

Daan Van Speybroeck – HP Category manager PC

Hans Van Barel – HP Category manager Print

February 20th, 2018





EXPERIENCE AGE ENGAGED

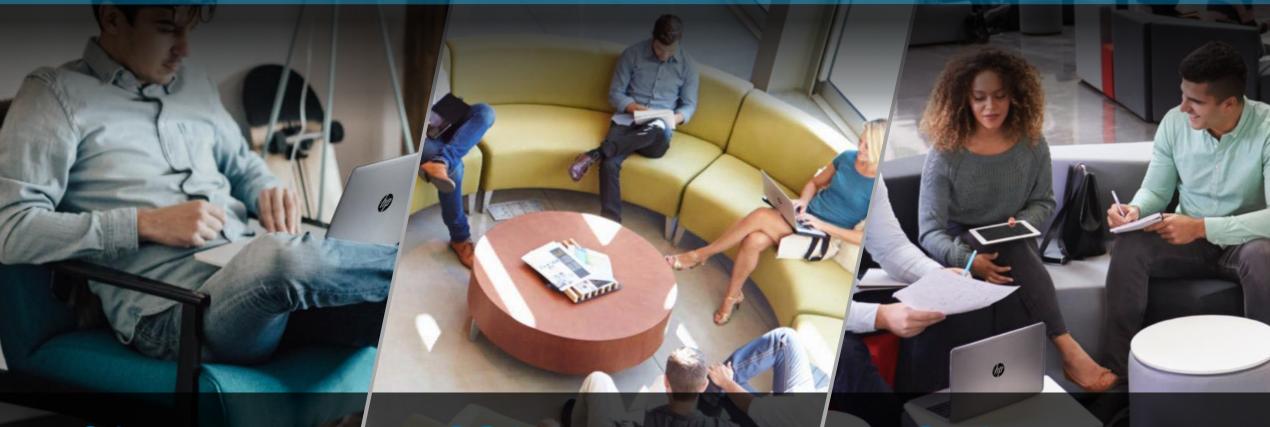
Connecting, Collaborating,

Creating

# Workforce

# Workplace

# Workstyle



50%

Millennials by 2020<sup>13</sup>

62% work from more than one location<sup>14</sup>

Collaborate
multiple times a day<sup>15</sup>



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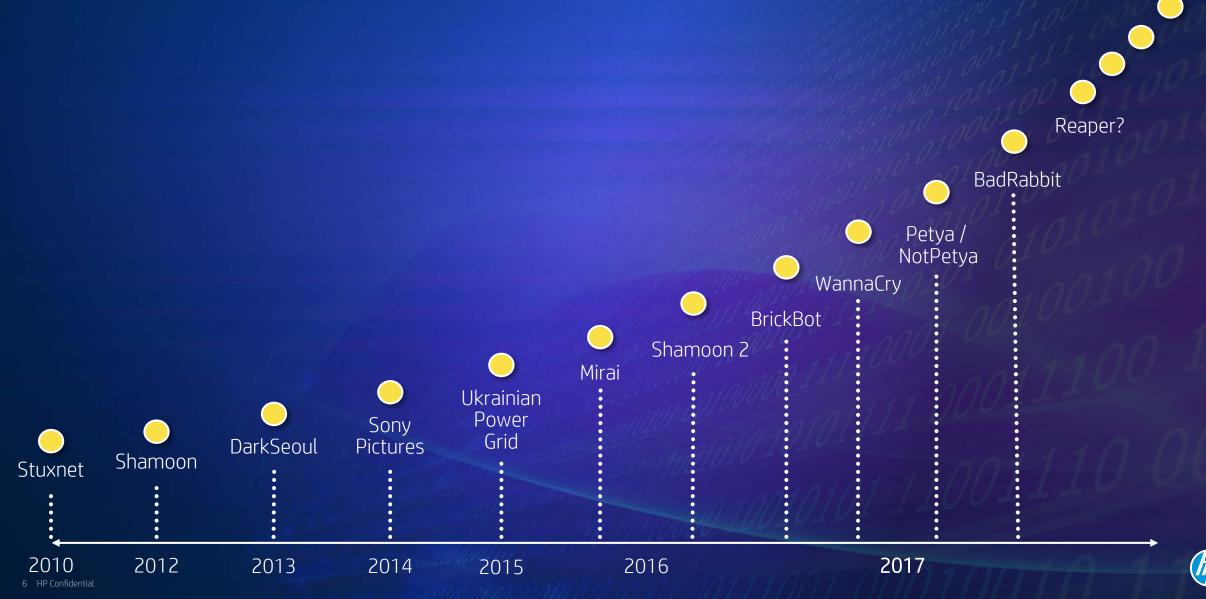


# WORKPLACES ARE MORE VULNERABLE





# A trend towards destructive attacks



# 2017 IN REVIEW ATTACKS ACCELERATING

## MORE COMMON

Cyber-attack volume doubled in first half of 2017 (compared to 2016)

InfoSecurity, F-Secure Labs, 2017

## MORE COSTLY

The global cost of cybercrime has rocketed by 23% over the past year to reach \$11.7m per business

Ponemon Institute, 2017 Cost of Cyber Crime Study, 2017

## MORE UNPREDICTABLE

In the first quarter of 2017, **new malware** emerged every **4.2 seconds** 

GData, Malware Trends 2017, 2017



# EVERY PC DECISION IS A SECURITY DECISION.



Are you concerned about printer security? You should be.

