



FACE THE FUTURE

WITH

CONFIDENCE

HP PCs ARE DESIGNED FOR RESILIENCE
AGAINST THE ATTACKS OF TOMORROW



IN 2019, ITDMs FACE A

RISING TIDE OF SECURITY THREATS

Over 600,000 devices' firmware captured by Mirai botne



INCREASE IN
FIRMWARE
ATTACKS

Over 206 Million Ransomware Attacks in 2018



RISE OF
DESTRUCTIVE
ATTACKS

Over 350,000 New Malware Variants Every Day



RAPID
EVOLUTION
OF MALWARE



UNIQUE HARDWARE - UNMATCHED PROTECTION



HP SURE START

The world's first **SELF-HEALING BIOS**
Others can detect, but HP Sure Start can **RECOVER!**



HP SURE RUN

Built-in **HARDWARE-ENFORCED RUNTIME PERSISTENCE** for your PC's key security processes



HP SURE RECOVER

SECURE AND AUTOMATED RECOVERY on the world's first and only PCs with a firmware-embedded self-healing system image



HP SURE CLICK

SECURE WEB BROWSING to protect against most common attack methods and attachment viewing



HP SURE VIEW

INTEGRATED PRIVACY SCREEN protects against visual hacking with the press of a button

HARDWARE-ENFORCED RESILIENCE AGAINST...

BIOS Rootkits like **LoJax**

Viruses that take down OS defenses like **H1N1**

Wiper attacks like **NotPetya**

Web-borne or Office malware like **WannaCry**

Shoulder surfing and **Visual Hacking**





HP ENDPOINT SECURITY CONTROLLER

UNIQUE HARDWARE ENABLES RESILIENT DEVICES

- ✓ Physically isolated
- ✓ Cryptographically secured



3RD PARTY CERTIFIED

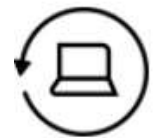
by an accredited independent test lab
(Overseen by ANSSI)



HP Sure Start



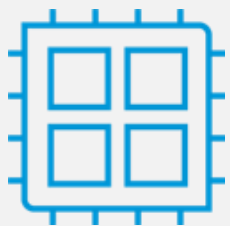
HP Sure Run



HP Sure Recover



WHAT'S NEW IN 2019:



HP Sure Start Gen5 expands the self-healing protection of HP Sure Start to the **Intel Management Engine (ME)**

HP SURE START IS THE WORLD'S ONLY SELF-HEALING BIOS

OTHERS MAY PROTECT OR EVEN
DETECT ATTACKS ON THE BIOS.

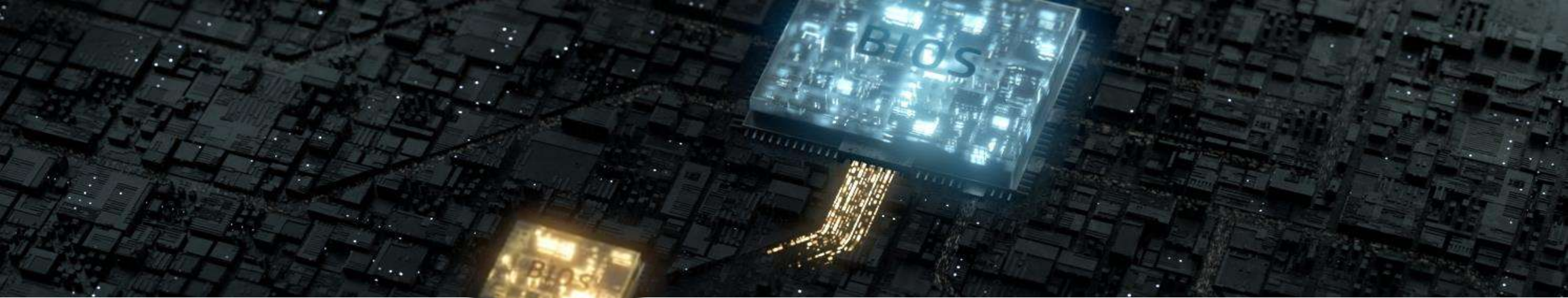
HP SURE START CAN **RECOVER**
FROM THEM.



