

A man with a beard and curly hair, wearing a grey button-down shirt over a white t-shirt, is leaning over a desk in an office. He is smiling and looking at a large computer monitor. His right hand is on a computer mouse. The desk is cluttered with papers, a keyboard, a calculator, and some bottles. A large window in the background shows a view of trees and a white car parked outside. The text "HP Premier+ Support Partner Training" is overlaid in white, with "(formerly Active Care)" in a smaller font below it.

HP Premier+ Support Partner Training

(formerly Active Care)

Mahmood Doc Docrat

WorkForce Solutions – Business Development Manager AFRICA



Agenda

- ❖ Challenges in the Hybrid Workplace
- ❖ What is HP Premium+ Support (formerly Active Care)
- ❖ Designed for the Channel
- ❖ Activation
- ❖ Ensuring the Best Fit
- ❖ Resources
- ❖ Benefits, Programs and Promotions



Keeping employees productive in today's reality



63%

of IT say their resources are drained by device management and support²

56%

of ITDMs believe they will outsource more³

75%

of employees expect support levels from pre-COVID levels¹

The Technology Landscape Is Changing

Businesses are embracing new technologies to disrupt service delivery and provide better customer experiences

Key Technology Trends:

- **Smart Devices** – with sensors, monitors and remote controls
- **Cloud Services** – delivering powerful computing capabilities that no longer require IT experts, servers and costly software
- **Predictive Analytics** – using machine to machine learning and solving problems before they occur
- **Internet of Things** – the infrastructure that connects business to customers at minimal cost
- **Mobility** – delivering content, services, and communication in an app that can be used anywhere there is a signal

UBER

Delivering a superior customer experience with disruptive technology innovation

Examples:

- Leading demand-service matching algorithm
- Free mobile application for the service
- Instant access to a driver in the city
- Simple one button transaction process
- No more taxi lines or finding a cab hassles...



HP Smart Services Vision

Innovating to be smarter, better, faster, and lower cost to service

Tesla

Monitoring, learning, and making adjustments real-time

Examples:

- Battery monitoring system
- Smart Air Suspension



HP Company Confidential

Amazon

Just-in-time delivery instead of stocking inventory

Examples:

- Same day delivery
- Delivery in 1-2 hours

amazon.com
Prime



es only.

HP Smart Device Services

Reducing the cost to service, improving uptime

Examples:

**Real-time adjustments to extend life
Sensing changes to predict failures
Just in time delivery of parts**



HP Premium+ Support Key Selling Points

Fast, world-class IT support, when and where you need it



Predictive insights help keep PCs up and running.



Ease the burden on IT with employee device alerts and automated IT case generation.



24X7 Priority Remote Support helps resolve issues fast anywhere in the world



Help mitigate employee downtime with Next Business Day Onsite response and fast remediation.



Optional expansion services provide extra care for the unexpected.

Detect potential device issues up to 50% sooner

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HP Premium+ Support



Fast Issue Resolution through Predictive Analytics and Premium Support

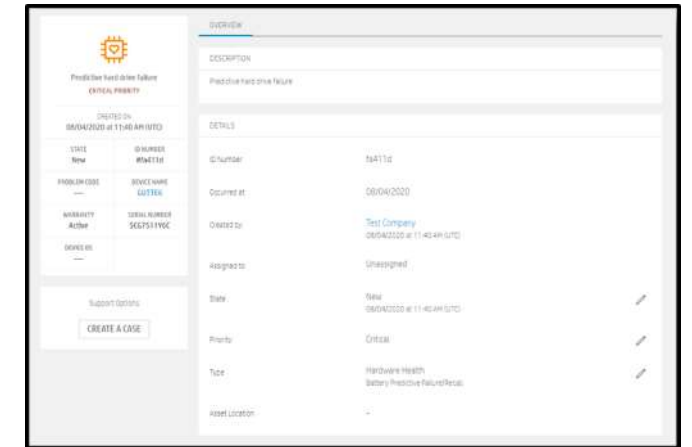
Issues Detected Before they
Become a Problem²



Notifications Directly
to Device²



Automated Case Generation
in the Partner Portal²



Premium 24X7 Global Remote Support¹



Fast Next Business Day Onsite Response^{1,3}



Accidental Damage Protection⁴



Defective Media Retention^{74,5}



Travel Protection⁴

What is HP Premium+ Support?