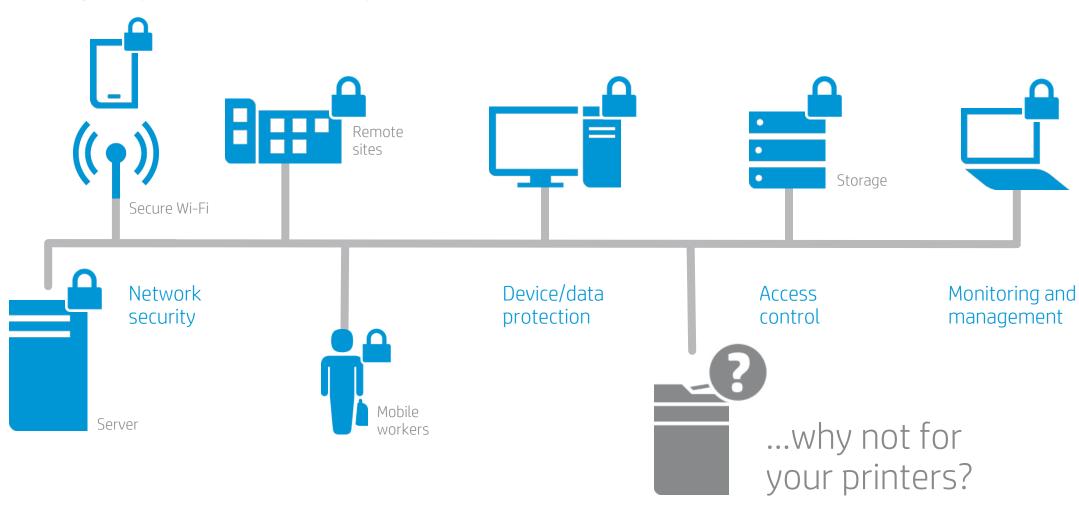






## You invest in security measures for your computing devices...

Every endpoint should be an equal citizen on the network





# Endpoint devices as the first line of defence



# Device Security Starts with the BIOS

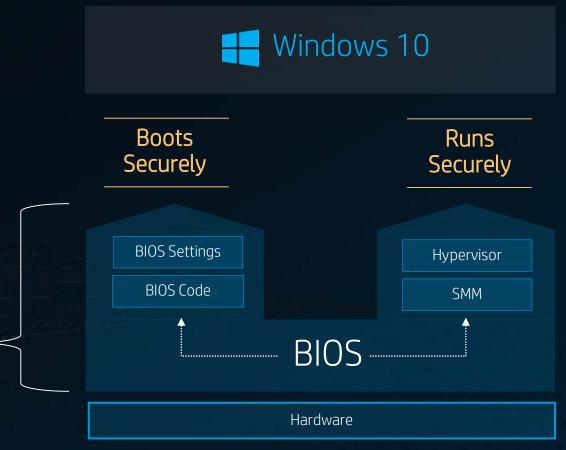
#### What is the BIOS:

BIOS is the first million lines of code that run. It is the key to your PC's foundation.

Why should customers care?

Once the BIOS is corrupted, the hackers "own" your PC: all other protection is useless.

No antivirus or OS firewall can detect an infected BIOS!





## HP's Legacy of BIOS Security Leadership



Since 2014 HP Sure Start has been enabled by a unique hardware element – the HP Endpoint Security Controller.

2005 – Cryptographically secure BIOS updates

2011 - Leadership with BIOS security standards (NIST 800-147, ISO 19678)

2014 - HP BIOSphere with Sure Start (Gen1)

2015 – HP Sure Start with Dynamic Protection (Gen2)

2017 – HP Sure Start with Runtime Intrusion Detection (Gen3)

2018 - HP Sure Start Gen4 goes beyond the BIOS with enhanced security and resiliency



### IN 2018, HP's SECURITY STACK GETS A MASSIVE UPGRADE

DEVICE IDENTITY DATA

ABOVE THE OS **HP Image Assistant Gen3** 

Image creation and testing

HP MIK Gen2

Centralized security management

IN THE OS

BELOW

THE OS

**HP Sure Recover** 

Automated network-based image recovery

**HP Sure Run** 

Protection for critical applications

**HP Sure Start Gen4** 

Self-healing BIOS with Runtime Intrusion Detection

HP BIOSphere Gen4

Comprehensive BIOS management

**HP Work Wise** 

Proximity-based authentication

HP Client Security Manager Gen4

- HP Multi-Factor Authenticate Gen2

  MFA with hardened policies, 3-factor, face log-in
- **HP SpareKey**Self-service password recovery
- **HP Device Access Manager**Just-in-Time access for ports and devices

NEW Additions and Updates

HP Sure View Gen2

Built-in privacy screen

**HP Sure Click** 

Browsing security solution

**HP Secure Erase** 

Permanent data removal on HDD/SSD

Certified Self-Encrypting Drives

HW data encryption



HP Endpoint Security Controller

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## HP Printing Security Stack