3RD PARTY CERTIFIED

by an accredited independent test lab
(Overseen by ANSSI)





HP UNIQUE ADVANTAGE: N.I.S.T. STANDARDS

National Institute of Standards and Technology



2011:
BIOS PROTECTIONS
NIST SP 800-147



2019:
FIRMWARE RESILIENCE
NIST SP 800-193

UNIQUE!

HP SURE START GEN5
**MEETS AND
EXCEEDS**

NIST SP 800-193
FOR ALL CORE EMBEDDED
PLATFORM FIRMWARE



LEARN MORE:
Details in the HP Sure
Start Whitepaper
(Gen5 Coming Soon!)

**See HP Sure Start whitepaper for details.*

HP SURE RUN KEEPS YOUR PCs SECURITY POSTURE STRONG

FIGHTS BACK AGAINST ATTACKERS BY:

- **MONITORING** KEY PROCESSES
- **ALERTING** YOU OF CHANGES
- **RESTARTING** PROCESSES AUTOMATICALLY IF THEY'RE STOPPED

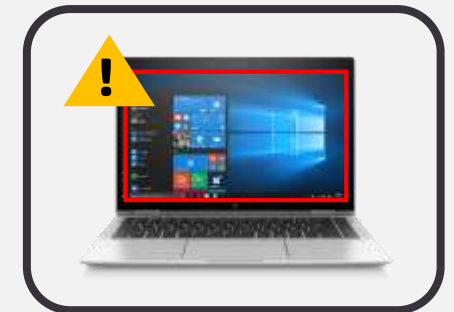


WHAT'S NEW IN 2019:

Sure Run Gen2 includes

NETWORK ISOLATION

to quarantine noncompliant machines and prevent the spread of malware





Recycle Bin



Security at a glance

See what's happening with the security and health of your device and take any actions needed.



Virus & threat protection
No action needed.



Account protection
No action needed.



Firewall & network protection
No action needed.





WHAT'S NEW IN 2019:

HP Sure Recover Gen2 offers:

- ✓ Easier set up of custom images
- ✓ Better network reliability
- ✓ Better event logging
- ✓ Intel® Optane™ compatibility

HP SURE RECOVER: SECURE, AND AUTOMATED RECOVERY FROM DESTRUCTIVE MALWARE

HP SURE RECOVER WITH
EMBEDDED REIMAGING

RECOVER YOUR OS IN
AS LITTLE AS **5 MINUTES**

HP Sure Recover

Possibility to configure it with your own recovery image on FTP

The screenshot shows the HP Client Security interface for configuring HP Sure Recover. The window title is "HP Client Security" and the page header is "DASHBOARD". The main heading is "HP Sure Recover" with a subtitle "Recovery of OS impacted by malware or corruption and corporate image". A checkbox labeled "Enable HP Sure Recover" is checked. Under the "Platform Image" section, the "Custom" option is selected. The "Image Location URL" field contains "ftp://ftp.hp.com/cpr/rs4/image.mft". The "Image Verification Key" field contains "D:\cpr\keys\recovery_public.pem" and has a "Browse" button next to it. There are empty input fields for "Username" and "Password". A legend indicates that an asterisk (*) denotes a required field. At the bottom, there are "Cancel" and "Submit" buttons. The version number "v1.031.1" is visible in the bottom left corner.

