

HP North America

Pan-HP channel marketing playbook



Playbook purpose



Goal

To assist HP Channel Partners in their efforts of selling and marketing to their end customers, with the aim of growing our businesses together.

Objectives

- To be a single source of truth and guidance for HP Channel Partners to position HP as partner of choice for their customer's technology business needs
- To provide visibility into current market positioning and content support
- To enable our Channel Partners to implement standardized and repeatable marketing campaigns and GTM initiatives
- To deliver best practices, create efficiencies, and establish consistency in the experience we deliver to our Channel Partners and end customers

Audiences

- External: HP NA commercial Channel Partner
- Internal: Channel-facing stakeholder



Playbook

HP value

Work Happy

Hybrid work

Workforce Solutions

Strategic pillars

Workforce experiences

Security and privacy

Manageability

Sustainable TCO

HP solutions

Compute

Poly office solutions

Print

Services

Verticals

Government

Additional resources

Project upgrade

Event in a Box program

SMB Toolkit

Drive-to-Thrive marketing resources

Digital demand toolkit

Web-content syndication opportunity

Social media monthly calendar

HP Poly partner portal

HP SmartBuy End User

Brand guidelines



The new way of working has high demands

With more people working from more places more often, IT must create greater flexibility in how they manage operations and find new ways to ensure employees stay productive, secure, and collaborative.

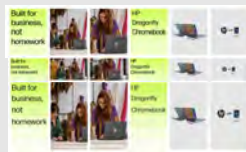
- 60% of IT departments are looking to outsource services in order to help better support employees working remotely
- 78% of companies are changing their office layouts to suit the new needs of a hybrid work model

You can work from anytime, anywhere.



Customer journey

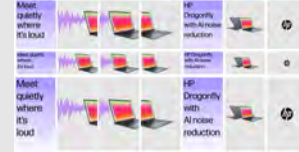
Awareness/
Consideration/
Thought leadership



Chromebook - lifestyle Animation



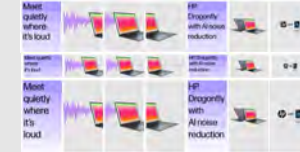
HP AnyWare - lifestyle Animation



Noise cancellation Social 1



Noise cancellation Social 2



Noise cancellation Social 3



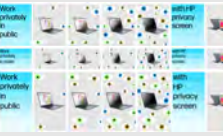
Noise cancellation Social 4



Noise cancellation Social 5



Noise cancellation Social 6



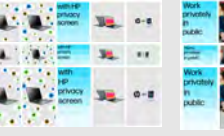
Noise cancellation Animation 1



Noise cancellation Animation 2



Noise cancellation Animation 3



Privacy screen - lifestyle Animation



Chromebook - lifestyle Display banners



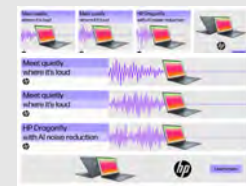
Chromebook - lifestyle Display banners MSFT



Chromebook - lifestyle Display banners Intel



HP AnyWare - lifestyle Display banners



Noise cancellation Display banners 1



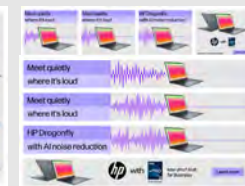
Noise cancellation Display banners 2



Noise cancellation Display banners 3



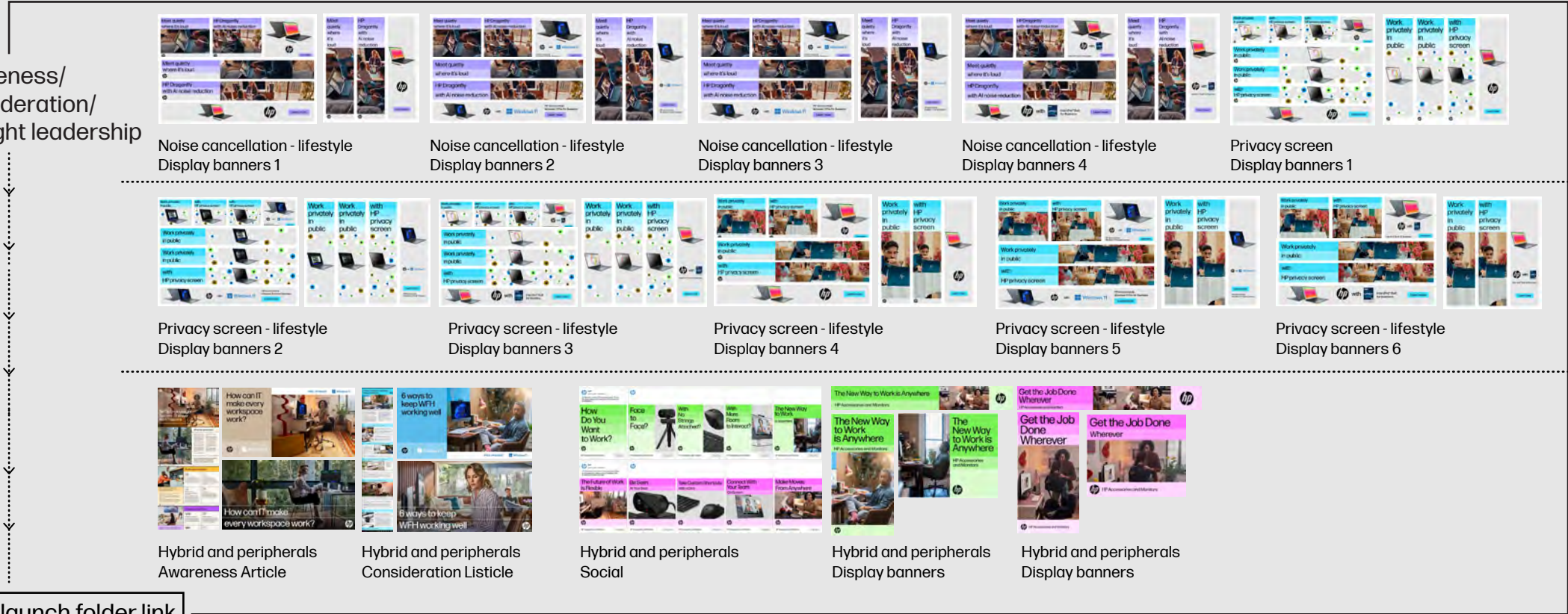
Noise cancellation Display banners 4



[AH launch folder link](#)

Customer journey

Awareness/
Consideration/
Thought leadership



HP value | Work Happy



Customer journey

Awareness/
Consideration/
Thought leadership



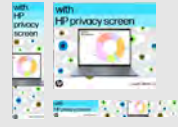
Work Happy Dragonfly -
Noise reduction_OPEX
Display banners



Work Happy Dragonfly -
Noise reduction_Intel CFF
Display banners



Work Happy Dragonfly -
Noise reduction_MSFT
Display banners



Work Happy Dragonfly -
Privacy screen_OPEX
Display banners



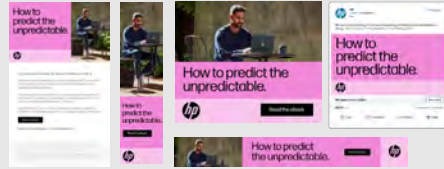
Work Happy Dragonfly -
Privacy screen_Intel CFF
Display banners



Work Happy Dragonfly -
Privacy screen_MSFT
Display banners



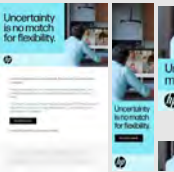
Work Happy
E-book and listicle



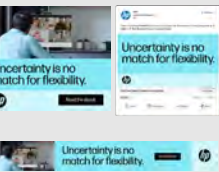
Work Happy
E-book and listicle



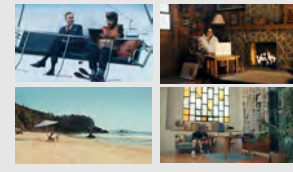
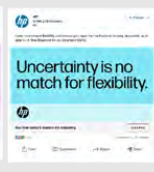
Work Happy
E-book and listicle



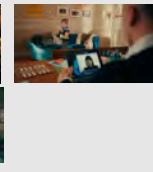
Work Happy
Driver assets



Work Happy
Social



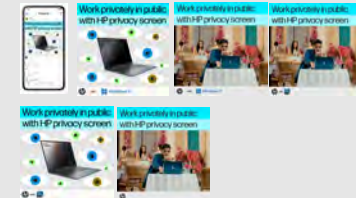
Work Happy
Video



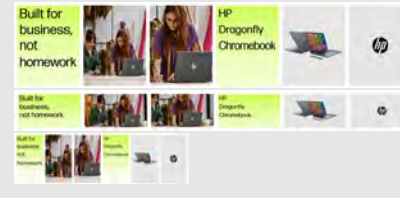
Chromebook - lifestyle
Social



Noise cancellation
Social



Noise cancellation
Social



Chromebook - lifestyle
Animation

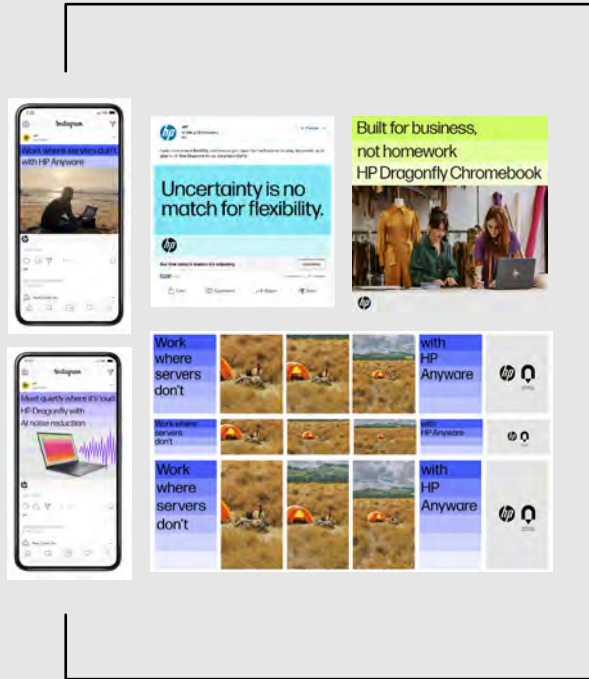


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Deliverables

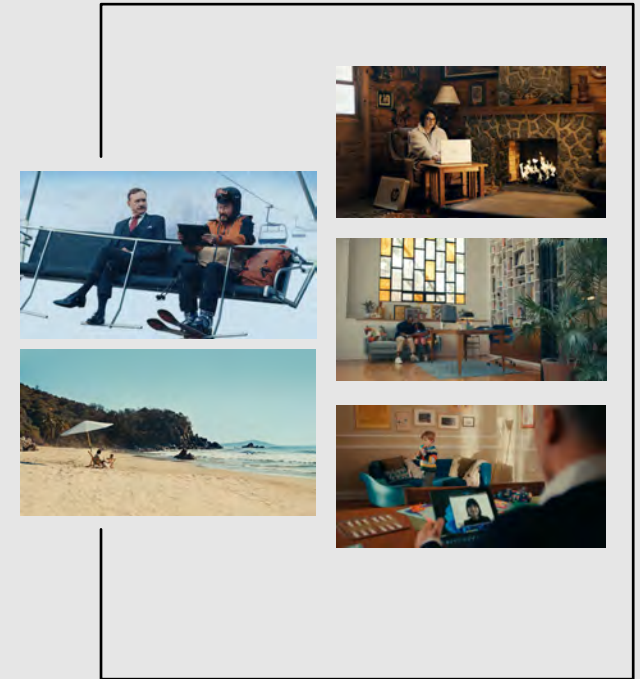
Social post and animation



Display banners



Videos



Summary of deliverables

- Social
- Display banners
- Animation
- Videos
- Work Happy 2.0 coming soon*

Launch folder here

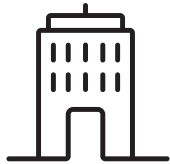
HP value | Hybrid work overview



We're the ONLY company that can make hybrid work.
For every persona, every work style, in every location.