DEVICE IDENTITY DATA

HP Jet Advantage Security Manager

**Print Management Software** 

ABOVE

**HP MIK** 

Centralized security management

IN THE OS

BELOW

THE OS

THE OS

**HP Whitelisting** 

Ensure only authentic firmware is loaded

**HP Connection Inspector** 

Inspects outgoing network connections

**HP Sure Start** 

Self-healing BIOS with Runtime Intrusion Detection

**HP Run Time Intrusion Detection** 

Detect & prevent unexpected memory changes

**HP & 3rd Party Software** 

- Authenticate

- Authorize

Accounting

- Auditing

Self-encrypting storage

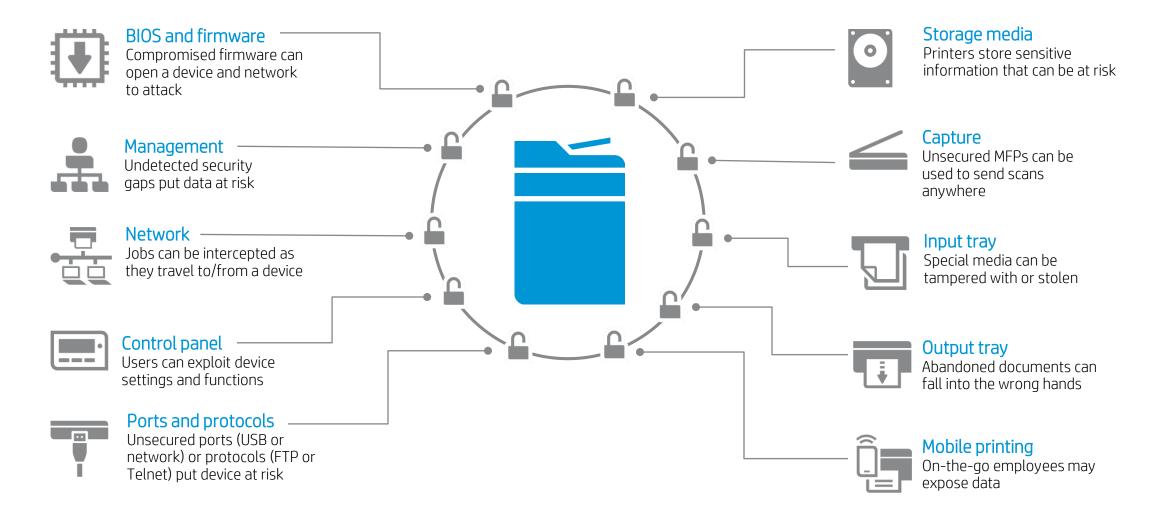
Encrypted credentials

Secure Storage Erase

Remote Management

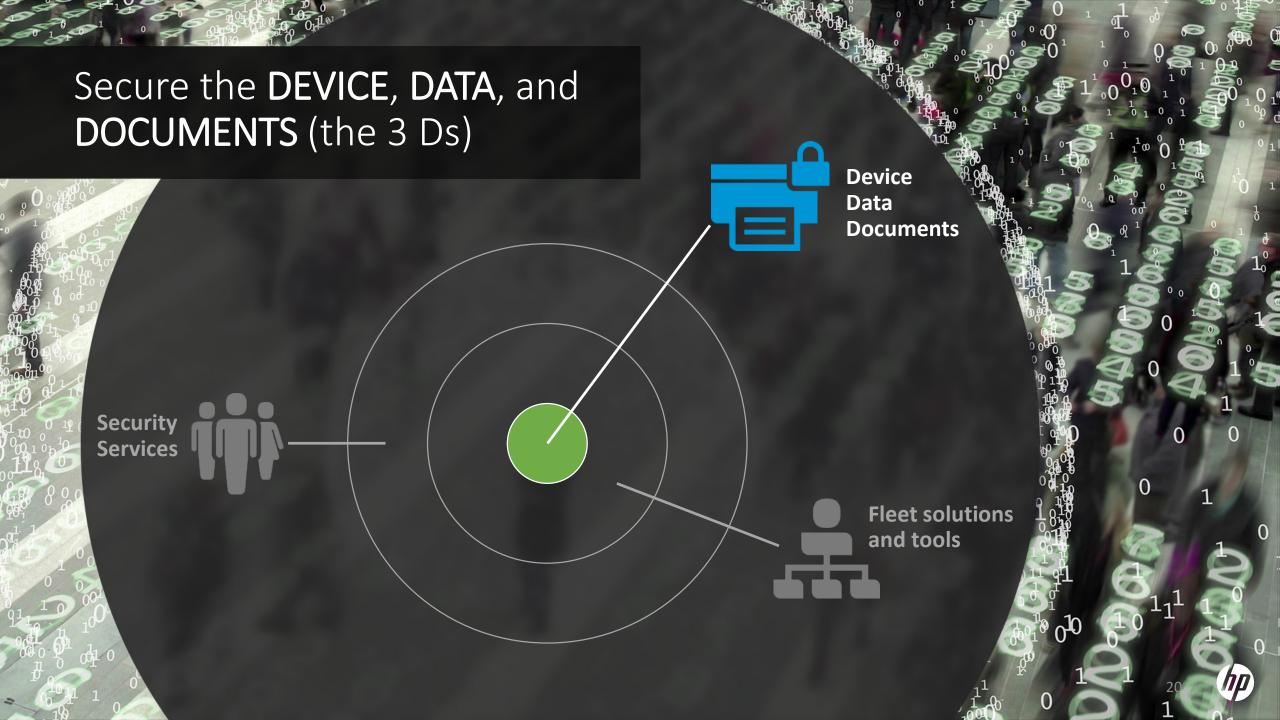


## Common imaging and printing vulnerability points









# Secure Device – Secure Data – Secure Document





## THREATS TARGET EVERY LEVEL OF THE SYSTEM





#### ABOVE THE OS

Manageability Infrastructure, Visual Hackers



#### **OPEN DOORS**

Security tools are useless unless policies are enforced. Manageability is required to make security effective



#### IN THE OS

Operating System, Software, Downloads



#### **COMMON TARGET**

Unpatched software vulnerabilities are easy to exploit. Malicious websites, infected downloads



#### BELOW THE OS Firmware (BIOS, etc.)





#### **IDEAL TARGET**

Complex target, but successful attacks mean persistence, stealth, and access to almost anything they want

**Most Secure.** Extremely difficult for hackers and malware to penetrate.



## HP Endpoint Security Controller



Since 2014, HP has integrated the HP Endpoint Security Controller into our HP Elite PCs.

→ Hardened Root of Trust



## GROUNDING SECURITY IN HARDWARE

The HP Endpoint Security Controller enables solutions that are:



to create a cyber resilient system in the face of unexpected attacks.