HP Client Security

DASHBOARD

HP Sure Recover

Recovery of OS impacted by malware or corruption and corporate image

Enable HP Sure Recover

Platform Image

HP

HP Device Drivers

Custom

Image Location URL *

ftp://ftp.hp.com/cpr/rs4/image.mft

Image Verification Key *

D:\cpr\keys\recovery_public.pem

Username

Password

* Indicates required field

v1.031.1

THE EASIEST WAYS TO ATTACK YOUR ORGANIZATION:

INSECURE BROWSERS AND MALICIOUS OFFICE FILES



1 IN 10
WEB REQUESTS LEAD TO
MALWARE



USERS RECEIVE AN AVERAGE OF
16
MALEVOLENT EMAILS
PER MONTH

56%
2018 INCREASE OF ENDPOINT
WEB ATTACKS





HP SURE CLICK: CLICK WITH CONFIDENCE

Open attachments and work online with HP Sure Click



PROTECT AGAINST MALICIOUS WEBSITES

- ✓ Isolates each tab in a secure virtual container
- ✓ Just close the tab, and the malware is gone
- ✓ Easy to use: integrates with IE and Chrome



PROTECT AGAINST BAD ATTACHMENTS

- ✓ Infected files are a common attack vector
- ✓ Protection for Word, Office, Excel and PDF files viewed in read only mode

New Email
 New Items
 Ignore
 Clean Up
 Delete
 Reply
 Reply All
 Forward
 More
 Important
 Team Email
 To Manager
 Reply & Delete
 Move
 Rules
 OneNote
 Unread
 Follow Up
 Search People
 Address Book
 Send/Receive
 Filter Email
 Find
 Send/Receive
 All Folders
 Send/Receive

- Favorites**
- Inbox 1
 - hp.sure.click.test@gmail.com
 - Inbox 1
 - [Gmail]
 - Drafts
 - Sent Mail 1
 - Tra... 4
 - Important 1
 - Spam
 - Star...
 - Outbox
 - RSS Feeds
 - Search Folders

Search Current Mailbox (Ctrl+E) Current Mailbox

All Unread By Date Newest

Last Week

HP Sure Click
Daniella Jones CV Tue 7/31

Dear HR Attached is my CV

Reply Reply All Forward

Tue 7/31/2018 8:18 AM

HP Sure Click <hp.sure.click.test@gmail.com>

Daniella Jones CV

To hp.sure.click.test@gmail.com

Daniella Jones CV v5.doc 3 MB

Dear HR

Attached is my CV for the new Senior Cybersecurity Administrator for your consideration.

Best regards,

Daniella



PROTECT YOUR PRIVATE INFORMATION

9 out of 10 visual hacking attempts to steal sensitive business information were successful