Available in 3, 4 and 5-year terms



HP Premium+ Support	Included	Add-On
Telemetry-based Analytics	●	
Pop-up Alerts on End Users' Devices	●	
Automated Case Generation	●	
Premium 24x7 Remote Diagnosis & Support	●	
Optional dashboard	●	
Next Business Day Onsite Support ⁶	●	
Replacement Parts & Materials	●	
HP Travel Support ⁷		●
HP Defective Media Retention ^{7,8}		●
HP Accidental Damage Protection ⁷		●
HP Device Life Extension		●

Designed for Partners

Flexibility to meet different business requirements



Resell



Resell and Manage



Resell, Manage and Deliver

Eligibility	All partners	All partners or customer IT Admin	HP Certified Delivery Partners
Role	Partner resells the service, completes registration, and informs customer of the onboarding process	Partner resells the service, completes registration and performs onboarding for customers	Partner resells the service, completes registration, performs onboarding and provides full delivery support
Manages	Customer Ensures software to enable the service is installed on each device. Self-manages incidents from the device or dashboard.	Partner or Customer IT Admin Ensures software to enable the service is installed on each device and manages incidents from device or dashboard	Delivery Partner Ensures software to enable the service is installed on each device and manages incidents from device or dashboard
Delivery	HP* fulfills Next Business Day Onsite Support and other services	HP* fulfills Next Business Day Onsite Support and other services	Certified Delivery Partner fulfills Next Business Day Onsite Support and other services.

* HP, or HP Authorized Delivery Partner

Registration and Activation

Device Readiness

1

REGISTRATION

The service is not deliverable unless the HP Care Pack has been registered correctly.

2

ACTIVATION

Software to enable the proactive features of the service must be installed on the device to deliver proactive alerts and utilize the automated case creation feature.

Activation unlocks the telemetry-based benefits beyond the Next Day Onsite Support Service.

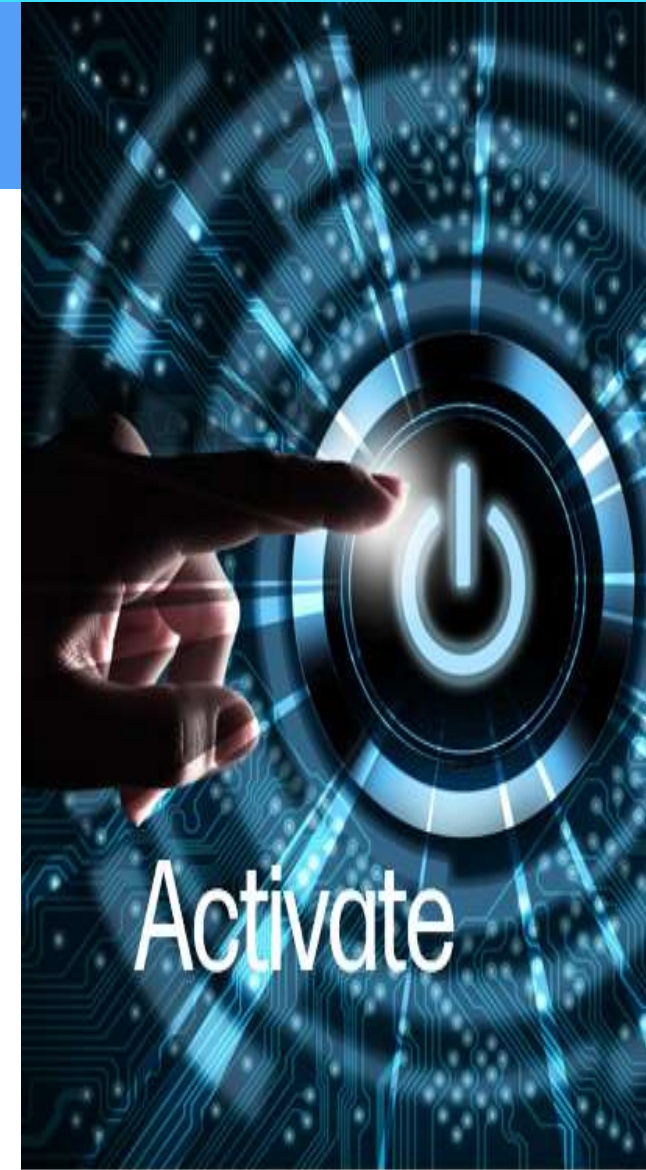
3

DASHBOARD MANAGEMENT

Optional

In order to be managed from a central dashboard, the customer or partner must request one be created.

Once created, new devices registered under the same customer will be added automatically.



