

# Redefining resilience for the future of work.

Innovation is accelerating and new work models are emerging: 69% of IT leaders are prioritizing digital transformation and AI over cybersecurity and cloud and data management in the next year.<sup>1</sup> AI brings incredible opportunities—when paired with resilient security strategies. Ransomware attacks have increased 76% since the launch of ChatGPT,<sup>2</sup> and legacy infrastructure can't keep up.

In the rush to redefine business, how can you ensure resilient security?

HP can help you modernize with confidence. Our Next Gen AI PCs and enterprise-grade security solutions help IT leaders stay ahead—without sacrificing productivity.



## Built to withstand a new era of risk

The rules of cybersecurity have changed, and upgrading PC fleets is non-negotiable. HP AI PCs (like the EliteBook Ultra G11 Notebook) are part of the world's most secure PC portfolio,<sup>3</sup> equipped with enterprise-grade protections such as HP Wolf Security.<sup>4</sup> These systems are designed to detect and defend against evolving threats in real time—helping IT teams stay ahead without compromising productivity.



### AI protection out-of-the-box

Integrated HP Wolf Security<sup>4</sup> and cutting-edge NPUs deliver unmatched defenses.



### The world's most advanced on-device AI assistant

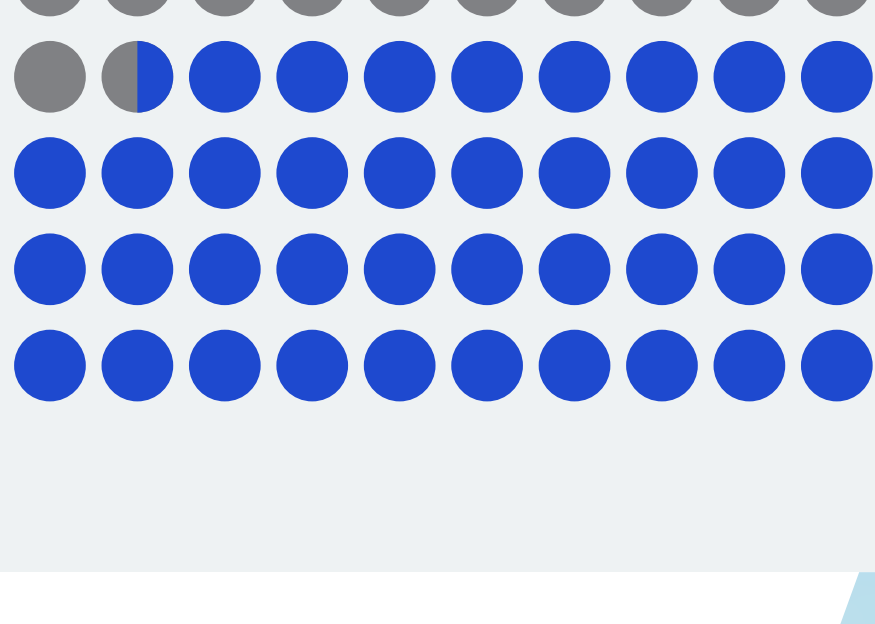
HP AI Companion minimizes reliance on the cloud.<sup>5</sup>



### Proven performance and speed

HP's AI PCs report 224% better power efficiency running AI apps,<sup>6</sup> and CrowdStrike reports 7x faster memory scanning on most AI PCs than traditional computers.<sup>7</sup>

Equipped with features that are redefining enterprise security, HP AI PCs are secure, smart, and revolutionary.



**77%** of employees now use AI tools<sup>8</sup>—make sure they're using ones you can trust



## Security that moves at the speed of work



**surge in cyberattacks on organizations worldwide in 2024<sup>15</sup>**

With 72% of organizations adopting hybrid models, endpoint protection has never been more critical.<sup>9</sup> Multiple networks and unmanaged devices create vulnerabilities hackers love to exploit, and 40% of organizations have reported cyber intrusions directed at their remote environments.<sup>10</sup>

HP delivers rock-solid security across devices, locking out hackers while enabling productivity.