# HP ENDPOINT SECURITY STACK 2018

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Key Additions and Updates

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Self-service password recovery

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HP Sure View Gen2

Built-in privacy screen

**HP Sure Click** 

Browsing security solution

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HW data encryption



HP Endpoint Security Controller



## HP HARDENS THE SYSTEM WITH HP ENDPOINT SECURITY CONTROLLER







TRUSTED BIOS HP Sure Start Gen4



Hardware

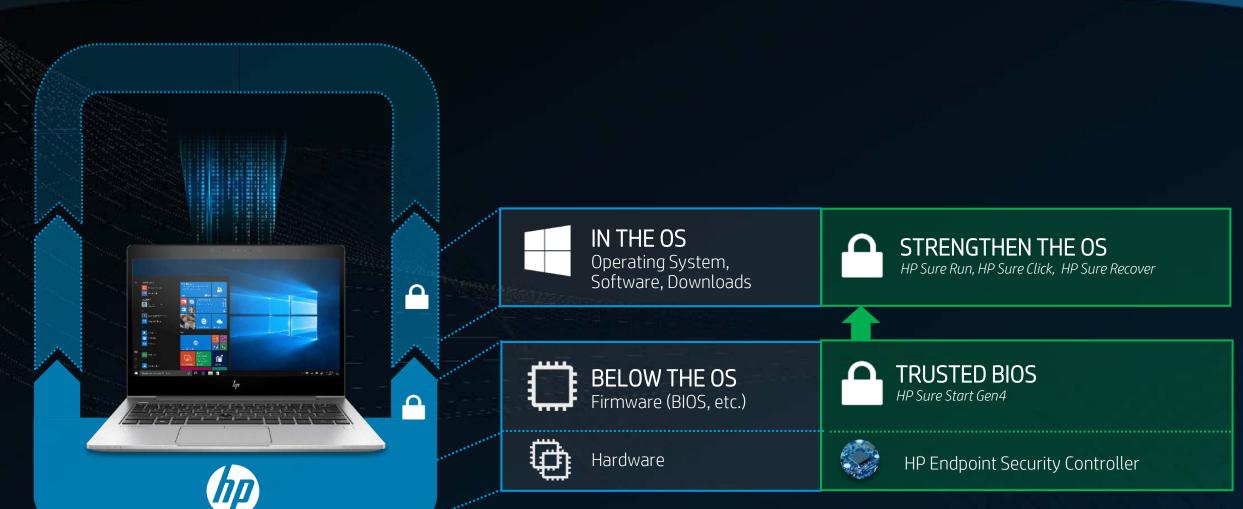


HP Endpoint Security Controller



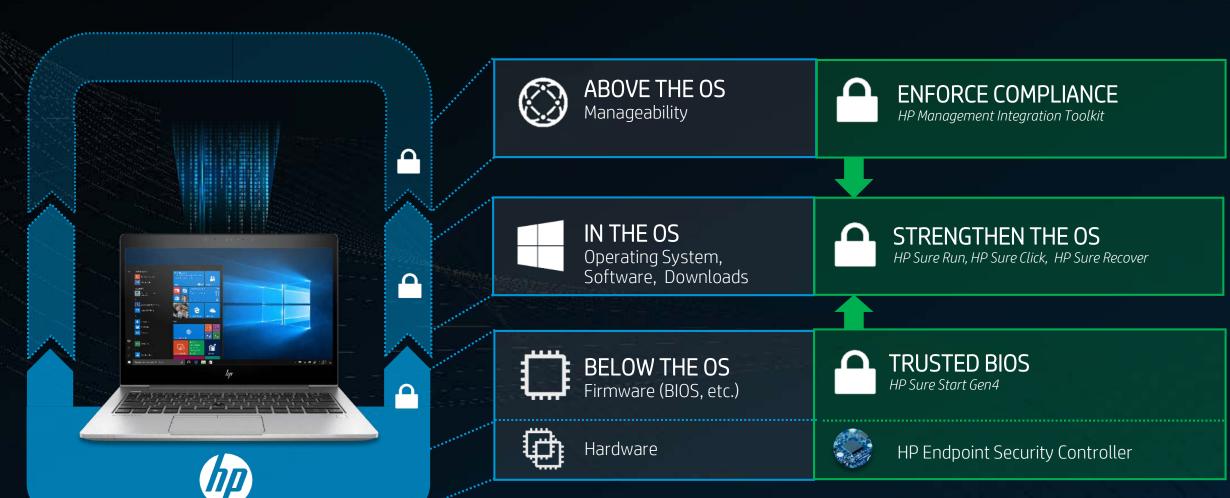


## TAKING PROTECTION TO A NEW LEVEL: OS HARDENING





## ENFORCING COMPLIANCE WITH MANAGEABILITY





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HP Device Access Manager

| Just\_in\_Time access for parts and devices
| Time access for parts access for parts and devices
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Just-in-Time access for ports and devices

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HP Endpoint Security Controller



## DEFEND AGAINST DEVASTATING FIRMWARE ATTACKS



HP Sure Start is the industry's first and still the only self-healing BIOS.

The BIOS is the first million lines of code that run. It is the key to your PC's foundation.

Once the BIOS is corrupted, the hackers "own" your PC: all other protection is useless.

Antivirus, anti-malware, and OS firewalls will not detect an infected BIOS!



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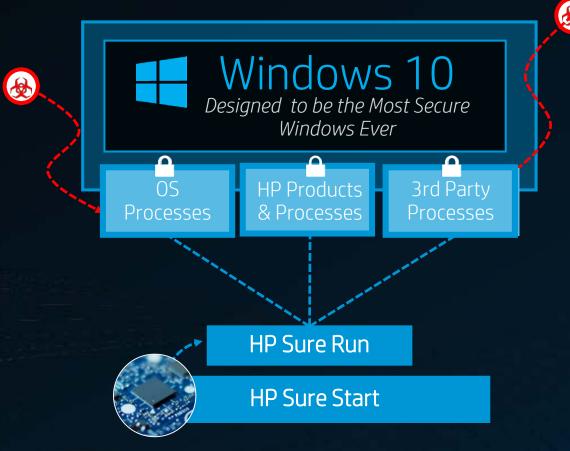


## MAKE SURE ATTACKERS CAN'T TURN OFF YOUR ANTIVIRUS

Secure the Processes that Secure your PC

HP Sure Run extends the HP Endpoint Security Controller's self-healing protection into the OS.

It monitors key processes, alerts users and IT of any changes, and restarts them automatically if they're stopped.