At home



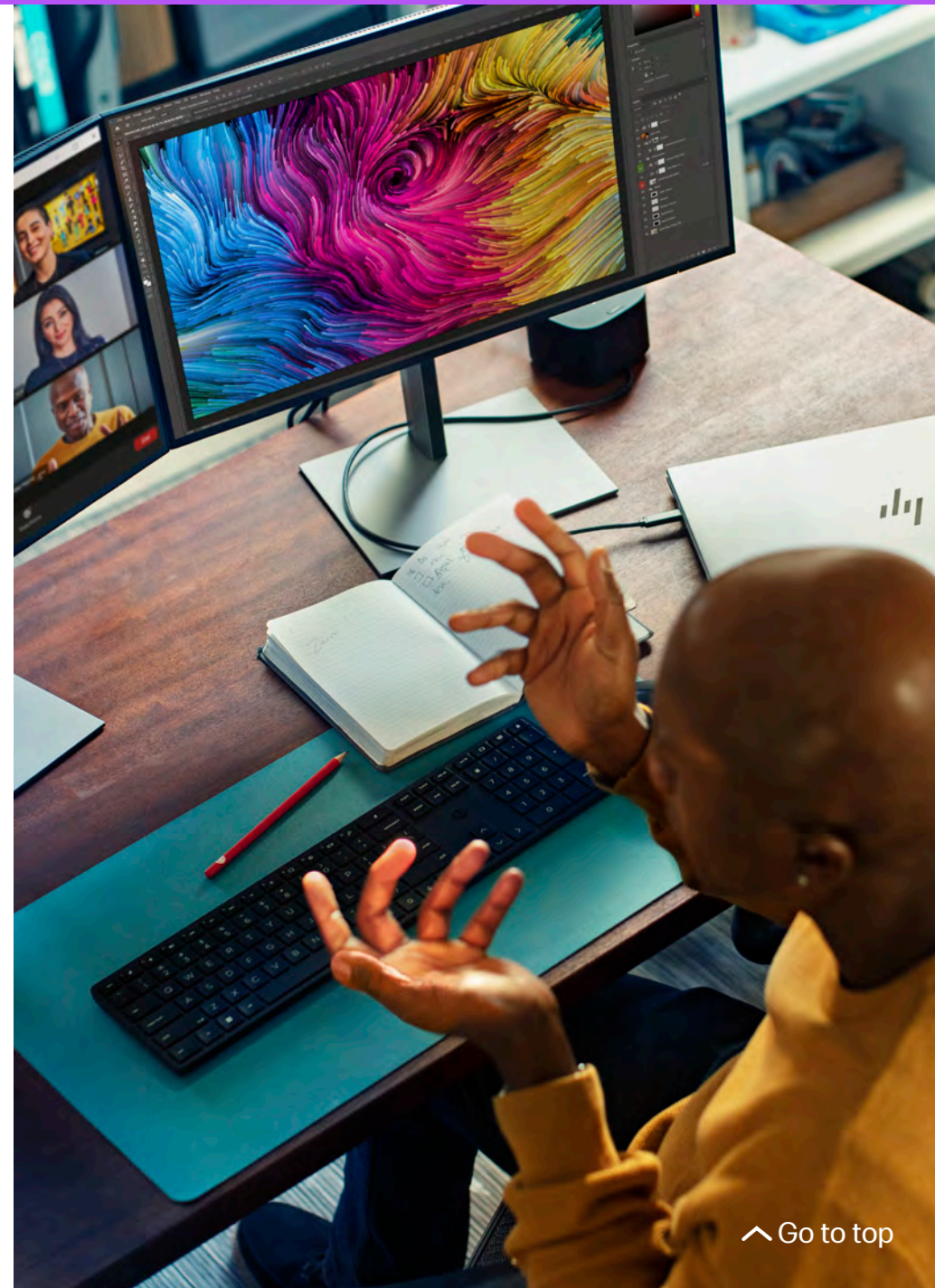
In the office



On-the-go

Post-pandemic office occupancy rates have plummeted to a mere 48%

Companies that get hybrid right will be more successful



HP value | Hybrid work



Customer journey

Awareness



Hybrid isn't the destination
Content



Before, now, and next
Content



How to predict the unpredictable
Social animation

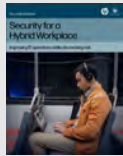


How to predict the unpredictable
Social static

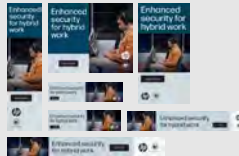


How to predict the unpredictable
Display banners

Awareness/
Consideration



Security for a hybrid workplace
Content



Enhanced security for hybrid work
Display banners



Enhanced security for hybrid work
Social static

Consideration



A new blueprint for an uncertain world
Content



Four pillars for the new kind of business blueprint
Content



Uncertainty is no match for flexibility
Social animation



Uncertainty is no match for flexibility
Social static

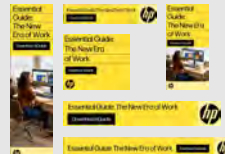
Consideration/
Thought leadership



An essential guide: The new era of work
Content



An essential guide: The new era of work
Social static

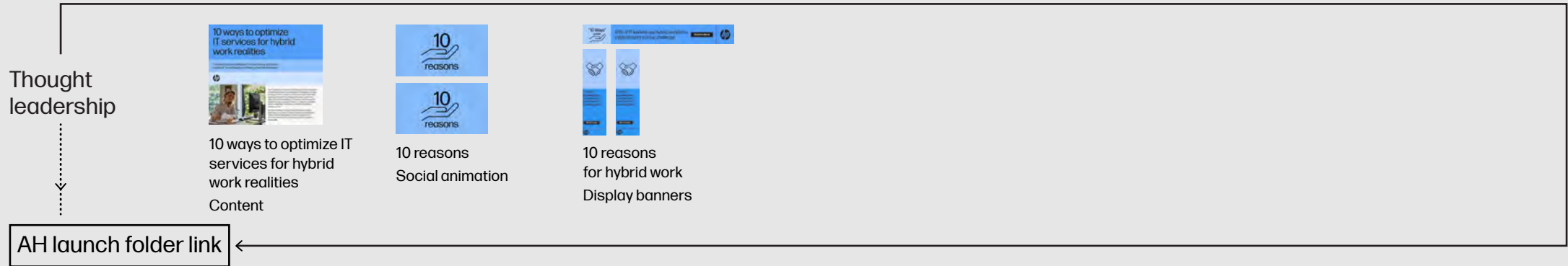


Essential guide: The new era of work
Display banners

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Customer journey

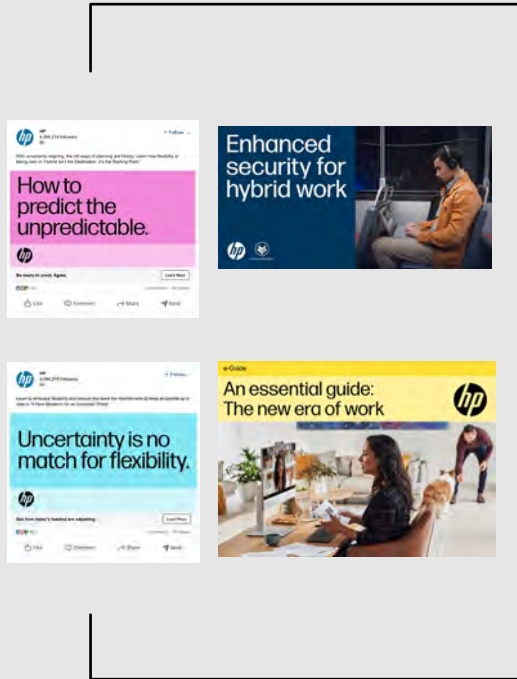


HP value | Hybrid work

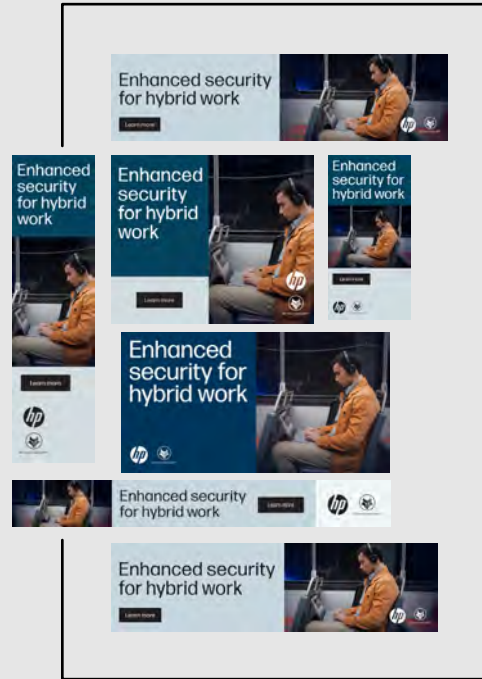


Deliverables

Social



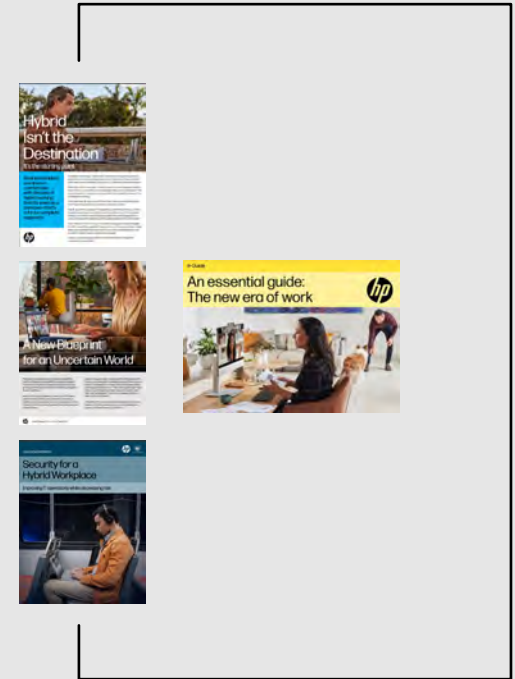
Display banners



Social animation



Content



Summary of deliverables



Social



Display banners



Social animation



Content

Launch folder here

Challenges faced by employees in the hybrid era:

Home

70% of employees have a WFH preference of 3+ days per week



On-the-go

73% of workers are expected to work from more than 1 location going forward



Meeting rooms

48% of companies plan to add more meeting rooms to support hybrid work



Office

91% of employees report being frustrated due to inadequate workplace technology



Enabling your workforce to be a force for growth

HP value | Workforce Solutions



Customer journey

Awareness



Work Happy 2.0 Campaign



Dispersed workplace Content (Pan-HP)



Top IT challenges of anywhere work Infographic



5 key outcomes Content



Anywhere work Content



Work performance Content



IT optimization Content

Consideration



IT optimization How-to guide Content



Digital effect Content



IT optimization Infographic



Digital effect Infographic



:30 Video



:30 Video

Evaluation

MPS

MPS brochure Infographic

Digital workflows Content

MPCS sample business case door opener Infographic

MDS

MDS solution Content

MDS Email

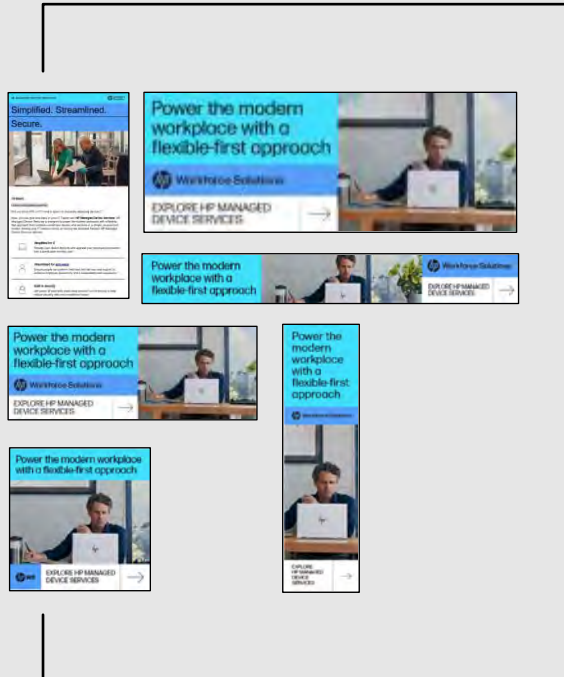
MDS Display banners

Pan-HP How/Why HP Brief

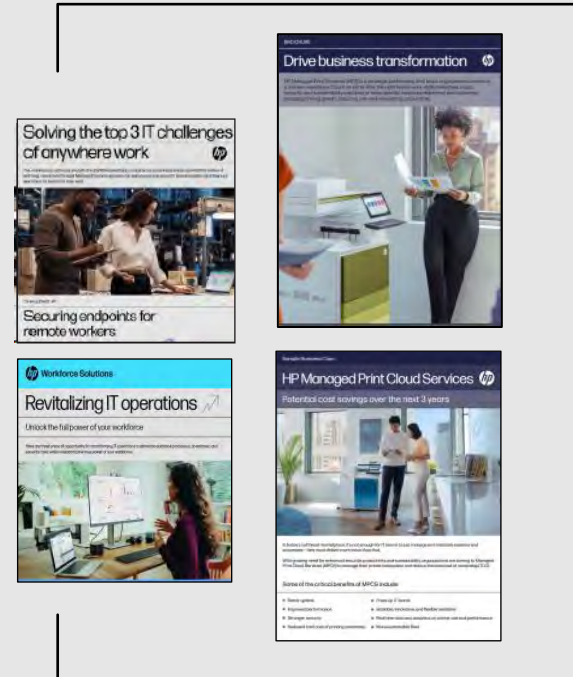
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Deliverables

Social



Infographic



Summary of deliverables



Social



Infographic



Video

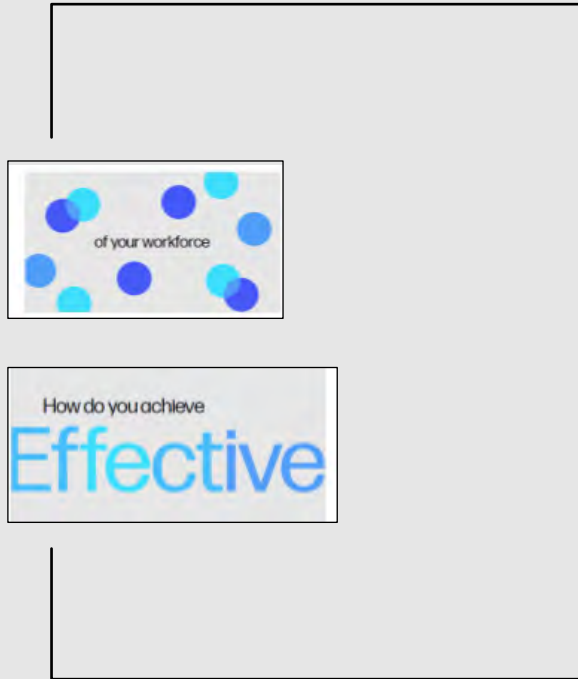


Content

Launch folder here

Deliverables

Video



Content



Summary of deliverables



Social



Infographic



Video



Content

Launch folder here

HP strategic pillars



Workforce experience: Productivity & collaboration

Provide a simple, frictionless work experience that allows your people to perform at their best.