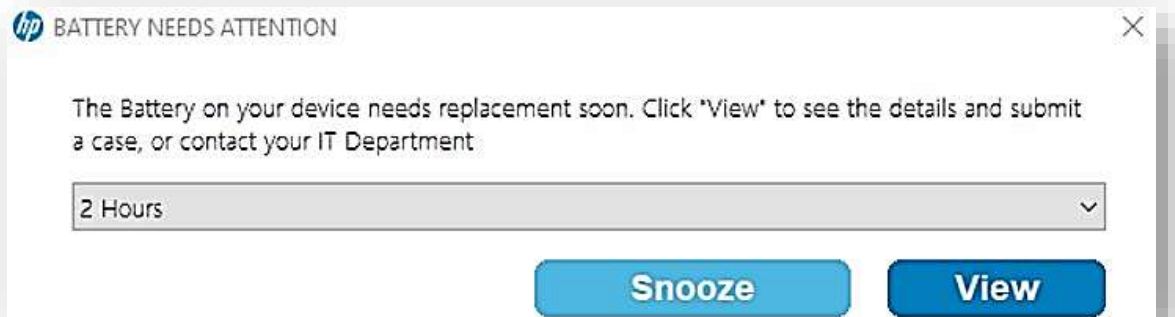
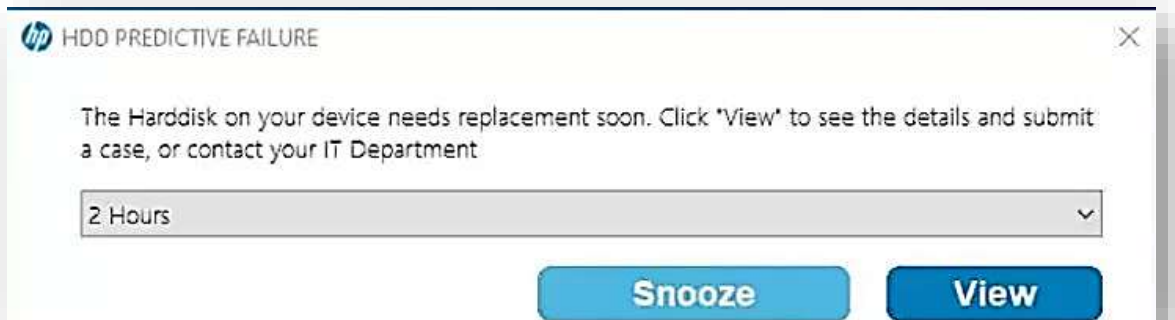
End User Alerts



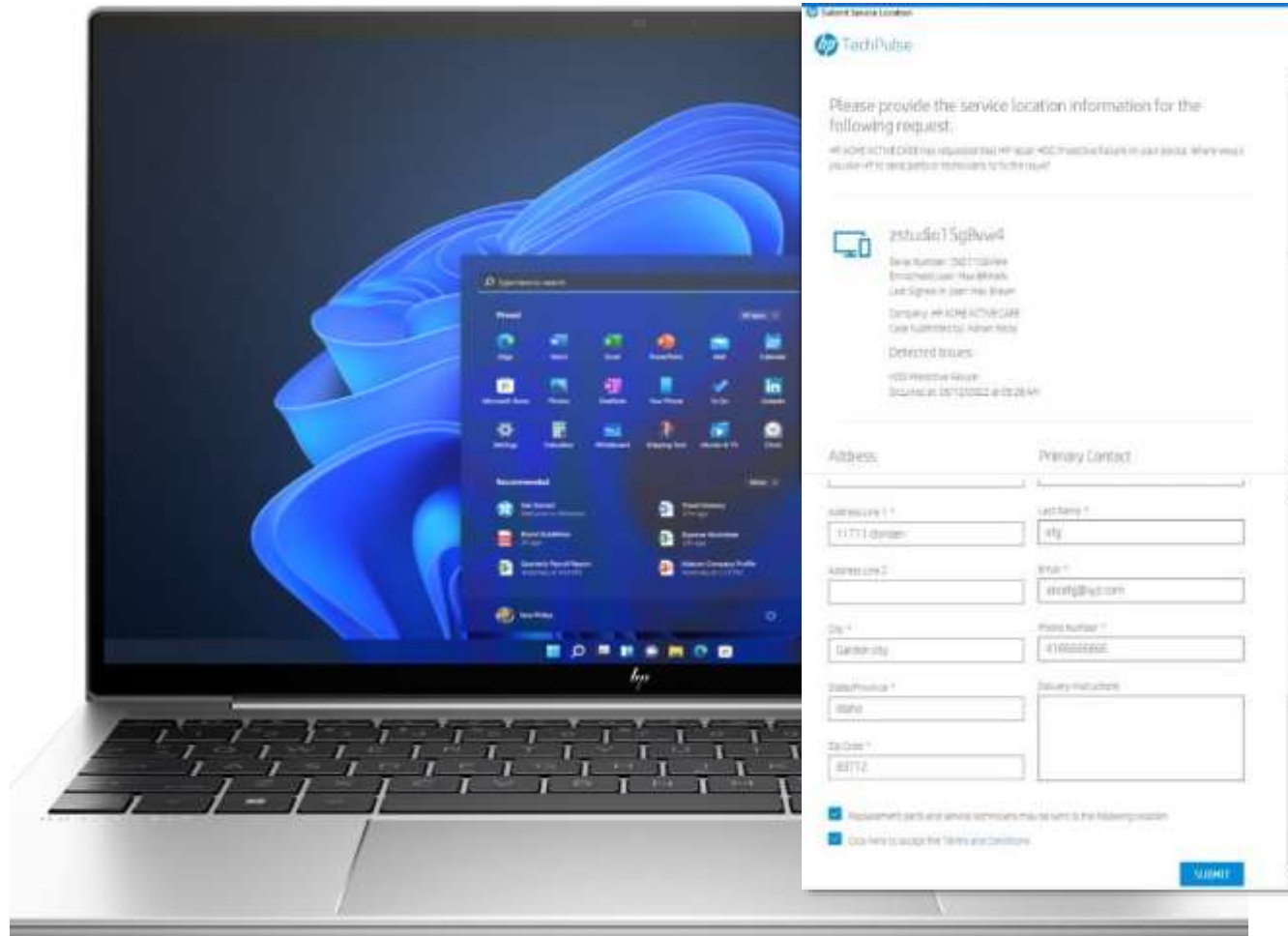
HP Premium+ Support predictive alerts appear as pop-up notification on employee desktop