HP Endpoint Security Controller enables hardware-enforced application persistence



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## MINIMIZE DOWNTIME

HP Sure Recover offers secure, automated, network-based software image recovery.

Using the HP Endpoint Security Controller, it can quickly and securely reimage machines to HP's or the company's latest software image - using only an internet connection





Because HP Sure Recover is based in hardware, you can reimage a PC, even from a bare hard drive.



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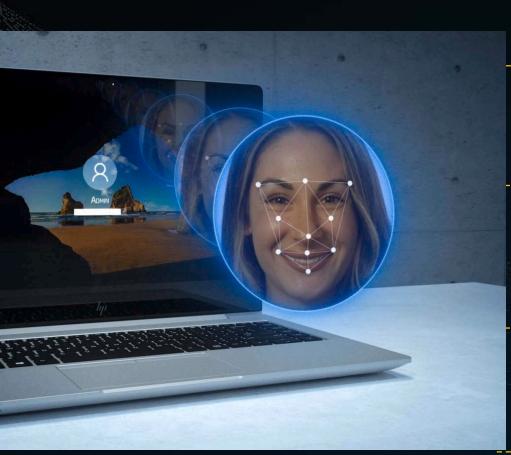
HW data encryption



HP Endpoint Security Controller



## HP MULTI-FACTOR AUTHENTICATE GEN2



NOW SUPPORTING

#### FACIAL RECOGNITION

Login with a look using the optional IR camera



#### MULTI-FACTOR VPN CREDENTIALS

Secure the company when mobile workers connect outside the workplace.



#### **UP TO 3 FACTORS**

Make your login over a million times more secure when you require 3 factors. Ideal for users who have access to the most sensitive info.





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#### CLICK CONFIDENTLY

HP Sure Click - our hardware enforced, secure browsing solution isolates malware in a CPU-isolated virtual machine, so it cannot infect your PC

Just close the browser tab,

and the malware is gone!





Compatible with Internet Explorer and Chromium browsers



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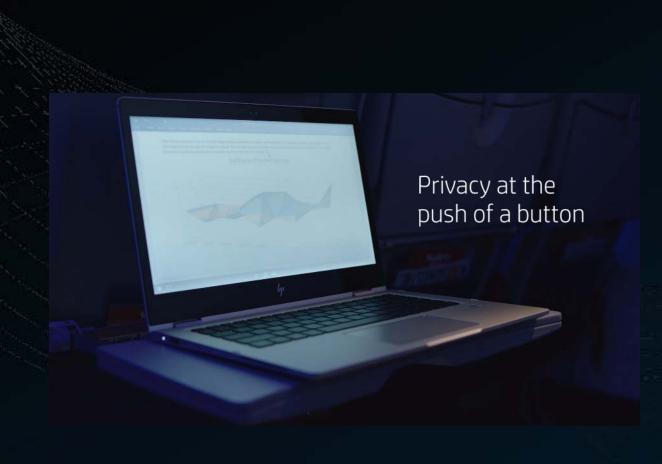


HP Endpoint Security Controller



#### WORK FREELY IN PUBLIC SPACES

HP Sure View Gen2: the world's ONLY integrated PC privacy screen



HP Sure View Gen2 protects against visual hacking with the press of a button.

Now in it's SECOND GENERATION, HP Sure View Gen2 enables a better visual experience in light OR dark environments — from the plane to the café

#### What's New

- Performs great in BRIGHT and DARK environments
- IPS panel technology
- Improved 120Hz REFRESH RATE, for smooth motion
- Reduced display thickness ULTRA-THIN DESIGNS



## Secure Device – Secure Data – Secure Document





#### Secure the **DEVICE**

Real-time threat detection, automated monitoring, and built-in software validation



#### Complete the check cycle

HP JetAdvantage Security Manager

Automatically validates security settings across the fleet, which helps you comply with configuration policies

5

3

#### Protect the network **HP Connection Inspector**

Inspects outgoing network

connections to stop suspicious requests and thwart malware.

Protect memory

Run-time intrusion detection

During run-time, HP devices detect and prevent unexpected memory changes

#### Validate BIOS integrity **HP Sure Start**

Prevents the execution of malicious code during bootup by ensuring only HP-signed, genuine code is loaded