Security and privacy

Stay ahead of new threats to protect you, your people, and your work everywhere.



Manageability: Measure & manage

Unparalleled cross-platform telemetry/insights with proactive AI management solutions



Sustainable TCO

Go Beyond, the creative expression of HP's Sustainable Impact strategy, drives a unified marketing message that addresses customer interests centered around some of the most urgent issues of our time: Climate Action, Human Rights, and Digital Equity.



HP strategic pillar | Workforce experiences overview



87% of workers feel that the office is critically important for building a sense of community and collaboration

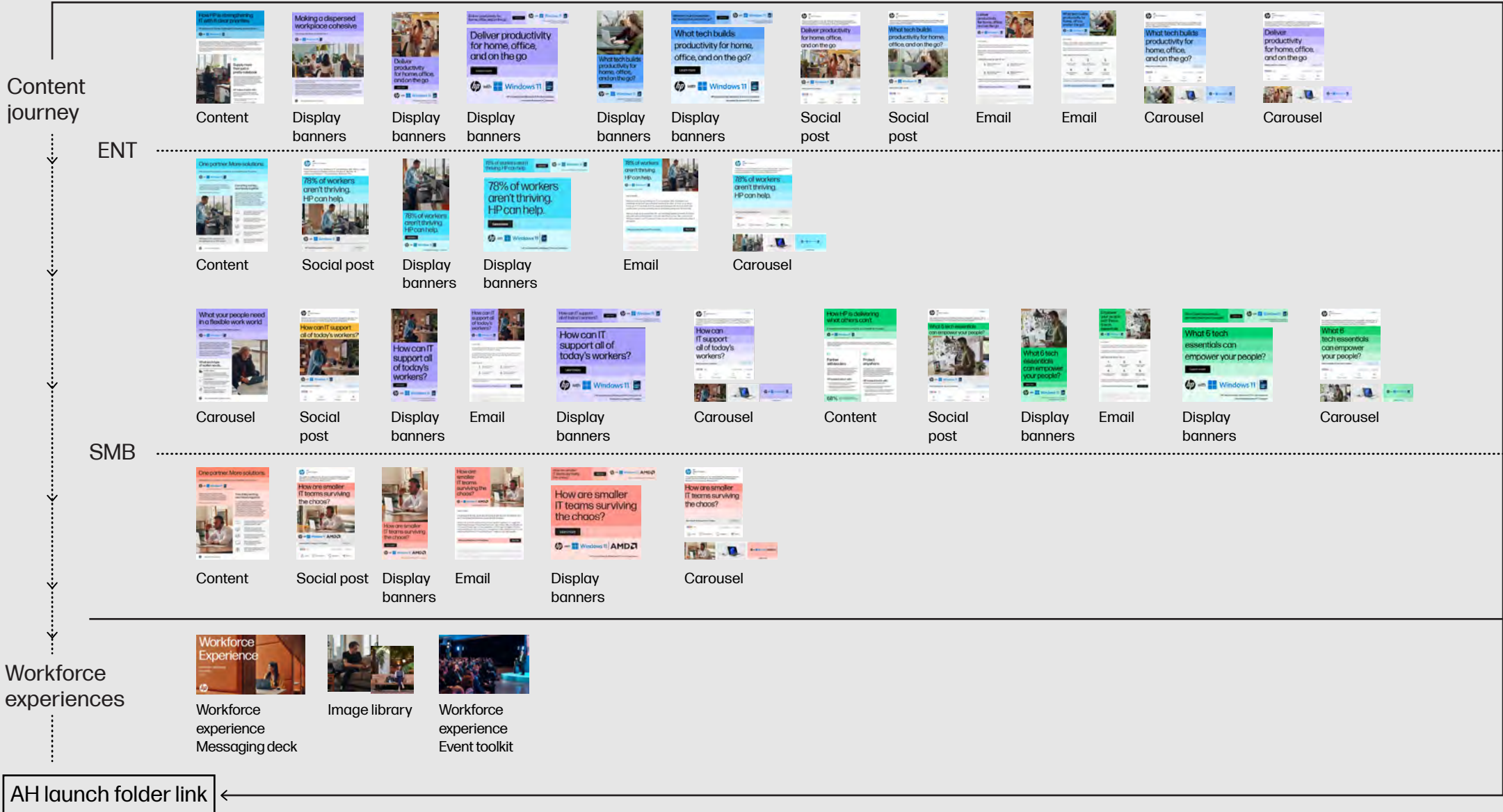
Experiences that enable you to securely connect, collaborate, and be productive no matter your work style.



HP strategic pillar | Workforce experiences



Content

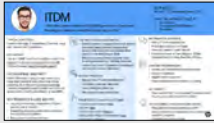


HP strategic pillar | Workforce experiences



Content

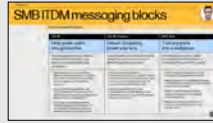
SMB workforce experience



SMB ITDM audiences



SMB ITDM audiences
Block 1



SMB ITDM audiences
Block 2



SMB ITDM audiences
Block 3

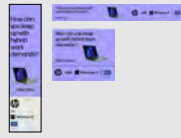
Personal Systems | Alliances upgrade now



Get ready today to
do tomorrow's work
E-book



How can you keep
up with hybrid work
demands
Email



How can you keep
up with hybrid work
demands
Display banners



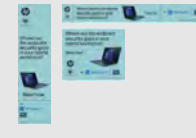
How can you keep up
LinkedIn animated



Get ready today to
do tomorrow's work
E-book



Where are the endpoint
security gaps in your
workforce?
Email



Where are the endpoint
security gaps in your
workforce?
Display banners



Where are the endpoint
security gaps in your
workforce?
LinkedIn animated

Microsoft + Intel

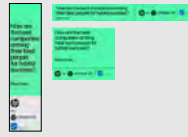
Google + Intel



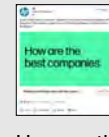
Solving the needs of a
new kind of workforce
E-book



How are the best companies
arming their best people for
hybrid success?
Email



How are the best companies
arming their best people for
hybrid success?
Display banners



How are the best companies
arming their best people for
hybrid success?
LinkedIn animated

AMD + Intel



Empower the do everything
from anywhere workforce
E-book



What does it take to ready
your team for whatever
comes next?
Email



What does it take to ready
your team for whatever
comes next?
Display banners



What does it take to ready
your team for whatever
comes next?
LinkedIn animated

AH launch folder link

HP strategic pillar | Workforce experiences



Deliverables

Content



E-book



Email



Summary of deliverables

Content

E-book

Display banners

Email

Social

Messaging blocks

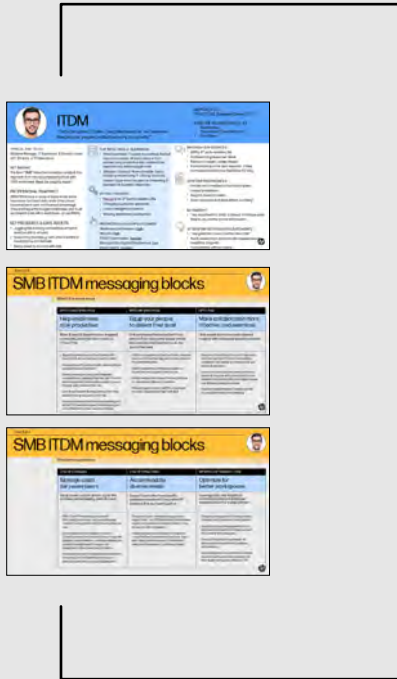
Launch folder here

HP strategic pillar | Workforce experiences

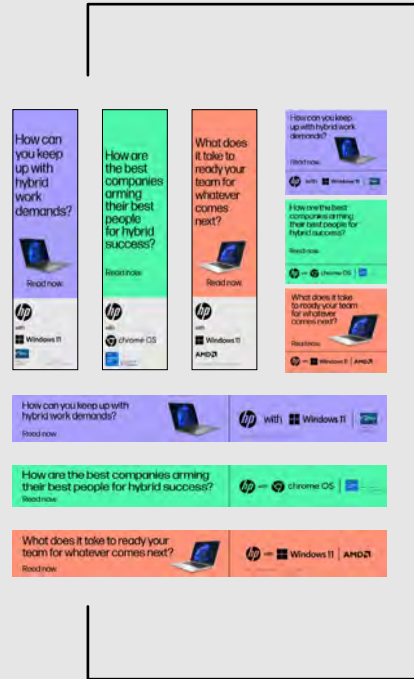


Deliverables

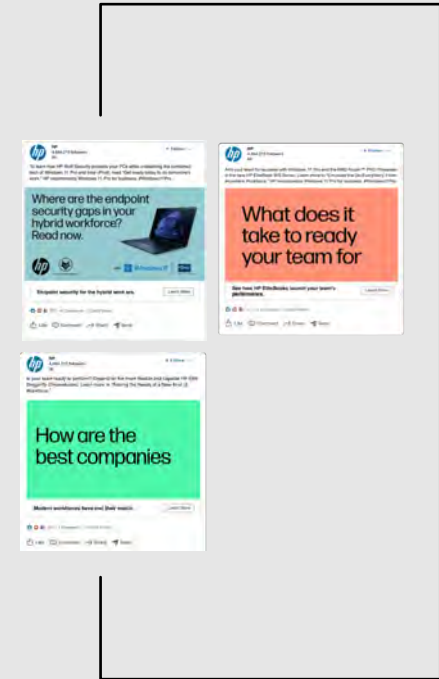
Messaging blocks



Display banners



Social



Summary of deliverables

Content

E-book

Display banners

Email

Social

Messaging blocks

Launch folder here



HP strategic pillar | Security and privacy overview

Workforce Solutions

The new portfolio structure will employ common, industry-standard terminology and group our broad portfolio of capabilities into intuitive service families and market offerings that align with our customers' needs and pain points.

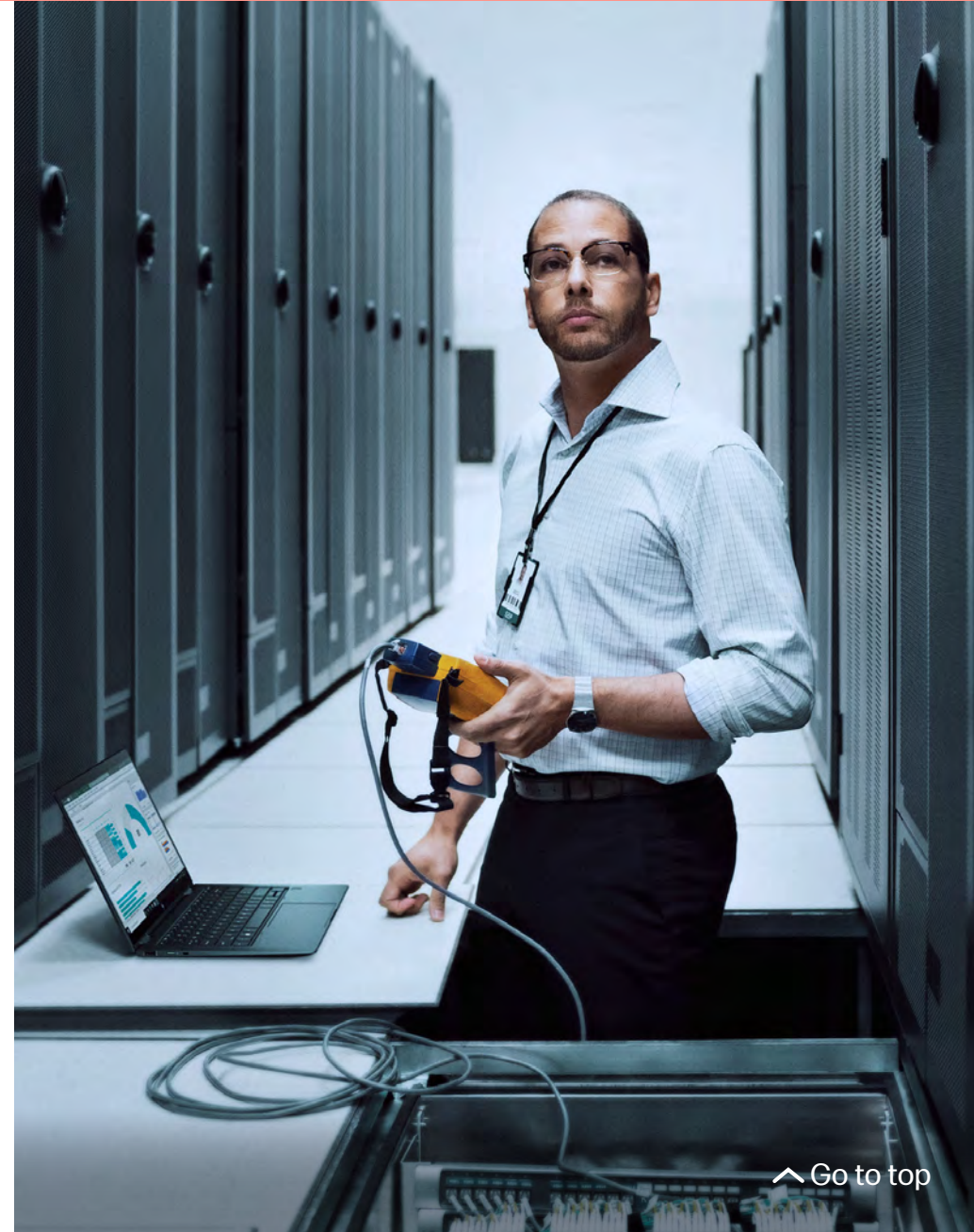
Additionally, a new set of simplified, comprehensive sales assets will focus on service families and the business outcomes they can deliver to solve customer problems, making it easier for you to communicate the collective business value of the market offerings and services to our customers.