Windows Notifications



Automated Incident Case Creation



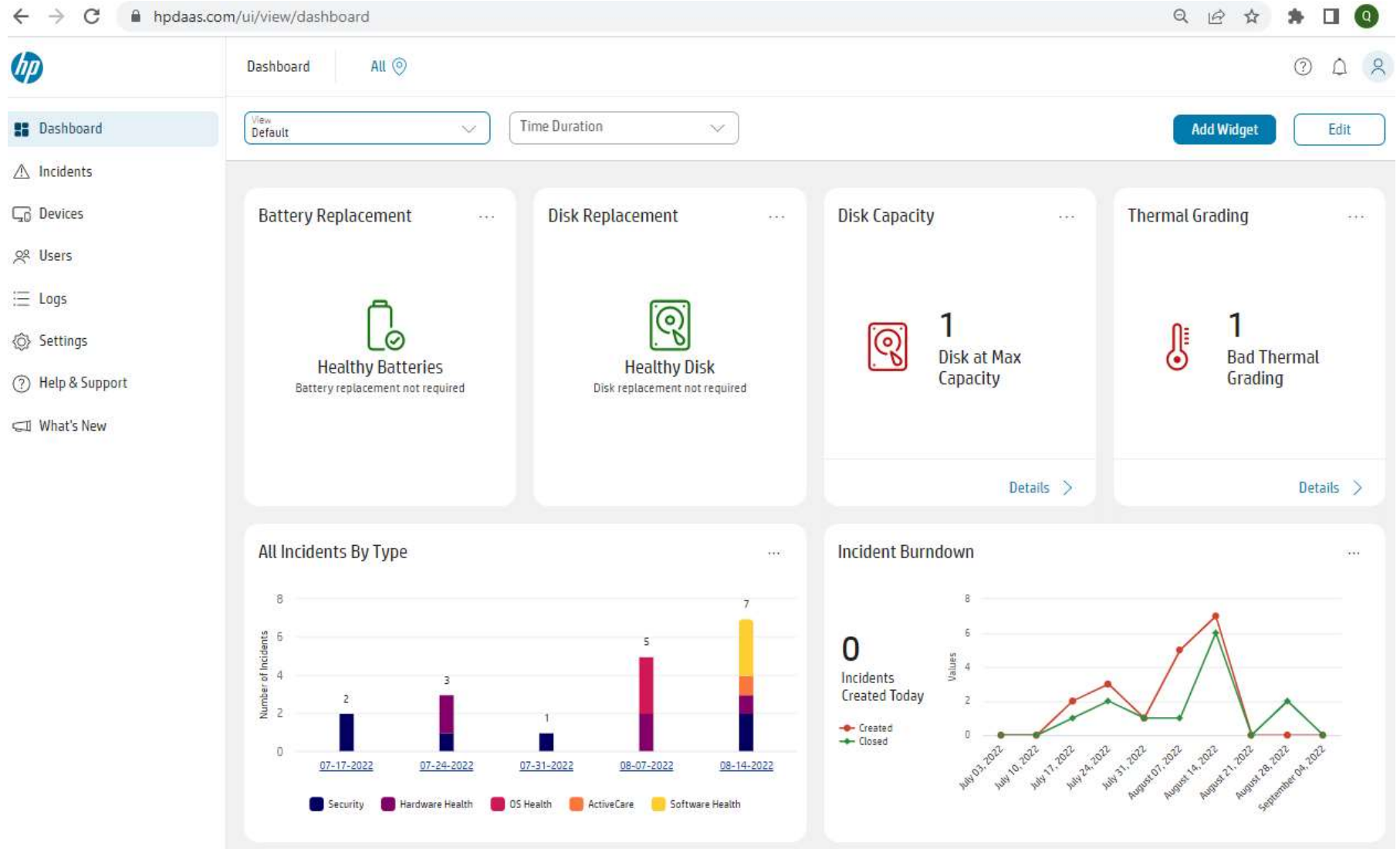
Employees can click “View” on alerts to open a ticket and indicate service address where device is located

HP Insights¹



Customizable portal
gives Partners
visibility to:

- Fleet-level and individual critical device health
- Device inventory
- Critical BIOS updates
- Prioritized replacement recommendations



Pivoting from Premium to HP Premium+ Support

(formerly NBD to Active Care)



1. Describe it.

- It's HP's premium next business day onsite service with proactive telemetry that lets you know if something needs attention in advance of a failure with an automated service ticketing feature right from the device.