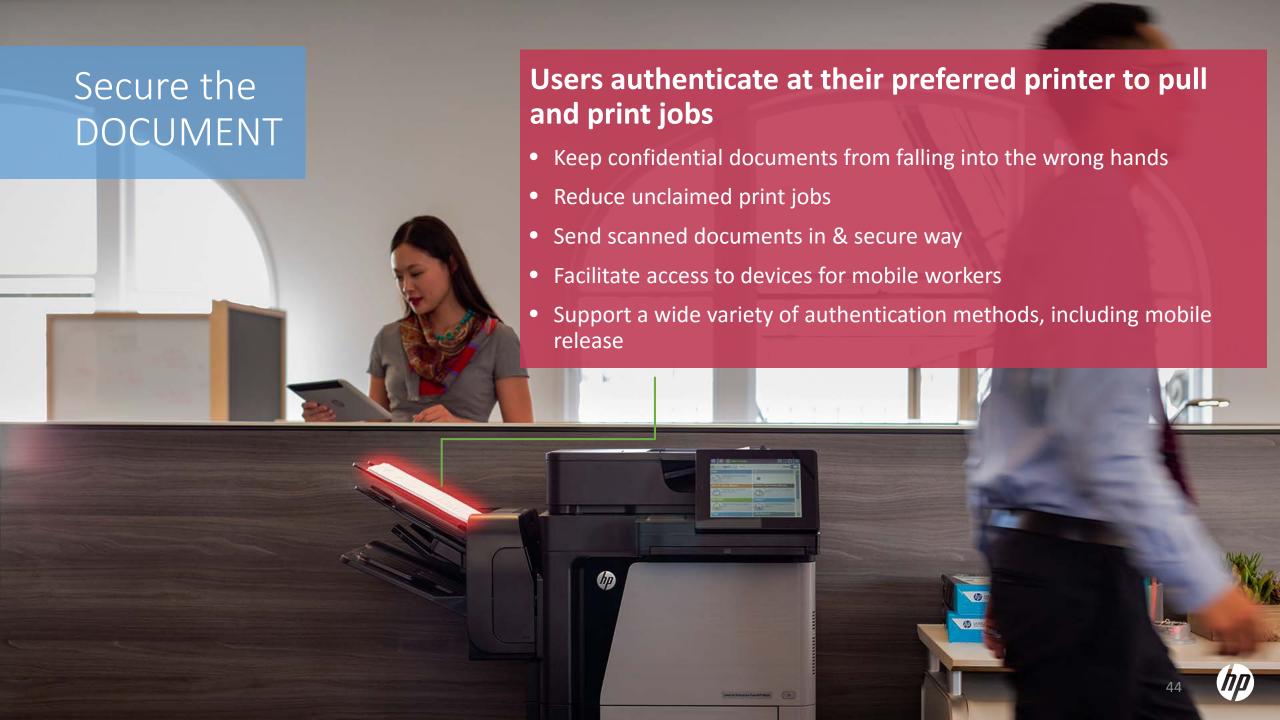
#### Validate firmware HP Whitelisting

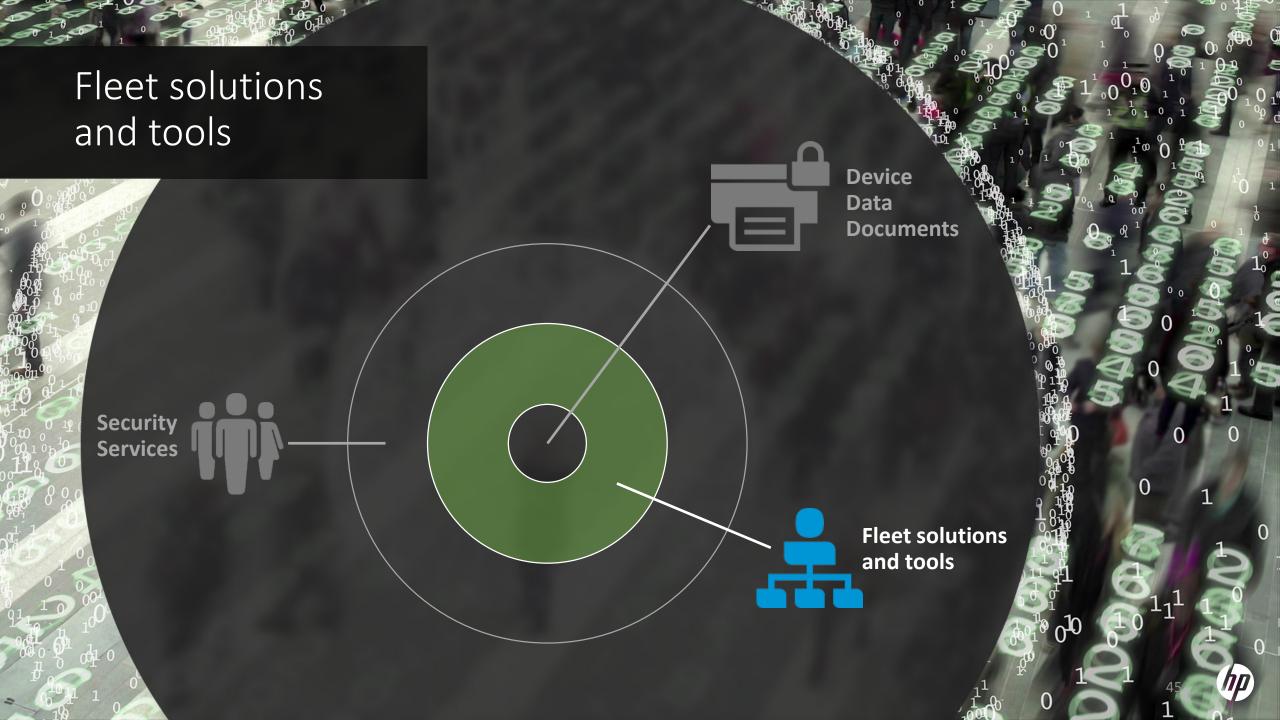
good HP firmware is loaded into memory

Helps ensure only authentic, known-

42







## Fleet Solutions & Tools





## HP ENDPOINT SECURITY STACK 2018

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HP Endpoint Security Controller



#### ENSURE EVERY PC STAYS PROTECTED.

Enforce your company's security policies with HP Manageability Integration Kit Gen26

## HP Manageability Integration Kit is the first and only Microsoft certified plug in for SCCM now in its second generation.

NOW YOU CAN MANAGE MORE HP SECURITY, MORE HP FEATURES



Manage new! HP Security features

- HP Sure Run<sup>3</sup>
- HP Sure Recover<sup>4</sup>



Manage policies for 3 factors or VPN credentials in HP Multi-Factor Authenticate<sup>5</sup>



Set policies for HP Sure View<sup>7</sup> and additional HP Software



New UI makes it even easier for ITDMs to create and manage policies



#### IMPROVE YOUR IMAGE

Build better software images in minutes with HP Image Assistant



Image Assistant will report:

- Security issues
- Driver issues
- BIOS settings

Can install missing or outdated components Essential for Win 10 transition An essential, free IT Admin tool to develop, maintain, and support software images for optimal Windows performance.