Wolf Security

Key messages include the need to safeguard hybrid employees from cyberattacks, the challenges businesses currently face in securing workforces, and strategies they can deploy to stay protected.

Secured Access to Digital Workspaces

Your business can thrive everywhere if your endpoints are secure



HP strategic pillar | Manageability overview



Extensive, cross-platform performance data & insights provide the power to unlock workforce productivity.

Real-time visibility, insights, and control through a single-screen portal:

- Extensive cross-platform telemetry
- Employee sentiment
- AI-driven analytics
- Automation across all Workforce Solutions

70%

of breaches start at the endpoint

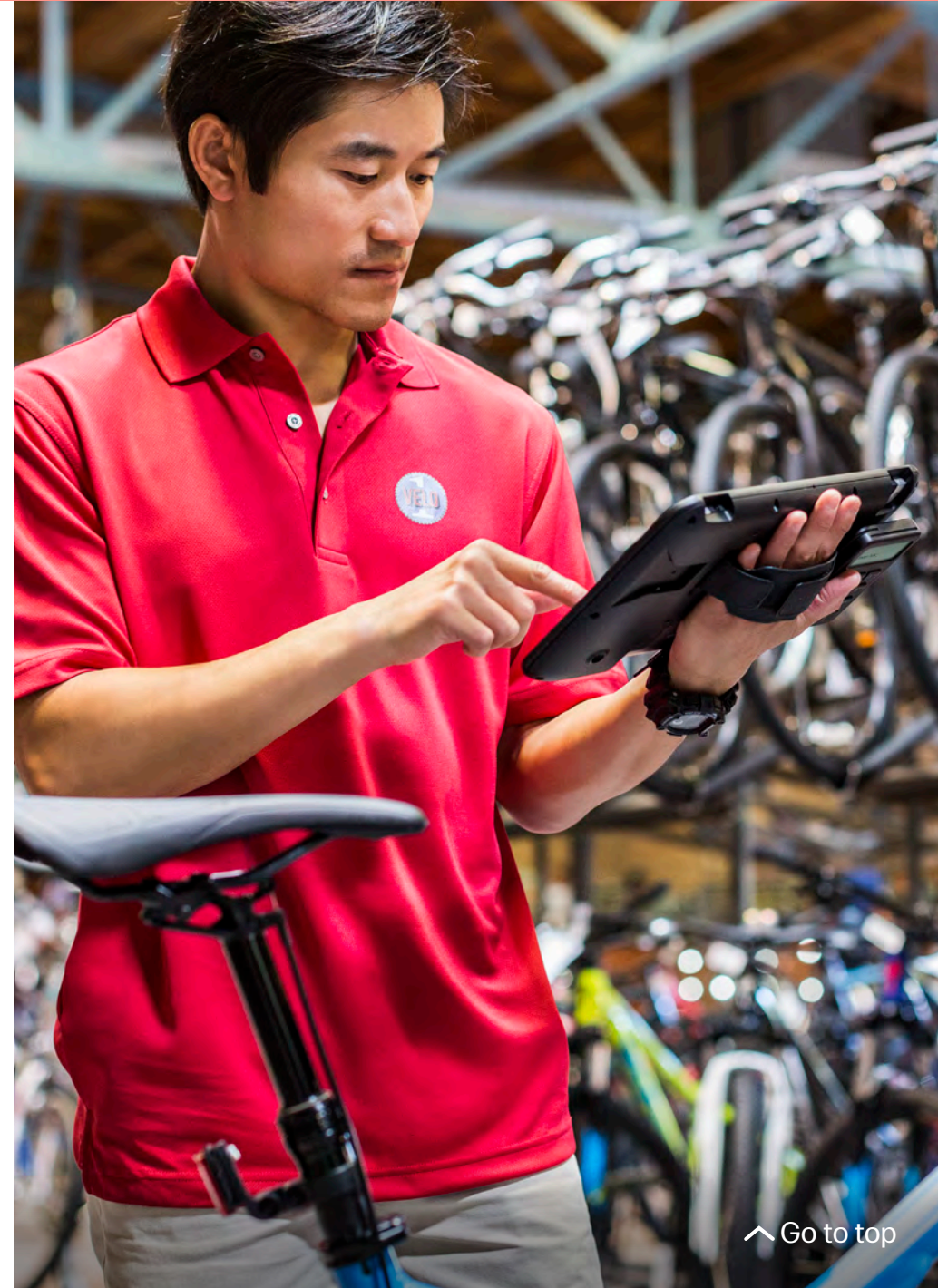
77% of ITDMs believe remote work increases vulnerability

62%

of ITDMs feel their job is harder and faster than ever

40 hours of lost productivity due to IT—per employee per year

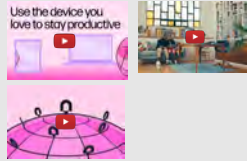
Informing decisions for proactive management



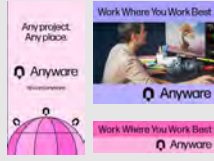
HP strategic pillar | Manageability



Content



Promo videos



Display banners



Digital workspaces White paper



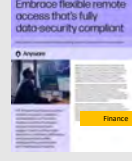
Digital workspaces Email



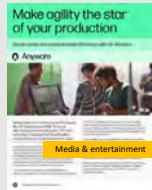
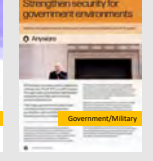
Infographics



Prospect webinar



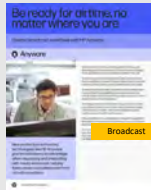
Vertical solution Briefs



Make agility the star of your production Brief



Make flexibility the cornerstone of your company's future Brief



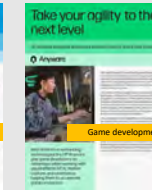
Be ready for airtime, no matter where you are Brief



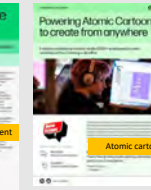
Powerful remote-access computing for learning at all levels Brief



Uncompromised collaboration for manufacturing teams Brief



Take your agility to the next level Brief



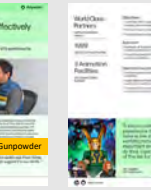
Powering Atomic Cartoons to create from anywhere Customer story



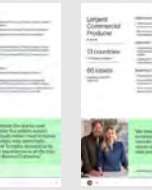
Supporting leading broadcaster with outstanding hybrid work capabilities Customer story



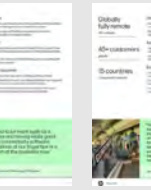
Empowering a growing VFX company to work effectively from anywhere Customer story



World-class partners Customer story



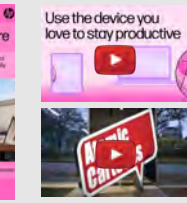
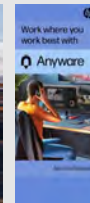
Largest commercial producer Customer story



Globally fully remote Customer story



Templates Display banners



Nurture email copy samples Video



How to create secure, collaborative, and productive digital workspaces Email



Ultimate guide to implementing digital workspaces with HP Anyware Email



Make agility the star of your production Email



Tapping HP telemetry Infographic

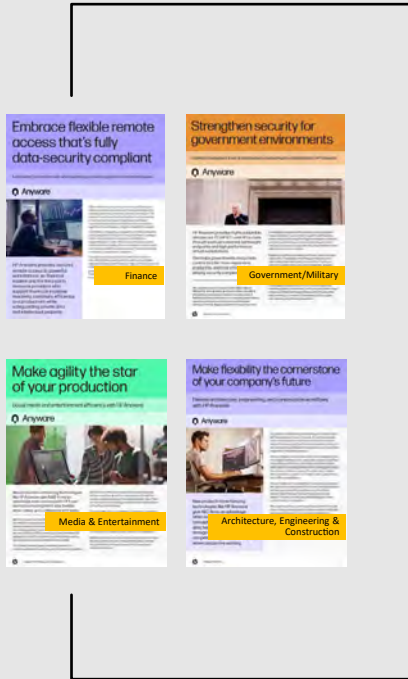
AH launch folder link ←

HP strategic pillar | Manageability

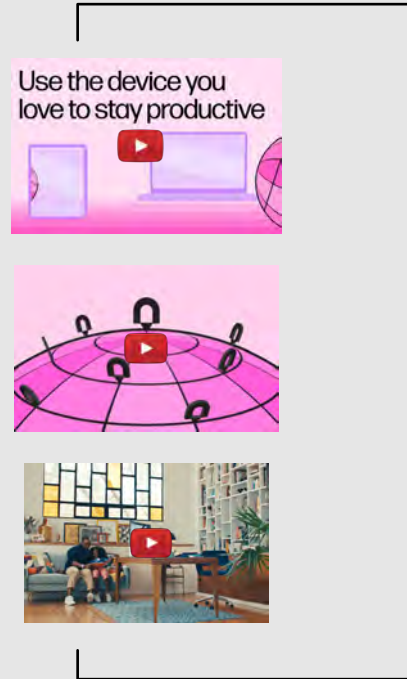


Deliverables

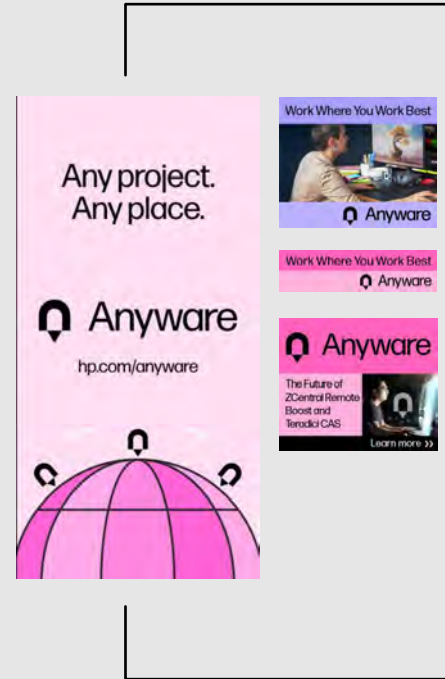
Content



Video



Display banners



Email



Summary of deliverables

Content

Video

Display banners

Email

Launch folder here

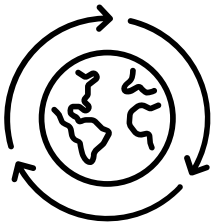
HP strategic pillar | Sustainable TCO overview



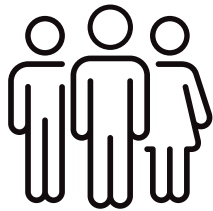
Partner with us to set yourself apart and make a positive impact on people and communities around the world.