2. Benefits:

- Issues detected before they become a problem
- No waiting, automated ticketing straight from the device
- A technician with the right part arrives onsite next business day to fix the issue

3. Optional dashboard for greater visibility and central management

ASK ~

"Do you want alerts to go to the device or to an optional dashboard?"

"Who will manage it? The partner or customer IT Admin?"

4. Available in a 3, 4, or 5-year term. Where would you like to lock it in?

Source:

How can we work together

- Actively shift your sales focus from next business day Onsite to HP Premium+ Support to earn higher margins while delivering a unique customer value.
- Leverage tools like the HP Premium+ Support Playbook, and HP Premium+ Support Channel Operations Guide.
- Utilize Amplify Data Insights tool to identify expiring warranties and Care Packs. It's easier to keep a customer than find a new one!
- Manage a dashboard on a customer's behalf.



Interactive HP Premium+ Support Playbook

Learn how to give your customers the best PC support experience in the industry



- Description and Comparison
- How to Talk to Customers
- Privacy Concerns



- Enabling Partners
- HP Active Care Technical Demo
- Dashboard Access



- Onboarding Process
- HP Active Care Alerts
- Service Case Creation

[Visit the HP Active Care Playbook](#)

[Visit the HP Active Care Channel Ops Guide](#)

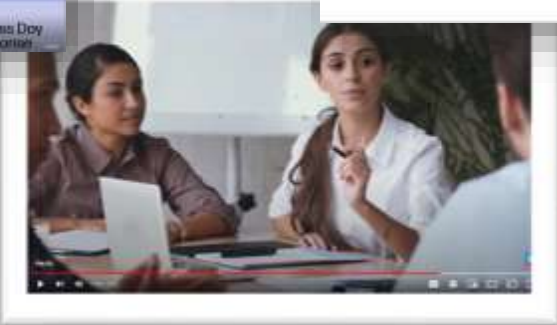
HP Active Care Resources

Available via [Partner Portal](#)
[HP Care Pack Central](#)

Customer Facing Video



Everywhere
Office Demo
Video



Channel Partner
Video



Datasheet



Customer
Presentation



Channel Assets



Custom solution
briefs for dashboard
management and
service delivery
partners

HP Active Care
Channel Operations
Guide



HP Premium+ Support – Value Proposition



Business Profitability

- Amplify Compensation
- Lifecycle Specialist Rebates
- Add your own Services
- Leverage MDF to help drive business growth

Flexibility

- Choose how you work with HP

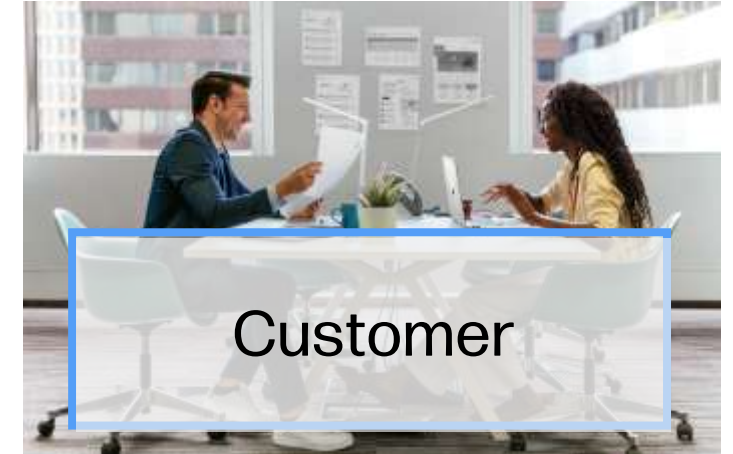


Sales Enablement & Motivation

- Curiosity Rewards Training Modules
- HP Active Care Playbooks
- HP Active Care Sales Incentives
- MDF Opportunities to tailor specific programs to your needs

Sell Higher Value Deals

- Increase profitability and margin
- Build long term relationships/stickiness



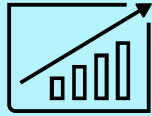
Help Customers understand the value of telemetry

- Predictive analytics
- Faster Response
- Device Alerts
- Automated Case Generation
- Simplicity in an HP Care Pack – warranty extension with telemetry

Partner with HP for additional rewards

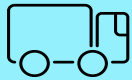
Amplify benefits

Value Proposition



GROW MARGINS

Dedicated Specialist compensation guaranteed from 1st dollar (no cap).