 Compare HP factory image to corporate image to uncover latest drivers, BIOS updates, updated components, and more

#### New for 2018!

- Image Assistant now supports HP Thunderbolt dock firmware
- Now with quick access to Product Change Notifications and Customer Advisories



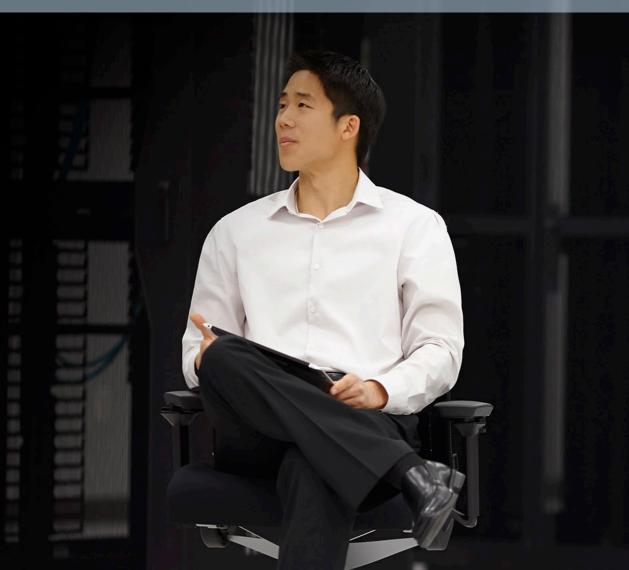
## Fleet Solutions & Tools





#### HP JetAdvantage Security Manager

The industry's only policy-based print security compliance tool



- **Increase security** across your fleet
- Strengthen compliance to corporate security policies

**Reduce risk** of costly security breaches

**Streamline security management** by automating many processes

Improve fleet management of device certificates

**Secure new devices immediately** with Instanton Security



HP JetAdvantage Security Manager



## Integrated security and workflow solutions

Print management solutions help secure and optimize your printing investment across the organization





Rights Management





Mobile Print Management







Secure Pull Printing





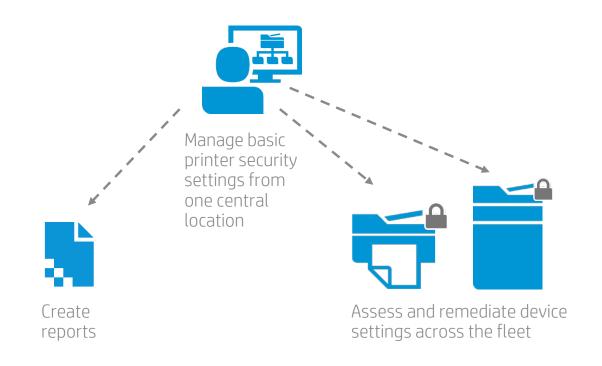


#### HP Print Manageability Integration Kit for Microsoft SCCM

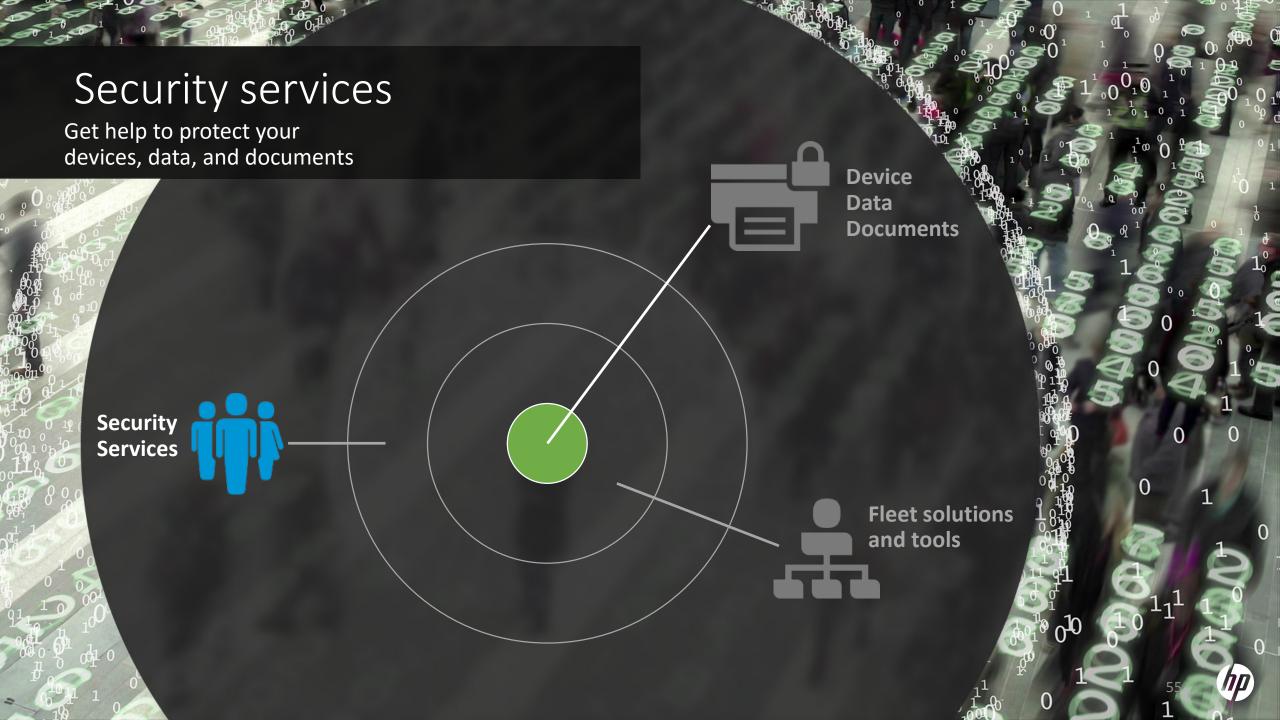
Manage basic (top 15) printer security settings across the fleet

HP Print Manageability Integration Kit is a plug-in for Microsoft® System Center Configuration Manager (SCCM) that allows you to:

- Discover and group devices
- Assess and remediate the top 15 configurations like Admin Password
- Increase security by disabling unused, unsecure protocols; turning off obscure file system access; and more
- Create reports, from executive level to detailed device level