Go beyond for a better world by transforming challenges into opportunities, and creating a path for innovation and progress through our Sustainable Impact pillars:

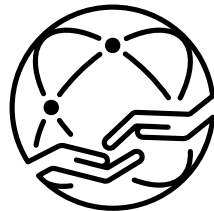
Climate Action



Human Rights

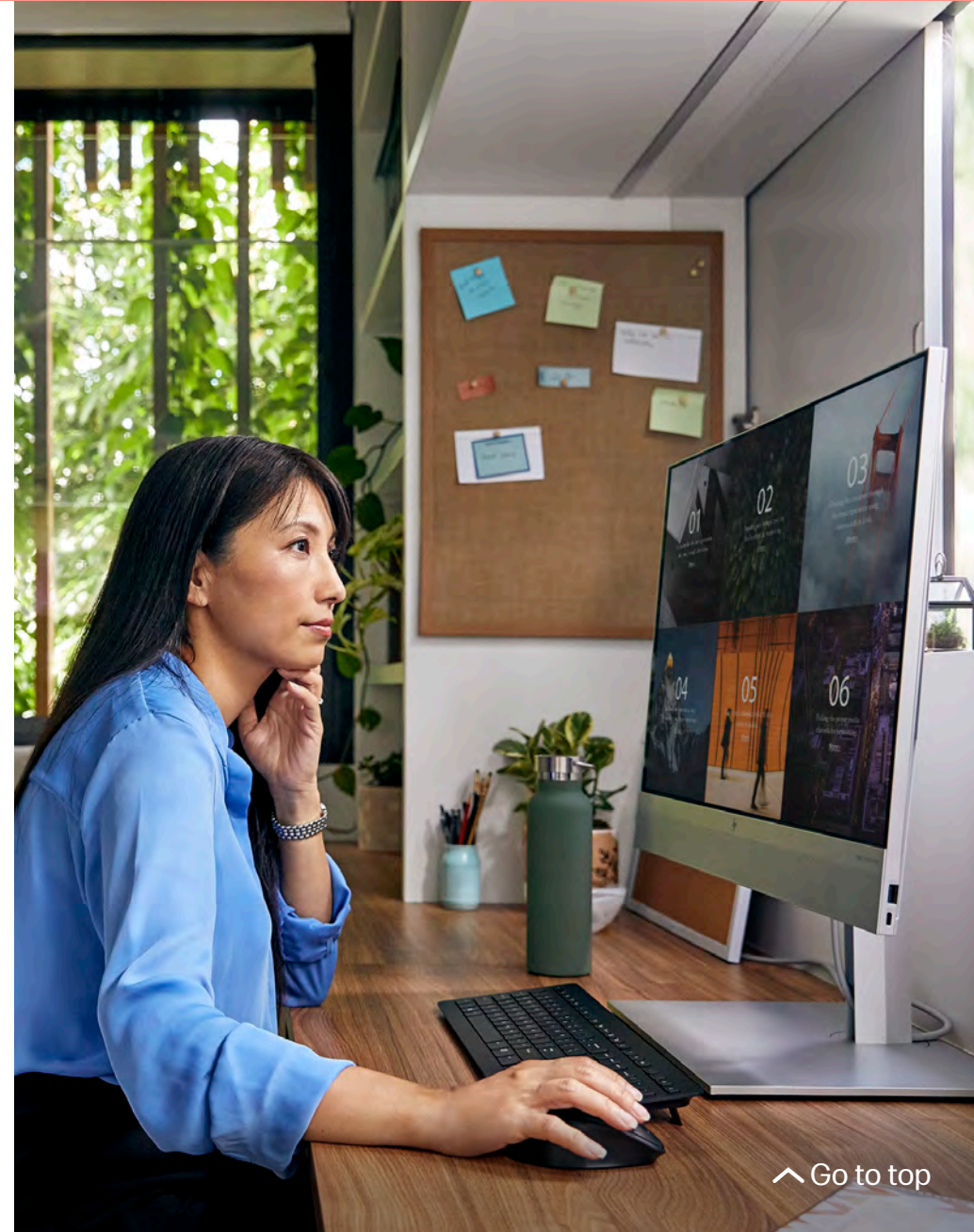


Digital Equity



IT professionals ranked IT as the corporate department most affected by sustainability initiatives*

*HP is focused on addressing some of the most urgent issues of our time.



HP strategic pillar | Sustainable TCO



Content

Content

Partnering for a better future
Go Beyond commercial end user
Sell-in deck (PS, Print, Supplies)

HP Sustainability Partner Asset Toolkit
HP sustainability partner
Asset toolkit

Partnering for a better future
Sustainable Impact elevator
pitch - Personal Systems

Sizzle Videos
View Assets

Case Studies
View Asset

Ambient Videos
View Assets

Stories of Sustainable Impact
View Asset

Editorial Photography
View Asset

Cut outs
View Asset

Sustainable TCO
Asset

AH launch folder link ←


^ Go to top

HP strategic pillar | Sustainable TCO




Deliverables


Videos

- 


Sizzle Videos

[View Asset](#)
- 

Case Studies

[View Asset](#)
- 


Ambient Videos

[View Asset](#)
- 


Stories of Sustainable Impact

[View Asset](#)

Imagery

- 

Editorial Photography

[View asset](#)
- 

Cut outs

[View asset](#)

Summary of deliverables



Videos



Imagery

Launch folder here



HP solutions | Compute overview



Content

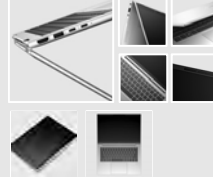
Premium mobile devices



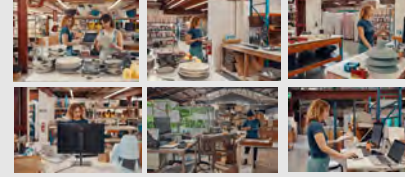
EliteBook 400 series
(Intel) Source messaging



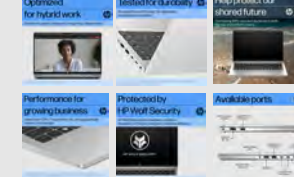
360-spin videos
- annotated



Product
imagery



Lifestyle
photography



Retail carousel
images



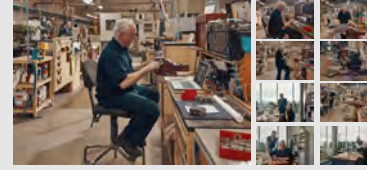
EliteBook 405 series (AMD)
Source messaging



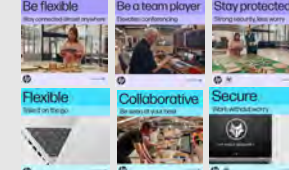
Powerful. Mobile.
post



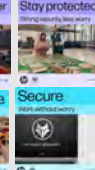
A versatile heavy-hitter
post



Lifestyle
imagery



Be flexible
Display banners



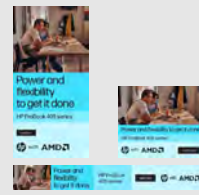
Secure
Display banners



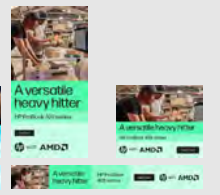
Versatile productivity
Email



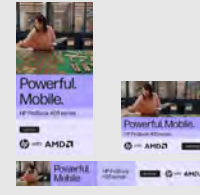
Product
imagery



Power and flexibility
Static banners



A versatile heavy-hitter
Static banners



Powerful. Mobile.
Static banners



360-spin
videos



Retail carousel



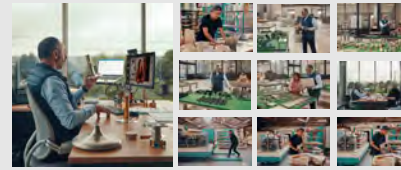
EliteBook 605 series (AMD)
Source messaging



Stands out on
conference calls
Social post



Work better
together
Social post



Lifestyle
imagery



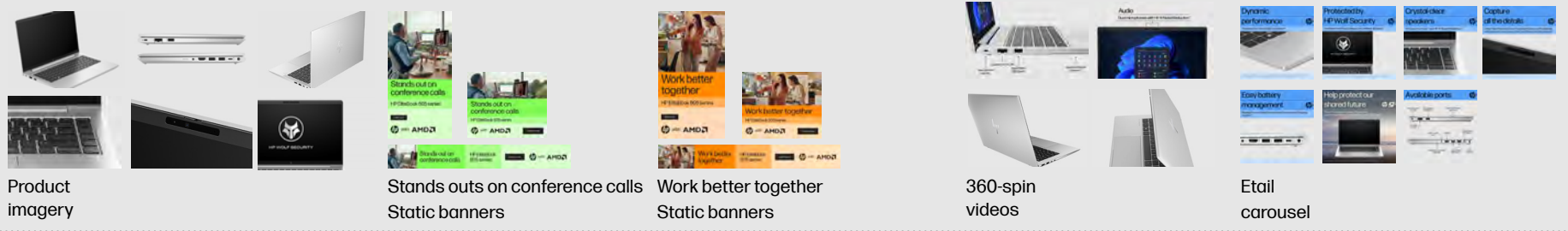
Simple. Secure. Shared. Smart.
Carousel



Deliver
Newsletters

AH launch folder link ←

Content



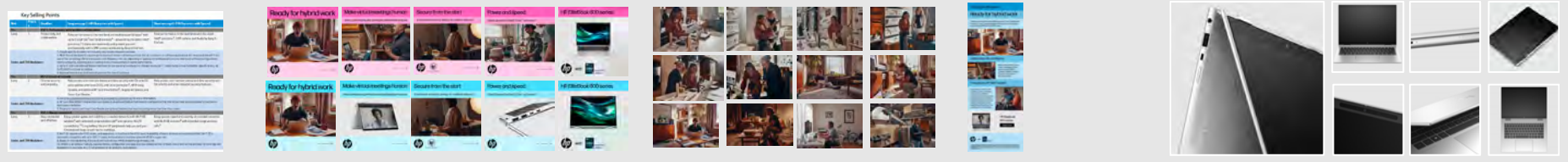
Product imagery

Stands out on conference calls
Static banners

Work better together
Static banners

360-spin videos

Etail carousel



EliteBook 800 series G10 (Intel)
Source messaging

HP EliteBook 800 series
Carousel

Lifestyle imagery

Ready for hybrid work
Newsletters

Product imagery

Premium mobile devices



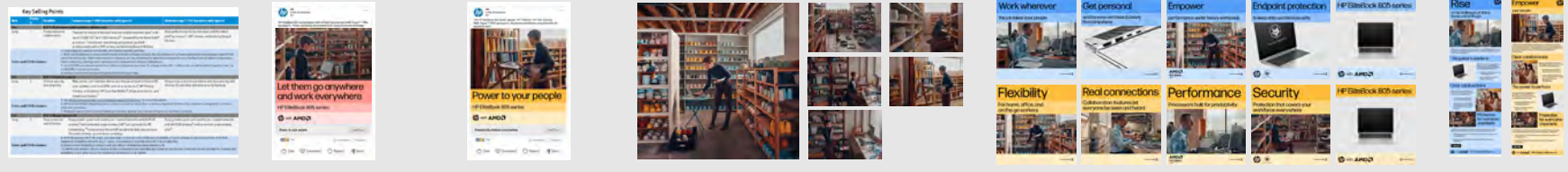
Work anywhere
Static banners

HP EliteBook 800 series
Static banners

HP EliteBook 800 series
Static banners

360-spin videos

Etail carousel



EliteBook 805 series (AMD)
Source messaging

Let them go anywhere and work everywhere
Social post

Power to your people
Social post

Lifestyle imagery

HP EliteBook 805 series
Carousel

Rise. Empower.
Newsletters

AH launch folder link ←

Content

Premium mobile devices

Product imagery

HP EliteBook 805 series
Static post

360-spin videos

Etail carousel

EliteBook 1000 G10 series (Intel)
Source messaging

Lifestyle imagery

Product imagery

EliteBook 600 series (Intel)
Source messaging

Lifestyle photography

Product imagery

360-spin videos

HP Wolf Security carousel

Drive performance with the latest Intel® processor.*

Protected by HP Wolf Security

Crystal-clear speakers

Easy battery management

Capture all the details

Help protect our shared future

Available ports

The content assets are organized into four main sections, each corresponding to a device series and a content type. The first section shows product imagery for the EliteBook 805 series, static posts for the same series, 360-spin videos, and an eetail carousel. The second section features source messaging for the EliteBook 1000 G10 series, lifestyle imagery, and product imagery. The third section includes source messaging for the EliteBook 600 series, lifestyle photography, product imagery, and 360-spin videos. The fourth section consists of a carousel for HP Wolf Security and several feature-focused carousels: Intel processor performance, HP Wolf Security, crystal-clear speakers, easy battery management, capturing details, and available ports.