HP SURE VIEW

protects against visual hacking with the press of a button

- ✓ Nearly 900k units sold
- ✓ Currently shipping on 13 commercial platforms

HP Sure View Gen3

3 GENERATIONS OF PRIVACY INNOVATION

HP Sure View Gen1

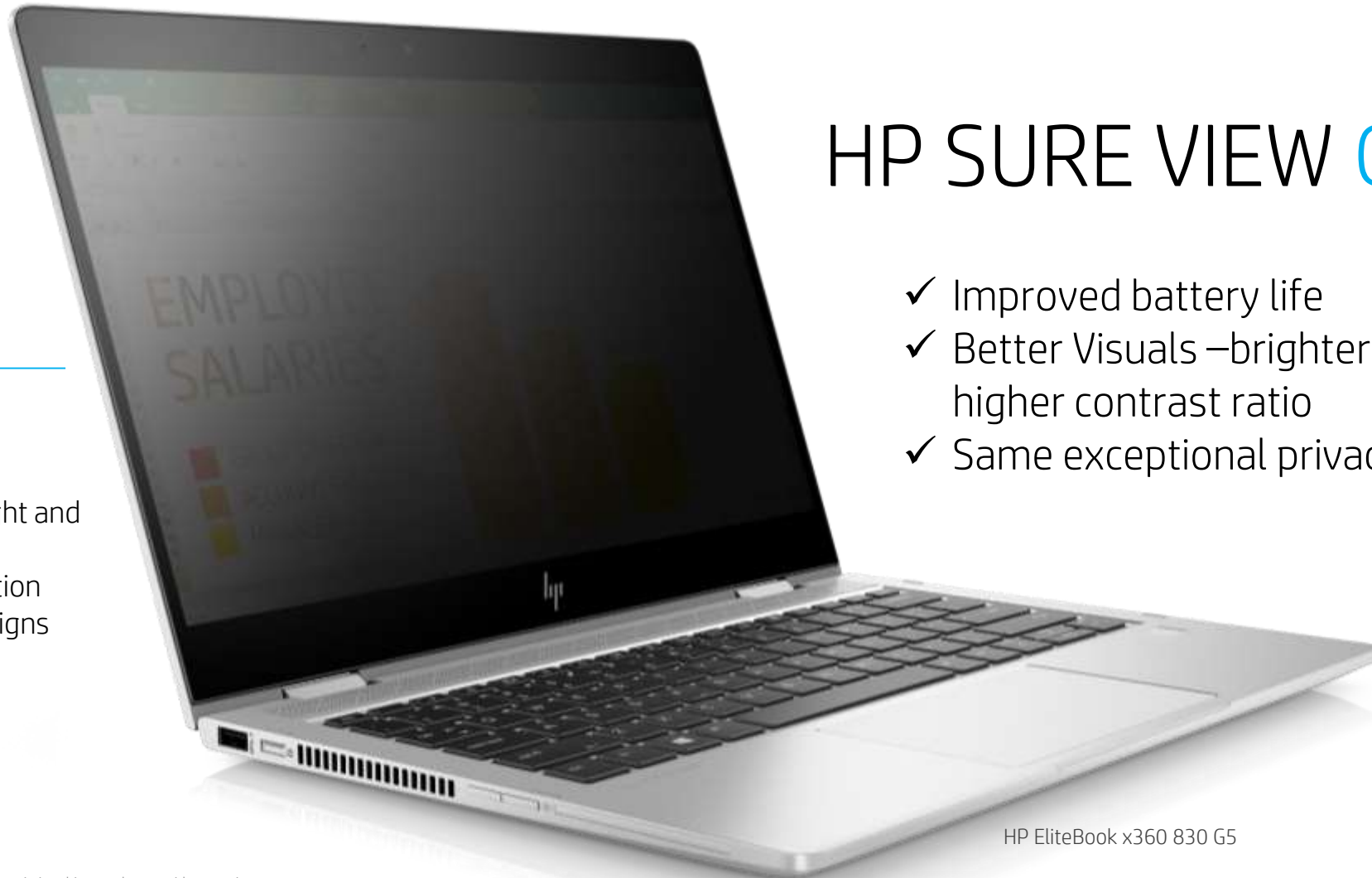
- ✓ World's First integrated privacy screen
-

HP Sure View Gen2

- ✓ Better performance in light and dark environments
- ✓ Improved privacy protection
- ✓ Flexibility for thinner designs
- ✓ One button on and off

HP SURE VIEW GEN 3

- ✓ Improved battery life
- ✓ Better Visuals –brighter display and higher contrast ratio
- ✓ Same exceptional privacy as Gen2