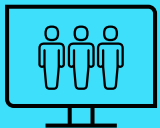
ENABLES ACCESS TO DELIVERY AUTHORIZATION

- Owning customer end-to-end experience
- Decrease investments in spare parts
- Labor compensation and other delivery benefits



SPECIALIST INSIGNIA FROM HP

Value-added customer credibility and loyalty



OPTIMIZE WORKFORCE AND EXPAND COVERAGE

Use own technicians or dispatch call to HP

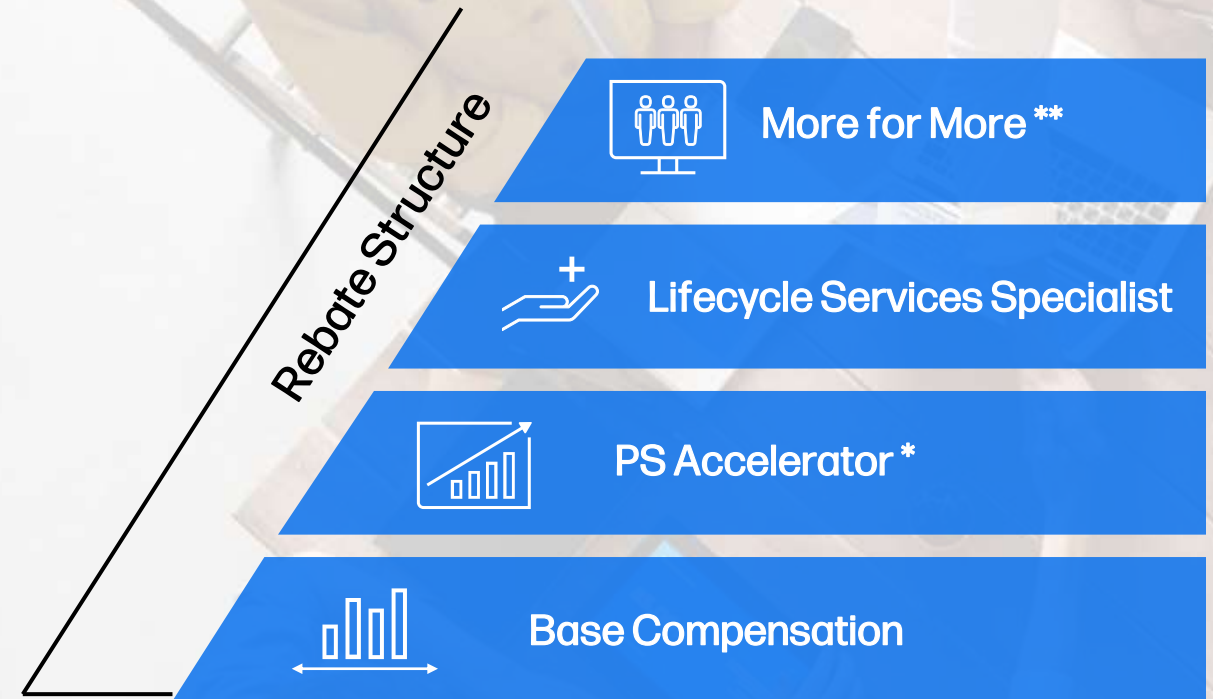
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Amplify Compensation

The HP Amplify™ Partner Program has a more-for-more rebate structure that provides Partners with more opportunity to earn when they attach services :

1. **Base Compensations:** rebates guaranteed from \$1 with no targets or caps.
2. **Accelerators:** Additional incentives for exceeding revenue targets
3. **Services Specialists:** Rebates for PS Lifecycle Sales Specialist from \$1 with no targets or caps
4. **More for More:** Target based for services and peripherals.



HP Protect and Trace with Wolf Connect



HP WOLF SECURITY

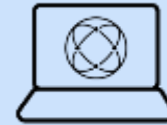
Managing a fleet of mobile PCs is increasingly difficult

Hybrid work, temporary staff, and edge computing create challenges in two broad categories



Asset Management

- Accurately track PC hardware across the lifecycle
- Avoiding lost productivity and increased costs

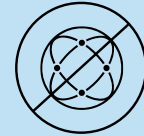


Data Security

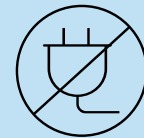
- Maintain control of data
- Avoid costly and embarrassing data breaches

Existing fleet management solutions require the PC being on, and network connected

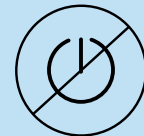
But what if the PC is...



Not on a network



Powered down



Not able to boot

We're out of luck!



Introducing Wolf Connect

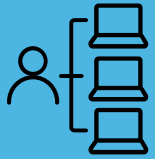
A game changer
for PC fleet
management



What is Wolf Connect?



Wolf Connect is a low-cost cellular-based management connection to HP PCs.



It allows IT to interact with their PC fleet globally, even when offline or powered down.



It is the infrastructure that allows IT to reliably communicate with the PCs.



HP's vision is to use Wolf Connect to support multiple HP offerings and applications over time.