### True Zero-Trust coverage

With 50B+ web clicks, downloads, and attachments protected to date without a single compromise, HP Wolf Security's<sup>4</sup> Threat Containment sets the Zero-Trust standard.<sup>11</sup>

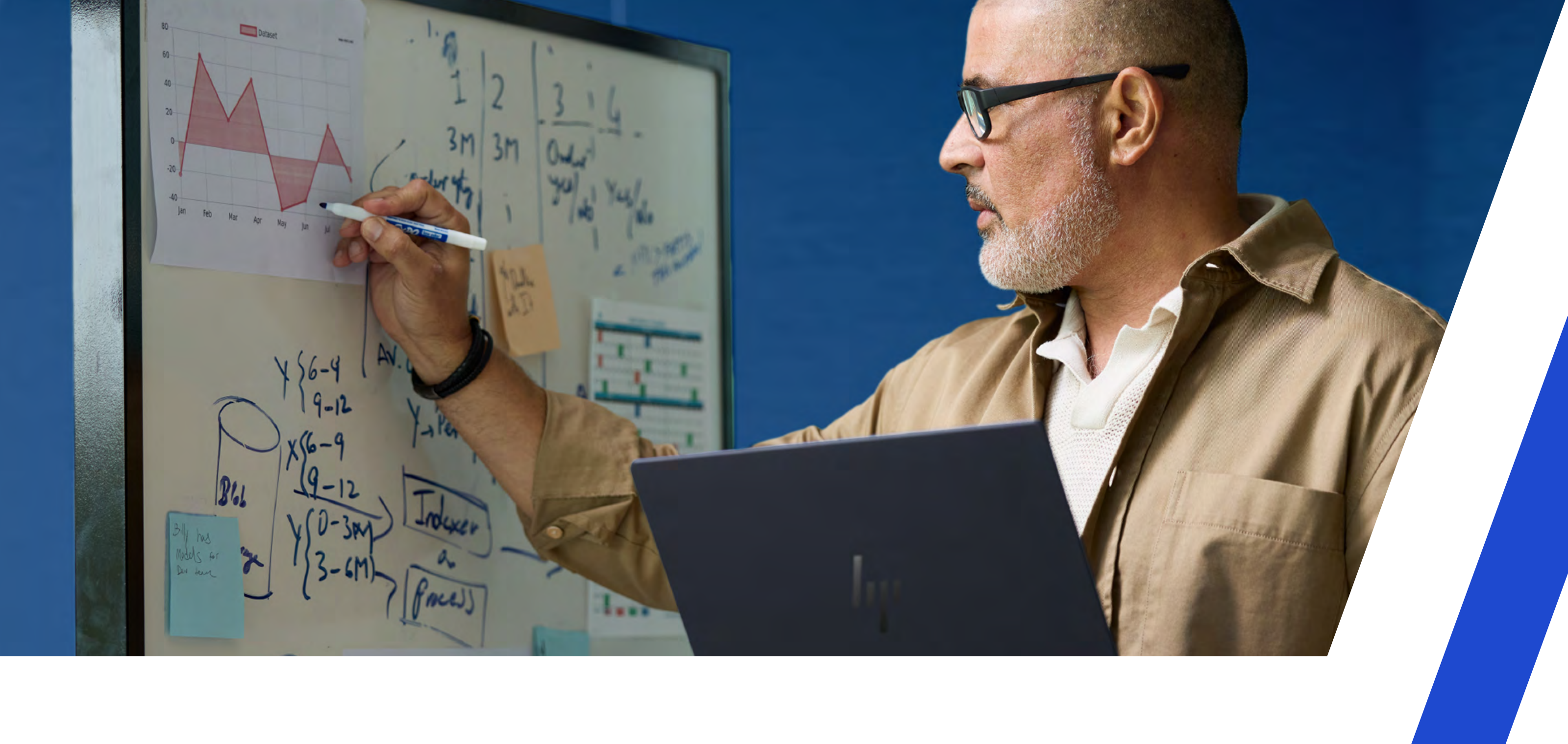
### Full IT visibility and control

With HP Protect and Trace with Wolf Connect, misplaced, stolen, or devices that are turned off can be found, locked, or erased remotely, protecting sensitive data.<sup>12</sup>