AH launch folder link ←

Content

Premium mobile devices



HP Elite Dragonfly G3
Video



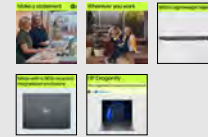
HP Elite Dragonfly G3
Social post



HP Dragonfly G4
Email



HP Dragonfly G4
Video



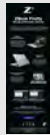
HP Dragonfly G4
Social post



HP Elite x360 1040 G9
Email



HP Elite x360 1040 G9
Social post



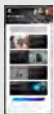
HP ZBook Firefly G9
Email



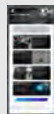
HP Elite x360 1040 G9
Video



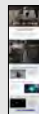
HP Elite x360 1040 G9
Social post



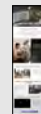
HP premium devices
HP Z2 Mini G5
Email



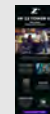
HP premium devices
HP Z2 Tower G5
Email



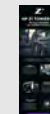
HP premium devices
HP Z1 Tower G8
Email



HP premium devices
HP Z2 SFF G8
Email



HP premium devices
HP Z2 Tower G9
Email



HP premium devices
HP Z1 Tower G9
Email



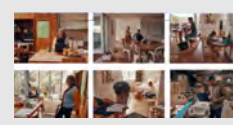
Imagery



360-spin videos



HP EliteBook 1040 G10 imagery



HP Dragonfly G4 people imagery



HP Dragonfly G4 product imagery



800 series
Videos and imagery



805 series
Videos and imagery



600 series
Videos and imagery



605 series
Videos and imagery



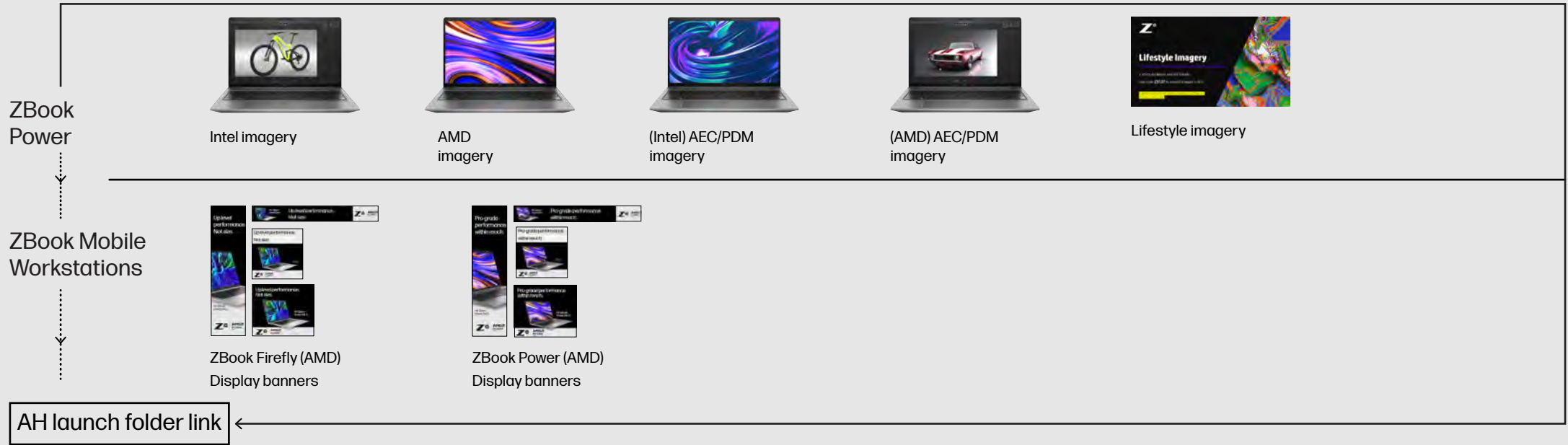
400 series
Videos and imagery



405 series
Videos and imagery

AH launch folder link

Content



Content



Deliverables

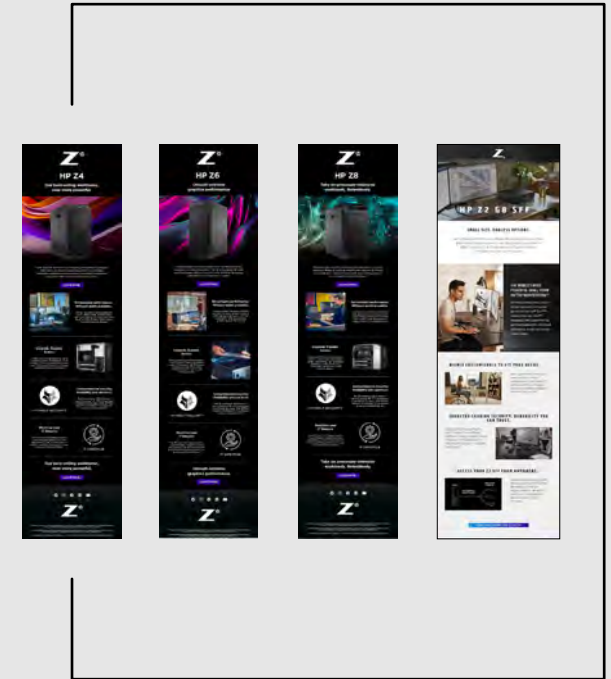
Video



Display banners



Email



Summary of deliverables



Video



Display banners



Email


Launch folder here

HP solutions | Office solutions overview




Content

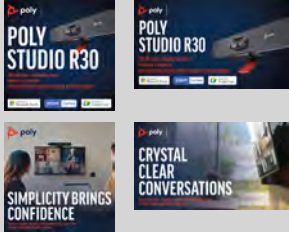
Poly SMB campaign




Messaging and email copy




Poly Studio R30 Display banners



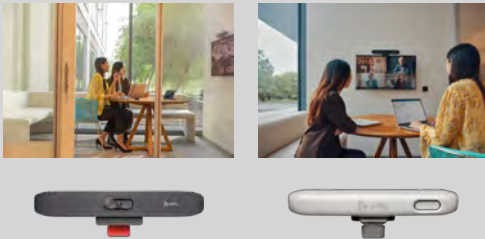
SMB group video campaign Display banners




Poly Studio imagery



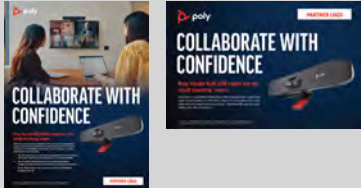
Poly Studio R30 imagery



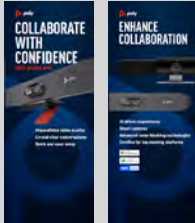
Poly Studio R30 Video



Poly: Collaborate with confidence Print ads



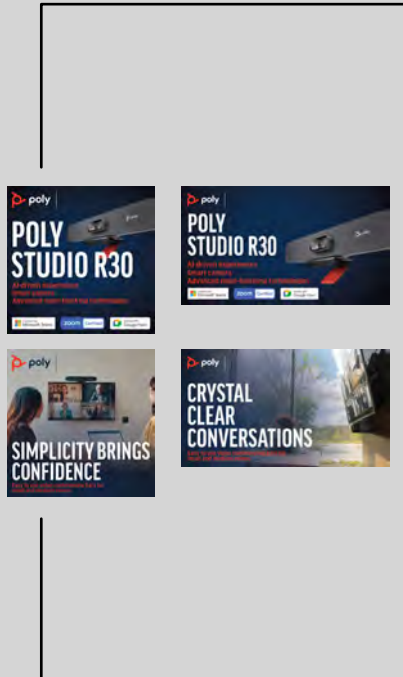
Poly: Collaborate with confidence Display banners



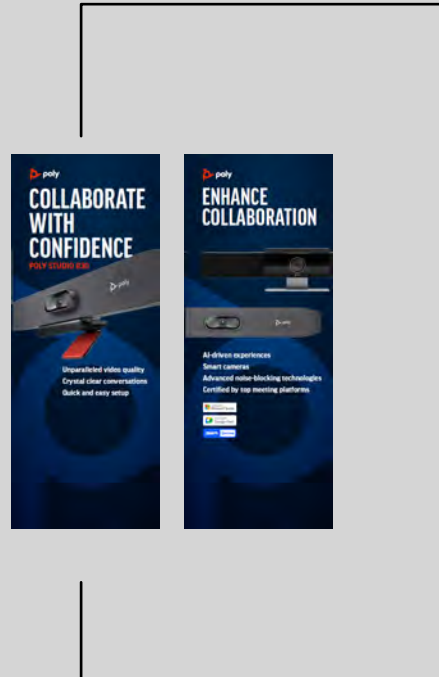
AH launch folder link ←

Deliverables

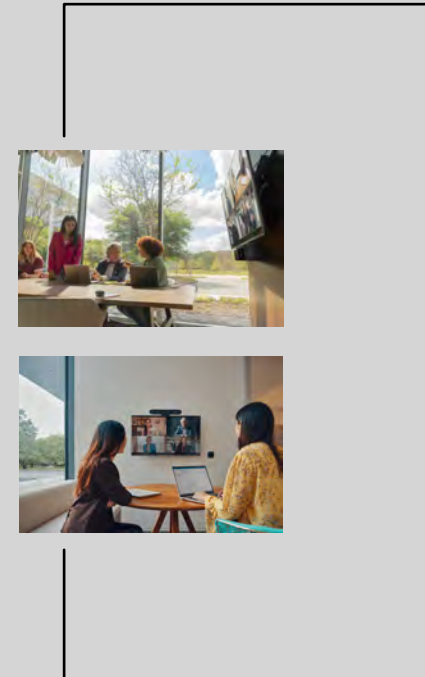
Social



Banners



Imagery



Summary of deliverables

Messaging

Social

Banners

Images

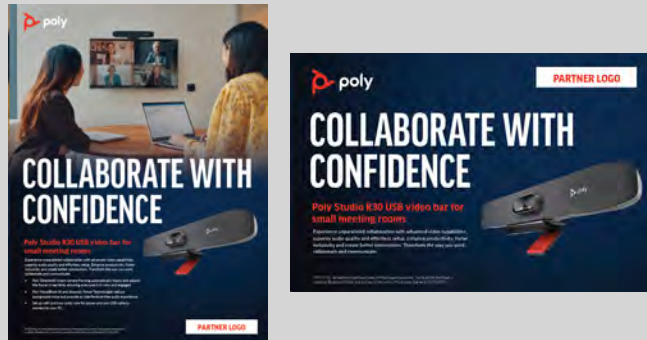
Videos

Print ads

Launch folder here

Deliverables

Print ads



Videos



Summary of deliverables

Messaging

Social

Banners

Images

Videos

Print ads

Launch folder here

HP solutions | Print



HP Smart Tank printers



Smart Tank customers



Individuals

Individuals especially need a low-cost, low-hassle printer that they can purchase once without needing to worry about replacing ink for at least two years.

Age 35-44, skews male, income likely lower than ink subscribers

Less artsy and more functional in hobbies like home improvement



Hybrid home workers

Hybrid home workers especially need a comparable quantity and quality of printing that they would expect in the office, including functions, such as scan, copy, fax, and smart setup features.

Smaller portion in this bucket because tanks skew blue-collar employment with less income

One caveat—tanks are 5% real estate, which is similar to hybrid (Instant Ink is 1%)



Families

Families especially need a smart and intuitive printer that they don't have to think twice about and can reliably print for each family member's needs at a low cost.

Mostly smaller families with less income and relatively new parents



Small and medium businesses

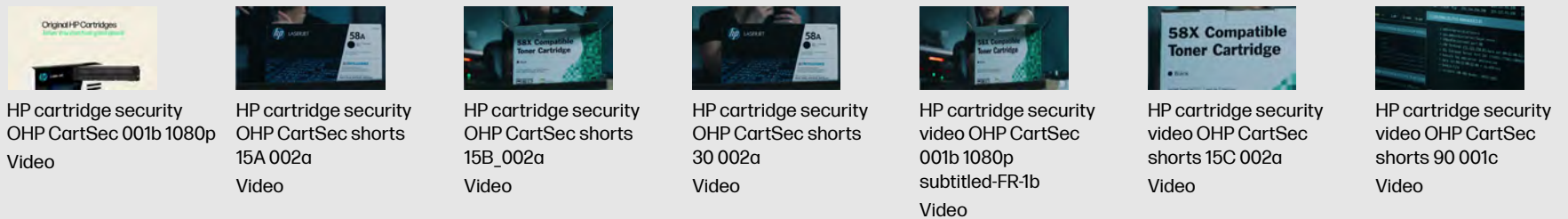
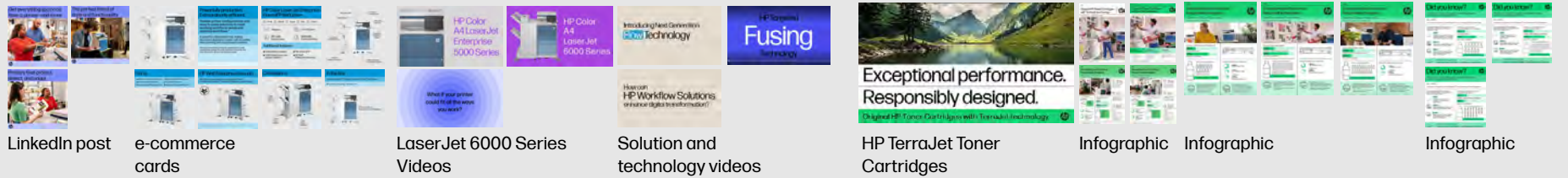
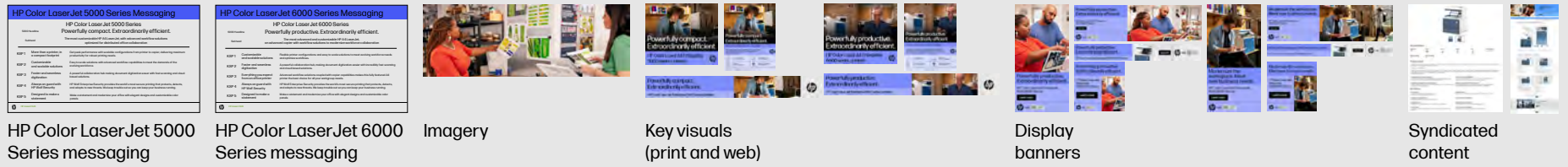
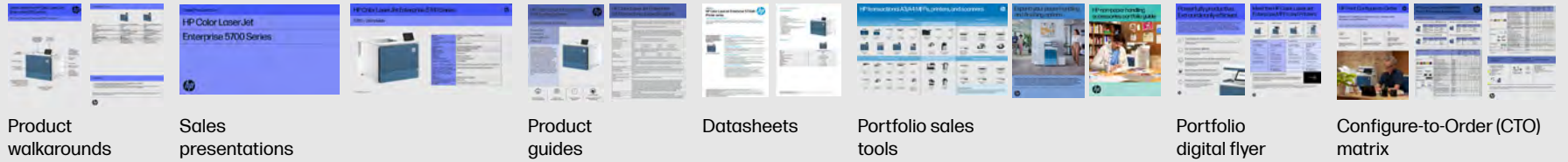
SMBs especially need simple and proven print solutions to help them be more efficient and productive, so they can stay focused on their business. SMB tank choosers skew younger in age for employees and company.

High quantity with less focus on premium quality. Likely using more for functional documents versus color presentations or photos.