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Wolf Connect Components

“Narrowband” cellular card (MNB)

- Uses LTE-M standard for low cost and low power consumption
- [4 or 5G WWAN card also supported]

Special cellular subscription

- Provided by HP
- Dedicated to Wolf Connect (does not provide Internet access for user)
- Global reach



Select 2023 PCs
include hardware
updates required for
Wolf Connect

Solution Architecture

Integrated with HP TechPulse

Cloud-based management

Unified operations (Active Care, Proactive Insights)

Separation of duties protects organization from denial-of-service attack

IT Admin



HP TechPulse
Centralized Management

Approver App

Secure approval
required for
sensitive actions



End User PCs

Cellular Module
Endpoint Security Chip



HP Protect and Trace with Wolf Connect

Remotely Find, Lock, and Erase a PC, even when powered down or disconnected from the Internet



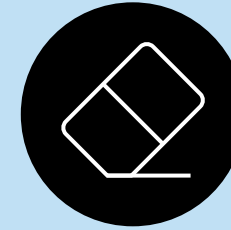
Find

Locate device in real time



Lock

Temporarily lock a PC that has gone missing



Erase

Erase PC data on unrecoverable or retired PC

When a PC is lost or stolen...

Here's how HP Protect and Trace with Wolf Connect will help



User loses PC



User reports loss
to Help Desk



Help Desk
remotely locks PC



Help Desk reports
PC location to user

01

If PC recovered,
Help Desk gives
“unlock code” to user

02

If PC unrecoverable,
IT obtains approval and
remotely erases PC

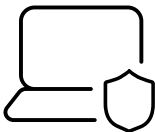
Business Outcomes Supported

Solving challenges across asset management, security, and beyond



Asset Management

Maintain tighter control over PC fleet to decrease cost, including for temporary staff



Data Security

Security data from unauthorized from access



Financial Risk Management

Decrease risk of equipment loss for as a service leasing



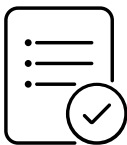
Find my PC

Assist users whose PC has been lost or stolen



Device Lifecycle Sustainability

Manage devices from deployment to retirement, re-issue or recycle



Audit & Compliance

Decrease risk of equipment loss for as a service leasing

HP Protect and Trace¹ with Wolf Connect

Changing the game for PC fleet management



Protect sensitive data



Improve Asset Management



Help lower IT costs and improve responsiveness



Improve user experience and peace of mind

solutions

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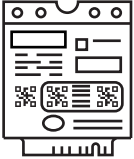
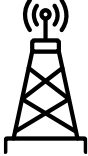



Thank You



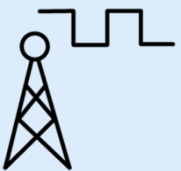
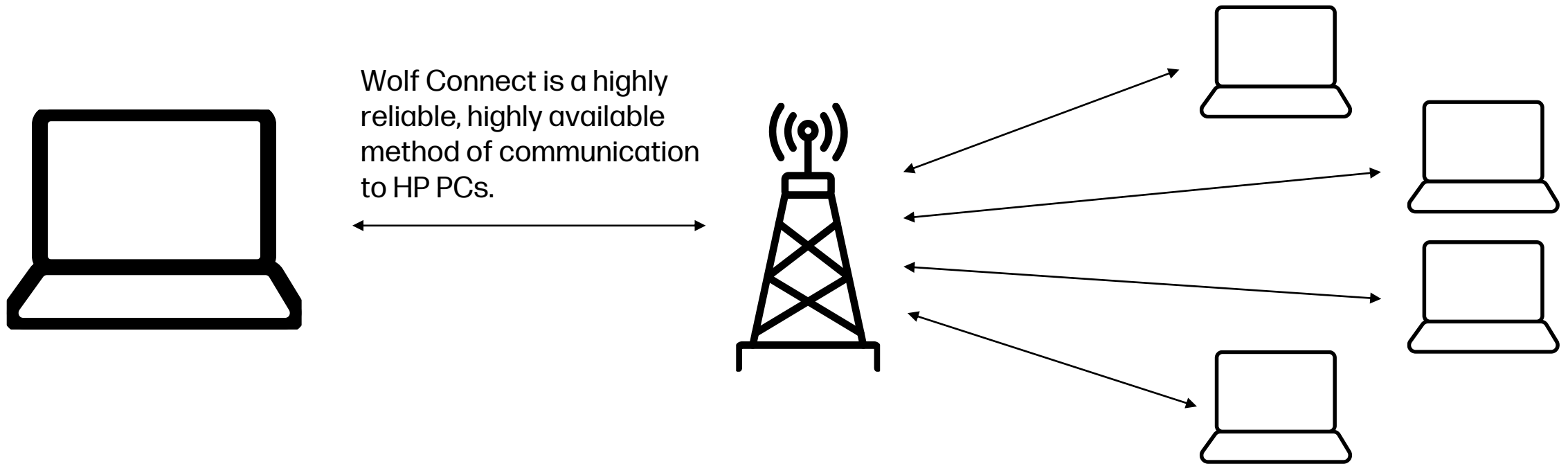
Backup slides

Wolf Connect is a four-layer solution

1	2	3	4
			
Compatible HP 2023 G10 PC models (or later)	Cellular radio in the PC: <ul style="list-style-type: none">• Broadband (WWAN)or• Narrowband (MNB)	<u>HP-provided</u> global cellular subscription	Managed with the Insights & Analytics Engine (TechPulse)

HP's vision: Leverage Wolf Connect for multiple planned future solutions

How does Wolf Connect work?