### Detect, contain, and neutralize

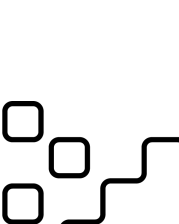
HP Sure Click Enterprise<sup>13</sup> uses hardware-enforced isolation to contain threats and malware—without disrupting workflows. It provides stronger endpoint protection with over 150 million HP PCs shipped with no reported persistent firmware breaches.<sup>14</sup>

When your team works everywhere, endpoint security is everything.



## The cost of falling behind

Failing to address rising threats isn't just risky; it's expensive. Financial loss, damaged trust, and stalled growth all loom with sub-par security. But it doesn't have to be this way—with HP's flexible, purpose-built, and enterprise-grade solutions, you can alleviate the strain on your teams.



**Enable work from anywhere without worry**



**Protect employee and customer data**



**Avoid costly breaches**

With HP as your partner, you can turn risk into resilience.

**More than 55%**

**of incidents experienced by organizations are due to employee negligence, and the average annual cost to remediate these incidents was \$8.8 million.<sup>16</sup>**



## Rethink risk. Reclaim agility.

The cybersecurity landscape grows tougher everyday—but so do the solutions. HP can empower your teams with innovative tools that scale with your workforce and keep you prepared for what's next. Because reimagining work shouldn't mean exposing your business to more risk.

Secure your edge with HP. Contact us to learn more.

[LEARN MORE](#)

1. HP Research, 1,825 senior IT decision-makers in US, UK, France, Germany, Japan, India, Brazil, 2025.

2. Accenture, "Redefining resilience: Cybersecurity in the gen AI era," 2024. <https://www.accenture.com/content/dam/accenture/final/accenture-com/document-2/Accenture-Cybersecurity-In-The-Generative-AI-Era.pdf>

3. "World's most secure PC portfolio" based on HP's unique and comprehensive security capabilities at no additional cost among vendors on HP Elite PCs with Windows and 8th Gen and higher Intel® processors or AMD Ryzen™ 4000 processors and higher; HP ProDesk 600 G6 with Intel® 10th Gen and higher processors; and HP ProBook 600 with AMD Ryzen™ 4000 or Intel® 11th Gen processors and higher.

4. HP Wolf Security for Business requires Windows 10 or 11 Pro and higher, includes various HP security features and is available on HP Pro, Elite, RPOS and Workstation products. See product details for included security features.

5. Based on HP's internal analysis of comparable AI assistants and supporting features as of March 2025. "Interactive" refers to the AI voice assistant enables hands-free interaction using natural language commands and supports on-device document analysis for extracting key points, generating summaries, and gaining insights without an internet connection. Features include "Ask" for hands-free interaction, "Analyze" for processing and interpreting on-device data. "Perform" for optimizing system performance by managing drivers, BIOS, and firmware. Additional features: Speech-to-Text, Text-to-Speech, Wake Word Activation, and Hybrid Chat, allowing users to toggle between local and cloud-based AI processing. PC's with NPU 40 TOPS or greater) HP AI Companion is available preloaded on select HP next gen AI PCs or is available for download from the Microsoft store and requires a HP next gen AI PC with a NPU supporting 40-60 TOPS and requires Windows 11. Performance requires account set up within 30 days of PC boot or enrollment through the HP

6. Based on image generation with NPU vs. non-NPU processor using Amuse software generating a 1024 x 1024 pixel image from the same text prompt repeatedly until battery depletion to determine power efficiency. Configurations tested: HP EliteBook 8 G1a AI with AMD Ryzen AI PRO 350 and 32GB RAM vs. HP EliteBook 845 G10 with AMD Ryzen 7 PRO 7840U and 32GB RAM. Results may vary.