Content

HP Color LaserJet 5000 and 6000 Series

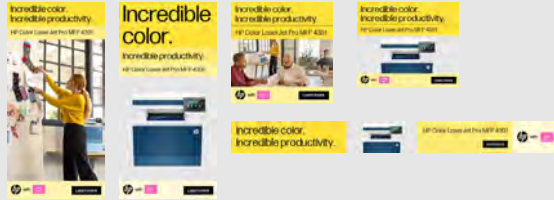
Supplies



AH launch folder link ←

Content

Co-marketing assets



Incredible Color.
Display banners

CLJ Pro Series etail assets



Etail Series Assets
Deck

Additional and alt. images 4301fdw



Imagery

Additional and alt. images 4301fdn



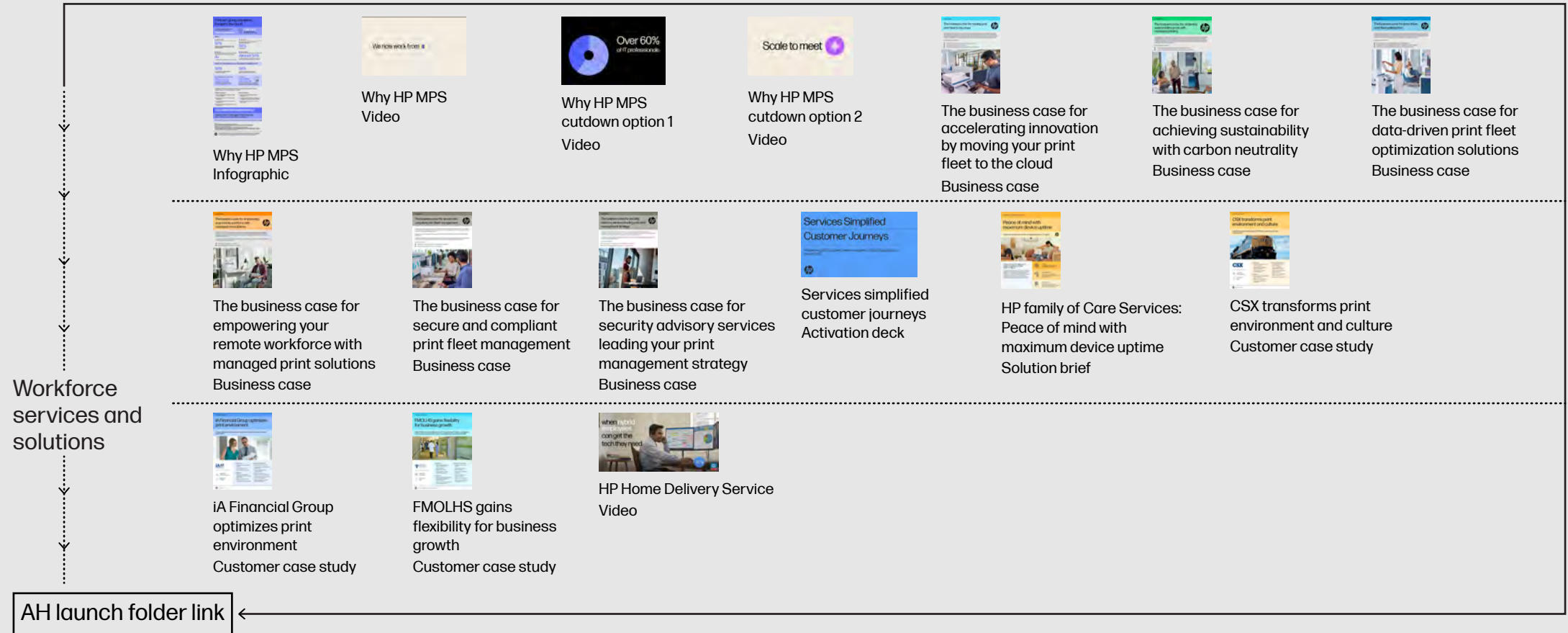
Imagery

[AH launch folder link](#) ←

Managed Print Services journey

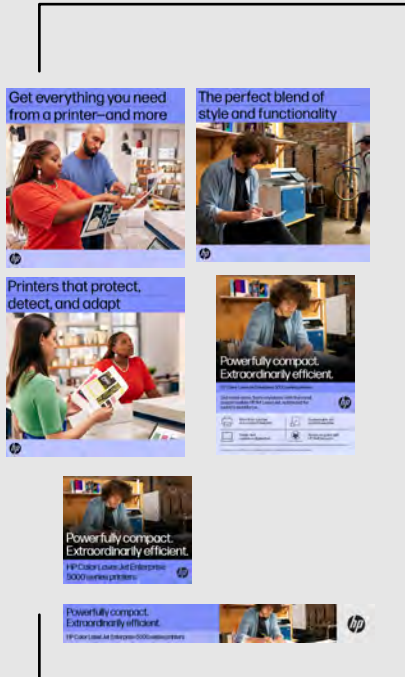


Managed Print Services journey



Deliverables

Social



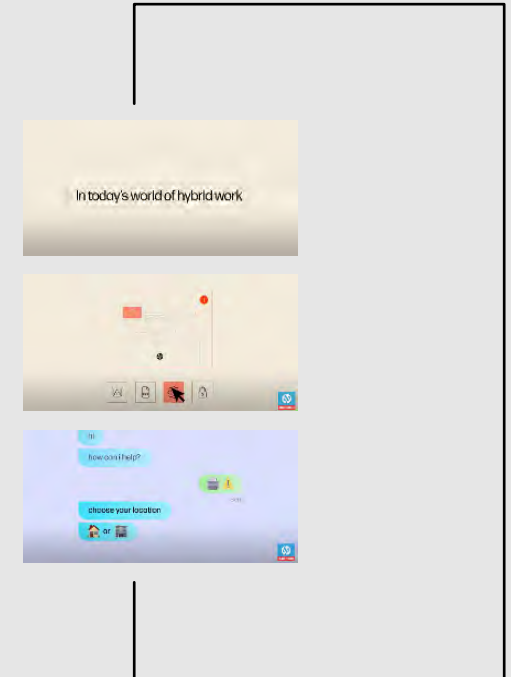
Display banners



Email



Videos



Summary of deliverables



Social



Display banners



Email



Videos

Launch folder here

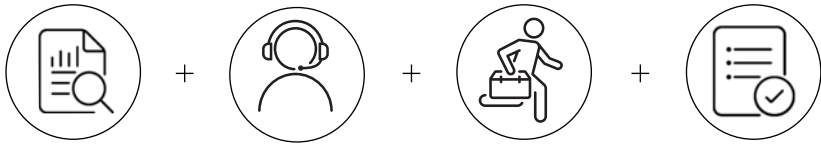
HP solutions | Services overview



HP Active Care

Ideal for SMB and enterprises with a prioritized need for device uptime and end user productivity.

With options for travel support, defective media retention, and accidental damage protection.




Predictive device analytics


24/7 remote technical support


Next-Business-Day On-site service


End-to-end case management²

Customer benefits

 up to 50% faster support than regular Next-Business-Day On-site

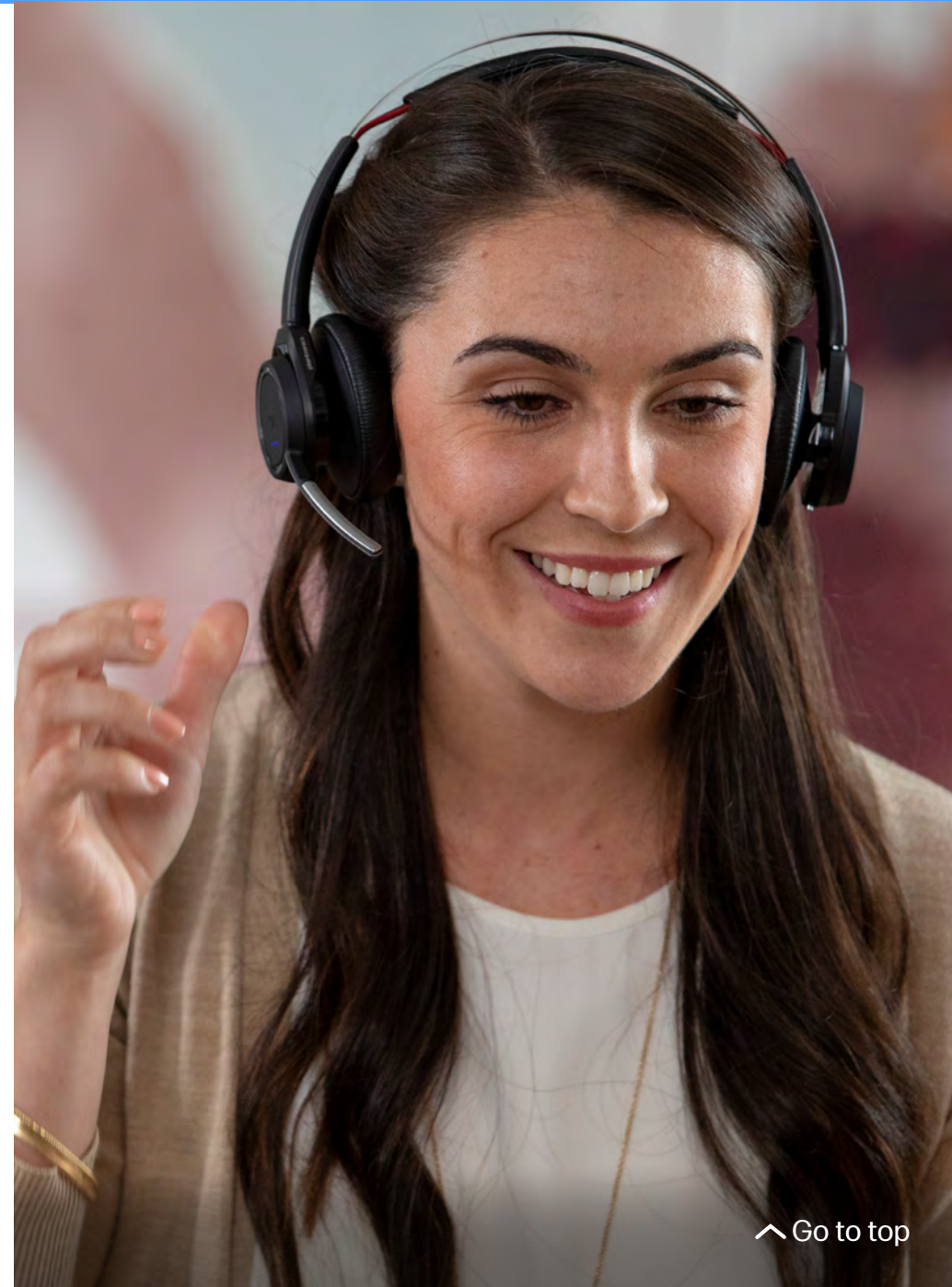
 More first-time fixes due to better prediction of parts needed

 24x7 remote support

 Automated ticketing straight from the device

Services

Fast, reliable response resolution in the office or on-the-go



Content

Services



HP Active Care
playbook
Solution brief



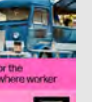
HP Active Care Services
Solution brief



HP Active Care Services
Promotional video



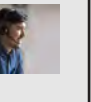
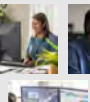
HP Active Care Services
Digital email



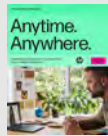
HP Active Care Services
Display banners



HP Active Care Services
Social post



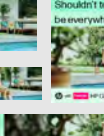
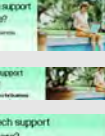
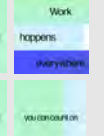
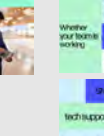
HP Active Care Services
Photography



HP Active Care Services
Solution brief



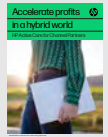
HP Active Care Services
Promotional video



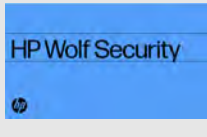
HP Active Care Services
Social media carousel

HP Active Care Services
Social media videos

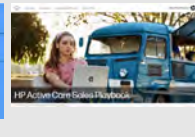
HP Active Care Services
Display banners



HP Active Care
Channel
Partners



HP Wolf Security
playbook
Supporting
documents



HP Active Care
Services
Solution brief



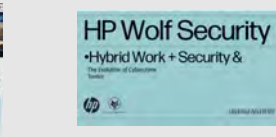
Why HP for
endpoint
security brief



Endpoint
isolation tech
brief



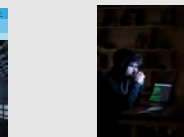
HP PC platform
full-stack security
tech brief



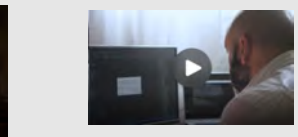
Hybrid + Security
study reports and
drivers



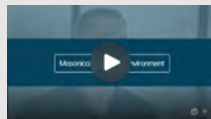
HP Wolf Security
threat insights
assets



The evolution of
cybercrime



HP Wolf Security
case study video
(short)



HP Wolf Security case
study video (long)



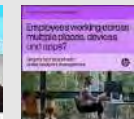
HP Proactive
Insights
brief



Actionable
insights
case study



Spot device
issues
brief



Adaptive endpoint
management
brief



Active Care/
TechPulse
brief



Hybrid Connector
:90 video
Defining :30 video



Secure and
collaborative
workspace
White paper



VFX work from
anywhere
case study



Productivity
everywhere
Case study



Anyware to HP
Anyware
Technical brief

AH launch folder link ←

Content

Services



Secure and collaborative workspace
White paper



Security for anywhere work
Case study



Anyware to HP Anyware
Technical brief



Hybrid Connector
:90 video
Defining :30 video



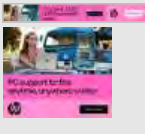
Secure and collaborative workspace
White paper