HP EliteBook x360 830 G5



HP SURE SENSE

HARNESS THE POWER OF DEEP LEARNING

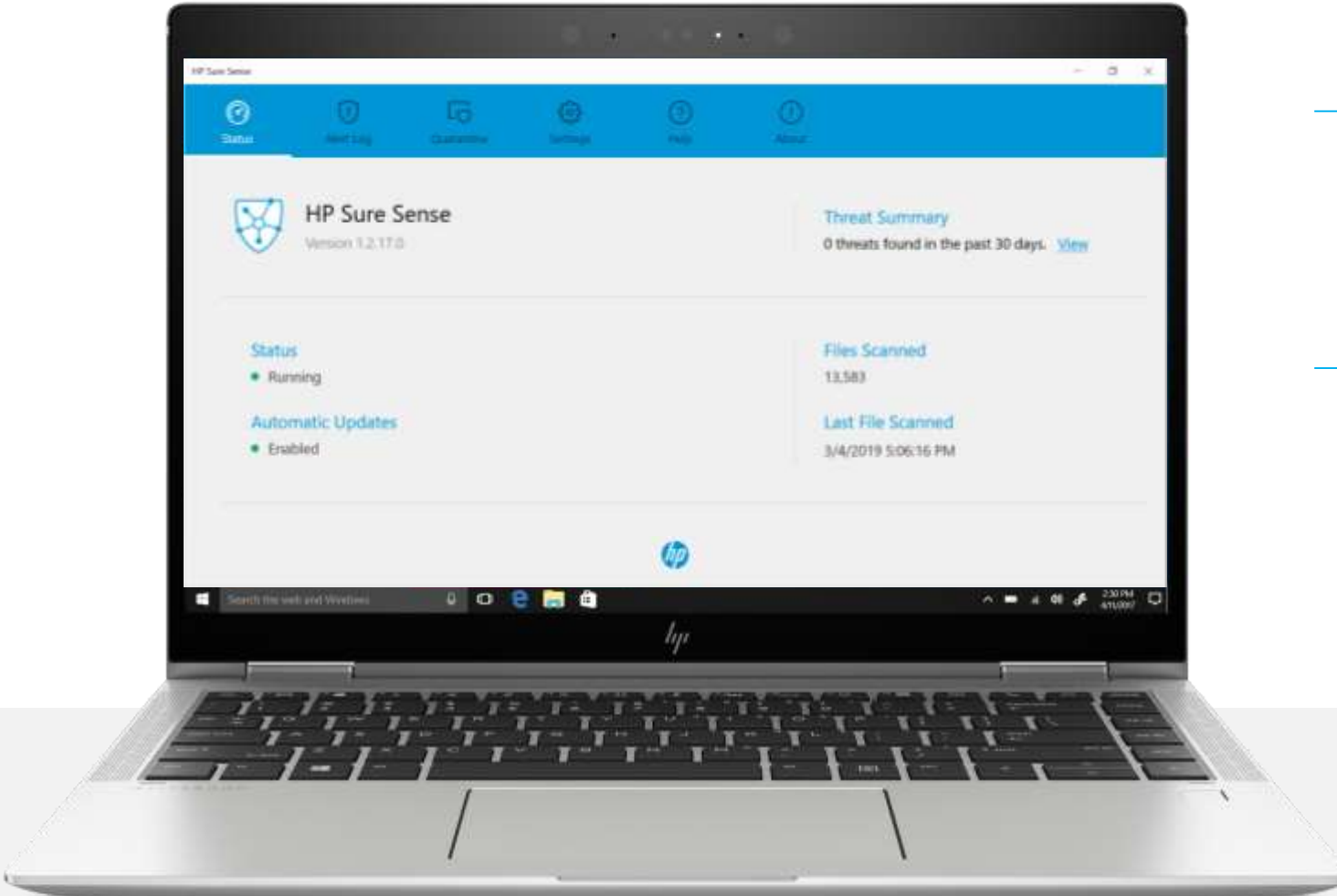
Protect against **never before seen** attacks before they happen

Minimal performance impact

Works **online or offline**, with minimal updates



Starting with the EliteBook 800 G6 Series



LAYERS OF PROTECTION FOR ENDPOINT RESILIENCE

EVERY COMPANY NEEDS:

- 4** AI THREAT PREVENTION
Protects against never-before seen attacks
Ex: Machine Generated Malware
- 3** ISOLATION SOLUTION
Assured protection high-risk attack vectors
Ex: Bad websites
- 2** TRADITIONAL AV
Assured protection against known attacks
Ex: LoveLetter
- 1** RESILIENT HARDWARE
Recovery for worst-case scenario
Ex: Wiper attacks

HP DELIVERS:



HP SURE SENSE



HP SURE CLICK



WINDOWS
DEFENDER



HP SURE RECOVER
HP SURE RUN
HP SURE START





EVERY PC or PRINTER PURCHASE IS A SECURITY DECISION