### HP Print Security Professional Services portfolio

End-to-end security assistance





Assess and recommend

Print Security Implementation Services



Implement recommendations

One-time service

Print Security Advisory Retainer Service



Reassess and assist

Print Security
Governance and
Compliance Service



Maintain and monitor

Recurring services



#### EVERY PRINTER DECISION IS A SECURITY DECISION

HP makes the world's most secure and manageable Printers



- Identify vulnerabilities in your environment with assessment tools
- Upgrade to the world's most secure printing: HP Enterprise printers and MFPs
- Improve print fleet security management
- Deploy HP JetAdvantage Security Manager for automated assessment and remediation of print security policies
- Plug the HP Manageability Integration Kit into Microsoft® SCCM for comprehensive manageability of HP PC fleet security features
- Implement Print Management Solutions to support authentication, add encryption to the print stream, protect documents with pull printing, and more



#### EVERY PC DECISION IS A SECURITY DECISION

HP makes the world's most secure and manageable PCs



- Anchor your security in hardware. HP Endpoint Security Controller extends hardened security beyond the BIOS
- Don't become the next headline. Defend against devastating firmware attacks with HP Sure Start Gen4<sup>2</sup>
- Make sure attackers can't turn off your antivirus. Protect critical security processes with HP Sure Run<sup>3</sup>
- Don't let an attack impact your bottom line. Recover quickly and minimize downtime with HP Sure Recover<sup>4</sup>
- Keep web-borne malware from breaking in. Browse the web and view files without hesitation with HP Sure Click<sup>8</sup>
- Stop looking over your shoulder. HP Sure View Gen2<sup>7</sup> deters visual hacking in public spaces
- Help ensure every PC stays protected. Enforce your company's security policies with HP Manageability Integration Kit Gen2<sup>6</sup>



# EVERY PC & PRINTER DECISION IS A SECURITY DECISION.



#### 2018 Commercial Notebook Portfolio

600 Series

Legacy support plus

flexibility and security

14" / 15" Intel/AMD

#### **200 Series**

Affordable business notebooks with essential features



14" / 15" Intel/AMD

HP **Entry level** 

#### 400 Series

Power, style and value - just what your growing business needs



13"/14"/15"/17" Intel/AMD

#### **ProBook** Mainstream & growing business

#### **705 Series**

**Enterprise features and** security, thin and light design, great value



12"/14"/15" **AMD** 

#### 800 Series

Security, manageability, and performance in an ultrathin design



12"/14"/15" Intel

#### 1000 Series

Exquisite design and exceptional performance for a premium experience



EliteBook Thriving business and enterprise

## HP Office Printing Portfolio



## HP portfolio

Reinventing the Print Market





## MORE DEVICE CHOICES

50% more print categories than our leading competitors<sup>5</sup>—16 new platforms, over 50 unique models



## WORLD'S MOST SECURE PRINTERS<sup>6</sup>

Self-heal with built-in security to help keep your network safe



#### PAGEWIDE AFFORDABLE COLOR

Pervasive color with the PageWide cost advantage



#### MAXIMUM UPTIME

Cloud-based technology and fewer parts means you get less—downtime that is



## HP PageWide



Affordable color

Unmatched speeds

Maximum uptime

Environmental engineering

- Print speeds from 60 ppm to 80 ppm<sup>7</sup>
- Maximum input capacity of up to 4,650 pages<sup>8</sup>
- Recommended monthly page volume (RMPV) of up to 50,000 pages

## HP LaserJet



World's most secure<sup>6</sup>

Affordable operating costs

Optional flow models

Minimal interruptions

- Print speeds from 22 ppm to 60 ppm<sup>7</sup>
- Maximum input capacity of up to 6,140 pages<sup>8</sup>
- Recommended monthly page volume (RMPV) up to 100,000 pages



#### HP Office Printing Transactional Portfolio

3-10 users 5-15 users 10-30 users 25+ users

Color MFP



























HP PW Pro 377 HP PW Pro 477 HP LJ Pro M377 HP LJ Pro M477 HP LJ Pro M570 HP LJ Ent Flow M577 HP PW Ent Flow 586 HP LJ Ent M775

M681/M682

HP PW Pro 772 HP PW Pro 777 HP PW Ent 785 HP PW Ent 780

HP LJ Ent Flow M880























HP PW Pro 352 HP PW Pro 452 HP LJ Pro M452



**HPLJPro** HP LJ Ent M552/M553 CP5225

HP PW Ent 556

HP LJ Ent M652 HP LJ Ent M653 HP PW Pro 750 HP LJ Ent M750 HP PW Ent 765

HP LJ Ent M855

Mono MFP



HP LJ Pro M426





HP LJ Pro M521 HP LJ Ent Flow M527







HP LJ Ent M725



HP LJ Ent Flow M830







HP LJ Pro M501

HP LJ Ent M506



HP LJ Ent M607



HP LJ Ent



HP LJ Ent M712



HP LJ Ent M806



#### HP Office Printing Contractual Portfolio

25 ppm price class 35 ppm price class 45 ppm price class 55 ppm price class Color MFP HP PW E58650 HP LJ Managed HP CLJ E77830 / HP PW E77650 HP PW P77760 HP CLJ HP PW HP CLJ E77822 / HP PW HP CLJ HP LJ Managed HP LJ Managed Flow HP CLJ E87660 Managed E77825 E77660 E87650 Flow M880m P77740 E87640 M577m Flow E67560 M775m Color SF HP LJ Managed HP LJ Managed HP PW Managed HP LJ Managed HP PW HP PW P55250 E65050 M553m E65060 P75050dw E75160dn Mono MFP HP LJ Managed HP LJ Managed HP LJ E82550 HP LJ Managed HP LJ E72530 / HP LJ Managed HP LJ E82540 HP LJ E72525 HP LJ E82560 Flow M527 E72535 E62565 Flow M830





HP LJ Managed M506m



HP LJ Managed E60055





HP LJ Managed E60065 /E60075