Powering Atomic
Cartoons
Case study



Anyware to HP
Anyware
Technical brief



HP Active Care Services
Display banners



HP Active Care Services
Social media



HP Active Care Services
Solution brief



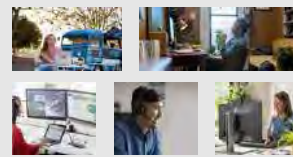
HP Active Care Services
Email



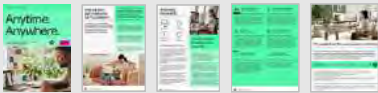
HP Active Care Services
Solution brief - three pages



Overview email



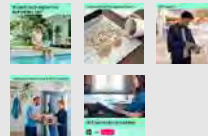
Imagery



Anytime. Anywhere.
Solution brief - five pages



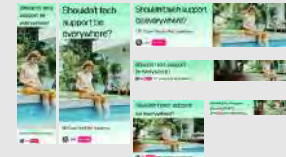
HP Active Care
Services
Video



HP Active Care Services
LinkedIn carousel



HP Active Care
Services
Videos



HP Active Care Services
Display advertising



HP Active
Care
Services
Email

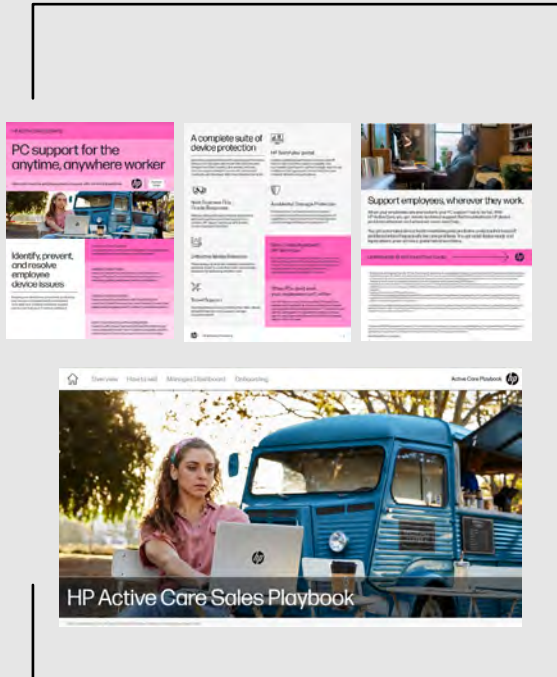


HP workforce
computing channel
Sales playbook

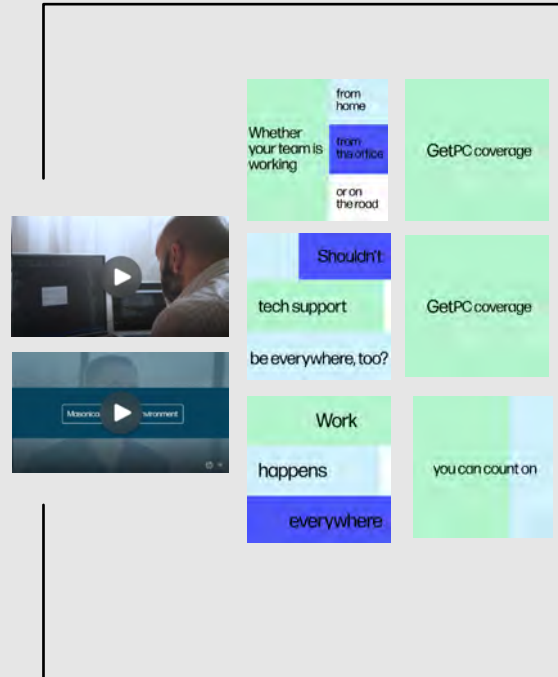
← AH launch folder link

Deliverables

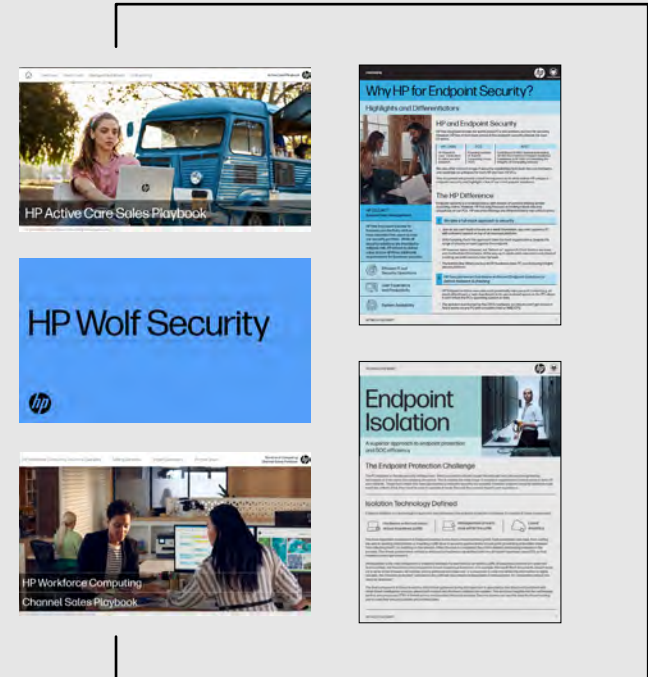
Brief



Videos



Documents



Summary of deliverables



Videos



Documents



Brief

Launch folder here



Verticals | Government overview



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Content

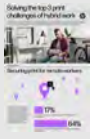
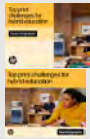

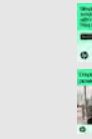




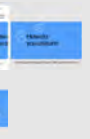

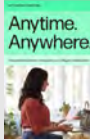


	 Hesitation vs. Innovation: A tale of two school districts e-guide and social	 How are schools using print? e-guide and social	 Is your school district fit to print? e-guide and social	 The bold print e-guide and social
K12	 Ransomware increasingly targets K-12 schools. Are you ready? e-guide and social	 From disrupted to directed e-guide and social	 4 ways HP DoaS helps K12 districts thrive	 HP Device-as-a-Service for education e-guide and social
HIED	 Hybrid teaching & learning	 Hybrid workforce Display banners	 Higher education Display banners	
	 HP Wolf Security	 How to better secure higher-ed endpoints	 School ransomware costs average \$2.73M. Defend your school.	

AH launch folder link ←

Verticals | Government



Content

	 Solving the top 3 print challenges of hybrid work Infographic	 Print services to help guide hybrid learning Infographic	 5 considerations to accelerate hybrid workflows Listicle	 A guide for choosing the right printers for hybrid work E-guide	 Accelerate your journey to a hybrid workforce Article
MPS	 Secure and seamless printing for a hybrid workforce	 Secure and seamless printing for a hybrid workforce			
Services	 Meeting the same IT goals in a whole new higher-ed world E-book	 6 ways managed services simplify IT for colleges Infographic	 Spot device issues before they happen Brief		
	 Care Pack. Anytime. Anywhere. Brief	 Proactive insights. Ready from day 1: How HP Configuration Services free up college IT teams Infographic	 HP Active Care: PC support for the anytime worker Brief		

[AH launch folder link](#)

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Content

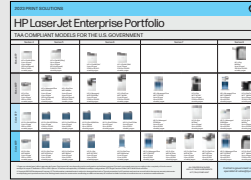
Government



Federal & SL | HP hybrid work Social



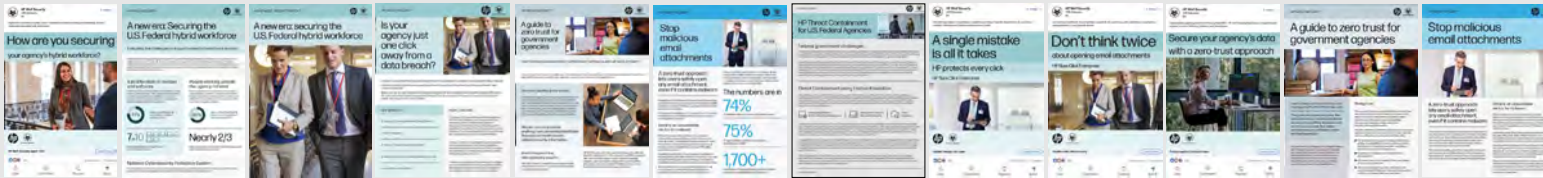
HP Federal Army Guide



HP LaserJet Enterprise portfolio



HP Federal Buyer's Guide



Federal & SL | Security OFT email, guide



An essential guide: The new era of government work E-guide



STL_essential guide_ social post Social static



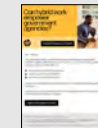
STL essential guide_option 1 & 2 marketing OFT email



Empower and protect your hybrid workforce with HP E-guide



STL_HybridSolution_ social post Social static



STL solution guide_option 1 & 2 marketing OFT email

Federal & state & local

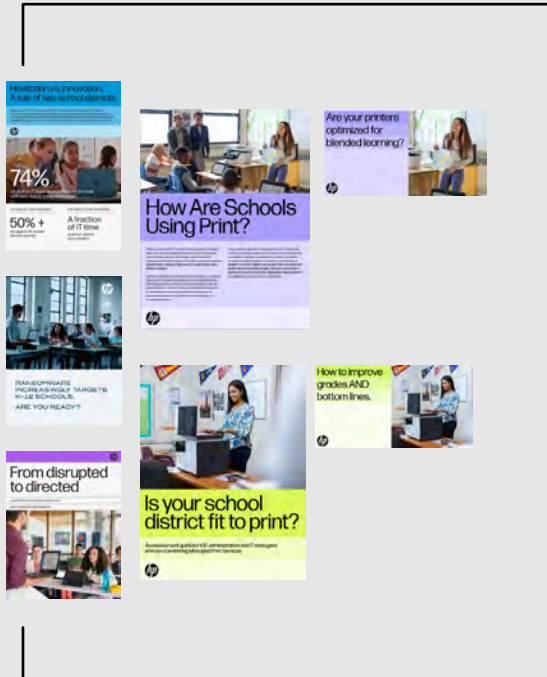
AH launch folder link

Verticals | Government

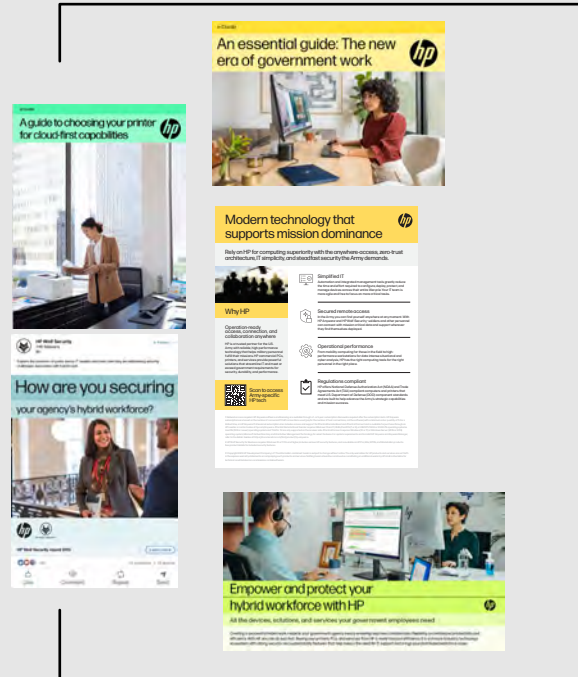


Deliverables

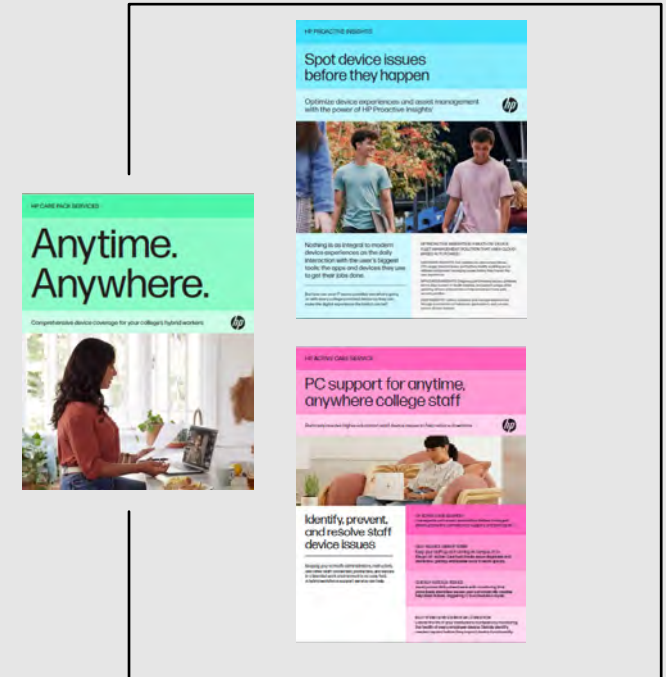
Social



Guide



Brief



Summary of deliverables



Social



Guide



Brief

Launch folder here

Additional resources



Additional resources



Content

Additional resources



Event in a Box program



SMB toolkit



Digital demand toolkit



Web-content syndication opportunity



HP social media calendar



HP Partner portal



HP Smart Buy marketing playbook



HP Vis ID guidelines



HP Wolf Security brand standards



Logo



Project upgrade

[AH launch folder link](#) ←

