro RTX™ 8000 GPUs. Configuration, cloud pricing and options, and other factors are subject to change and will affect your breakeven point.

<sup>15</sup> Z Command Keyboard is an optional, configurable feature. Available in the US only.

<sup>16</sup> See each Z Workstation data sheet for number of supported displays and required graphics configuration.

<sup>17</sup> See product data sheet for graphics requirements.

<sup>18</sup> Mounting hardware sold separately.

<sup>19</sup> Select household wipes can be safely used to clean HP Elite and Workstation PCs, and HP ProBook 635 Aero PCs and select HP ProDesks up to 1,000 wipes: See wipe manufacturer's instructions for disinfecting and the HP cleaning guide for HP tested wipe solutions at <https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA7-7610ENW> not applicable to HP Elite c1030 Chromebook.

<sup>20</sup> Based on US EPEAT® registration according to IEEE 1680.1-2018 EPEAT®. EPEAT® status varies by country. Visit [www.epeat.net](http://www.epeat.net) for more information.

<sup>21</sup> HP Sure Click Enterprise requires Windows 8 or 10 and Microsoft Internet Explorer, Google Chrome, Chromium or Mozilla Firefox and new Edge are supported. Supported attachments include Microsoft Office (Word, Excel, PowerPoint) and PDF files, when Microsoft Office or Adobe Acrobat are installed.

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