Wolf Connect establishes a low-bandwidth management connection to HP PCs using cellular (mobile) transport and the LTE-M standard.



Like SMS technology: A low-bandwidth data link is established over cellular to rapidly exchange messages between applications at either end.

Cellular protocols: LTE vs LTE-M/Cat-M



LTE (Broadband)

- Provides mobile communications to deliver data

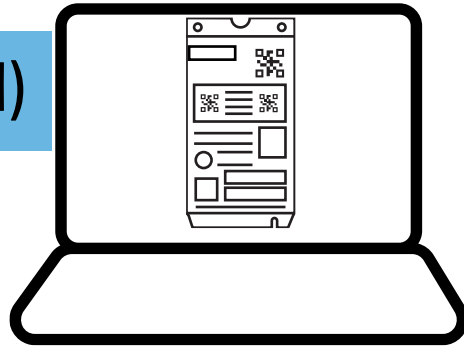
LTE-M (Narrowband)

- Low-bandwidth protocol built for IoT communications
- Lower power and less expensive chipset requirements than LTE



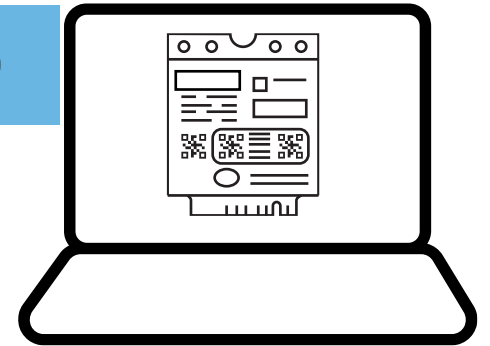
MNB vs WWAN cellular modems

WWAN (Broadband)



- Supports full end-user Internet access
- LTE over 4G or 5G; 3G

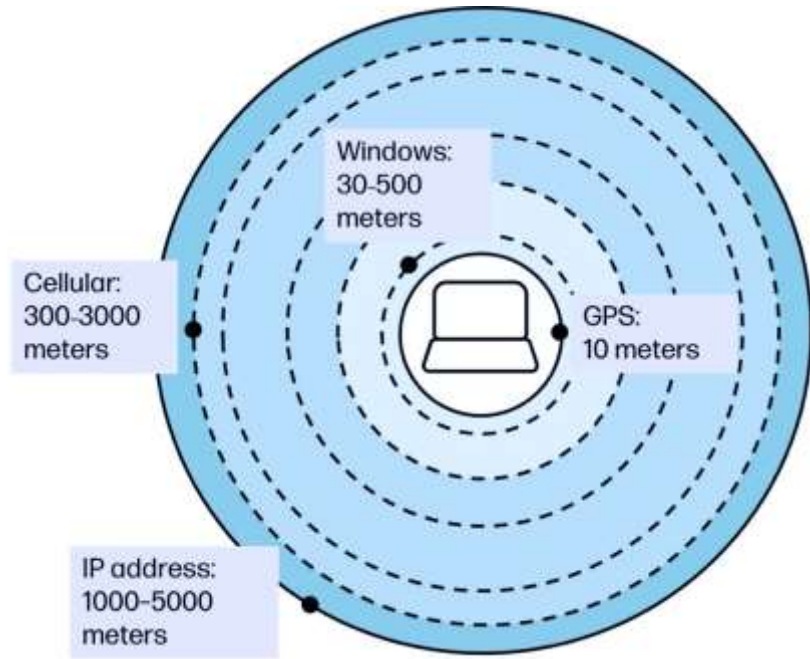
MNB (Narrowband)



- Low-cost, low-power cellular chip
- Only supports Wolf Connect
- LTE-M (Cat-M1 and Cat-M2) over 5G, 4G, or 2G

Both cards use the internal M.2 socket

How does the Find feature work?



The screenshot displays the HP Device Details interface. On the left is a navigation menu with options: Dashboard, Experience Management, Incidents, **Devices**, Users and Roles, Reports, Campaigns, Logs, Settings, Help & Support, and What's New. The main content area is titled 'Location' and features a Google Map of Bensberg, Germany. A location pin is placed at 'Am Schloß 2, 51429 Bergisch Gladbach, Germany'. Below the map, the following details are shown:

- GEOLOCATION:** Am Schloß 2, 51429 Bergisch Gladbach, Germany
- Location Last Reported:** 3 minutes ago
- Accuracy:** 1 meters
- Source:** GPS Location

At the top right of the interface, there is a toggle switch labeled 'Try the new HP Workforce'.

One position in last 24 hours in cache; no other personal data saved

Additional Information

Visit the following links to learn more about additional [Technical Requirements](#), [Cellular network coverage](#), supported [HP Platforms](#), and the Terms of Service.

Thank You