7. CrowdStrike, "Falcon Enhances Fileless Attack Detection with Accelerated Memory Scanning," 2022. Based on offload memory scanning to the integrated GPU via Intel TDT API, which results in a 3-7x acceleration over CPU scanning methods as described in CrowdStrike blog. <https://www.crowdstrike.com/en-us/blog/falcon-enhances-fileless-attack-detection-with-accelerated-memory-scanning/>

8. HP Global Sentiment Study "Fulfillment at work: Learnings and insights for designing fulfilling work experiences," 2025.

9. Cyber Magazine, "75% of organisations struggling with remote IT challenges," September 2023. <https://cybermagazine.com/articles/75-of-organisations-struggling-with-remote-it-challenges>

10. EY, "How security risks are impacting hybrid work models," August 2022. [https://www.ey.com/en\\_in/insights/forensic-integrity-services/how-security-risks-are-impacting-hybrid-work-models](https://www.ey.com/en_in/insights/forensic-integrity-services/how-security-risks-are-impacting-hybrid-work-models)

11. Assumptions based on HP internal analysis of customer reported insights and installed base.

12. HP Wolf Protect and Trace is available on select HP 600, 800, 1000, Windows based Elite Dragonfly Laptops, select 800 desktops, and Z1 G8 Workstations and will function when the device is powered on and connected to the Internet. HP Wolf Protect & Trace requires HP TechPulse to be installed by customer manually via a one-click download at [hp.com/premium-plus](http://hp.com/premium-plus) or by providing consent at the time of your hardware's first boot, which enables HP to install HP TechPulse to collect information related to the Device. HP TechPulse is a telemetry and analytics platform that provides critical data around devices and applications and is not sold as a standalone service. HP TechPulse follows stringent GDPR privacy regulations and is ISO27001, ISO27701, ISO27017 and SOC2 Type2 certified for Information Security. Internet access with connection to TechPulse portal is required. For full system requirements, please visit <http://www.hpdaas.com/requirements>.

13. HP Sure Click Enterprise is sold separately. Supported attachments include Microsoft Office (Word, Excel, PowerPoint) and PDF files, when Microsoft Office or Adobe Acrobat are installed. For full system requirements, please visit HP need hyperlink to HP Sure Access Enterprise and HP Sure Click Enterprise system requirements at: <https://enterprisesecurity.hp.com/s/article/System-Requirements-for-HP-Sure-Access-Enterprise>

14. Based on HP's internal analysis: Over 150 million PCs shipped with HP Sure Start and no malware breaches reported.

15. Check Point Research, "The State of Cyber Security 2025." <https://www.checkpoint.com/security-report/?flz-category=items&flz-item=report-cyber-security-report-2025>

16. Ponemon Institute, Cost of Insider Risks Global Report 2025, [https://www2.dtextsystems.com/l/464342/2025-02-19/583csx/464342/1740000012hNhGjMpn/2025\\_Cost\\_of\\_Insider\\_Risks\\_Global\\_Report\\_by\\_Ponemon\\_and\\_DTEx.pdf?\\_gl=1\\*1xr80nw\\*\\_gcl\\_au\\*ODk1MzUwNDM0LjE3NDkxMTUwNmM](https://www2.dtextsystems.com/l/464342/2025-02-19/583csx/464342/1740000012hNhGjMpn/2025_Cost_of_Insider_Risks_Global_Report_by_Ponemon_and_DTEx.pdf?_gl=1*1xr80nw*_gcl_au*ODk1MzUwNDM0LjE3NDkxMTUwNmM)

