

HP+Poly Solution Ecosystem for Worker Personas



Hybrid Work Requires Hybrid Systems

Opportunities are across all industries, locations, and verticals



Personalized

Fits your unique needs and
workstyle

Consistent

Delivers a consistent
experience

Flexible

Enables work
from anywhere across spaces
& technology

Workplace needs are constantly evolving

Technology



People



Space



PEOPLE = WORK

Technology enables
work across spaces





OPPORTUNITY: FOCUS ON PEOPLE



What are personas?

Personas represent critical and actionable information about 100% of workstyles in a typical company.

Personas are fictional representations of a target audience that summarize their characteristics, needs, and goals. They are an important tool when designing a product or service and help with prioritization and decision making.

In the context of hybrid work, matching workstyles to devices and technologies can increase productivity and ease transitions and mobility. Personalization of application settings and interfaces, as well as understanding support needs, can further enhance the employee experience. Data has shown that one size does not fit all, and tailoring solutions to individual personas can have a significant impact on their effectiveness.



Understanding employees

More than
8000 responses

Survey conducted across 8 markets



US



UK



INDIA



BRASIL



FRANCE



CHINA



JAPAN



GERMANY

Good mix of company sizes,
industries and roles

Continued exercise over the last
10 years

HP commissioned study by Factworks in May 2023 among 8,000 workers of companies with >50 employees in UK, Brazil, Germany, France, Japan, India and China.



Meet our personas

Frontline and back-office workers

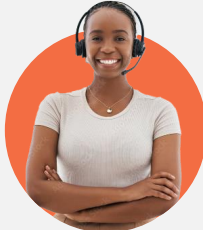
(31%)



Frontline Pros
11%



Office Independents
14%



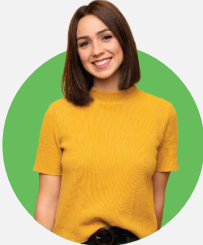
Support Pros
6%

Knowledge workers

(39%)



Office Collaborators
26%



Remote Collaborators
7%



Road Warriors
6%

Modern leaders

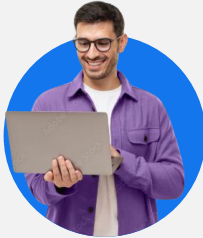
(11%)



Modern Leaders
11%

Specialists

(19%)



Tech Experts
11%

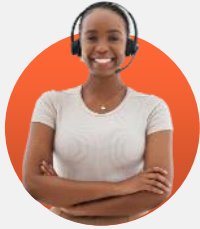


Creative Experts
8%

HP commissioned study by Factworks in May 2023 among 8,000 workers of companies with >50 employees in UK, Brazil, Germany, France, Japan, India and China.

Putting People At The Center

Routine Worker



6%

Support Pro

Office

- Support work
- 1-1 collab
- Customer interaction

Very Low

Ease of use

Knowledge Worker



26%

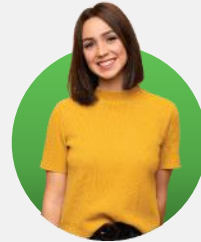
Office Collaborator

Mostly Office

- Analytical Work
- Managing tasks
- Collab internal / external

High

Efficiency, control



7%

Remote Collaborator

Mostly Home

- Internal collab
- Conceptual work
- Focus work

Medium



6%

Road Warrior

On-the-Go

- Customer interaction
- Face to face
- Conceptual Work

- Strategic tasks
- Customer interaction
- Hands-on tasks

Portability, professional image, social connection



11%

Modern Leader

Specialized



11%

Tech Expert

Flex

- Software dev
- Data analytics
- Engineering

Very High

Specific needs (e.g., data processing; content creation), self-expression



8%

Creative Expert

Office & Home

- Graphic design
- Conceptual & analytical work

Work location

Work focus

Tech savvy

Key needs

Meet the Modern leader

Tech-Empowered Leadership in Action

Modern Leaders are hands-on senior professionals who manage a myriad of responsibilities on the move. They possess the autonomy to select their work devices and are inherently tech-savvy and style-conscious, embodying leadership in the digital era.

Top 3 activities



Develop and implement strategies

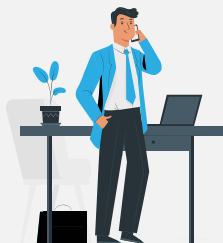


Interact with others



Manage/lead my direct reports

Current work locations



54%

Office



19%

WFH

Top differentiating needs



Portability



Image/Appealing design





Modern Leaders

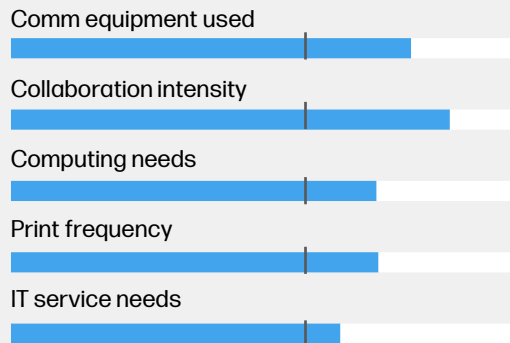
Highly communicative, mobile, senior professionals who develop and implement strategies, interact with customers and perform managerial and strategic tasks. They are still hands-on involved in non-administrative/ leadership tasks.

They are tech-savvy and want/have the power to choose the best devices.

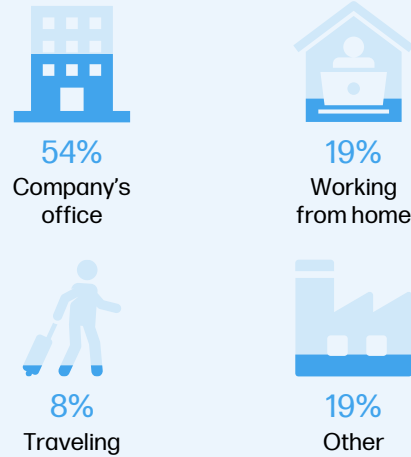
Technology needs to be mobile, help them convey professionalism and fit their style.

- Premium
- High-computing power
- Fit their style
- Mobile
- Tech-first
- Make them look and sound great

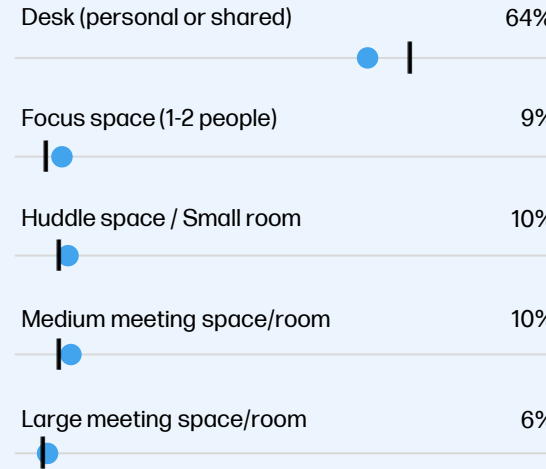
WORKSTYLE NEEDS



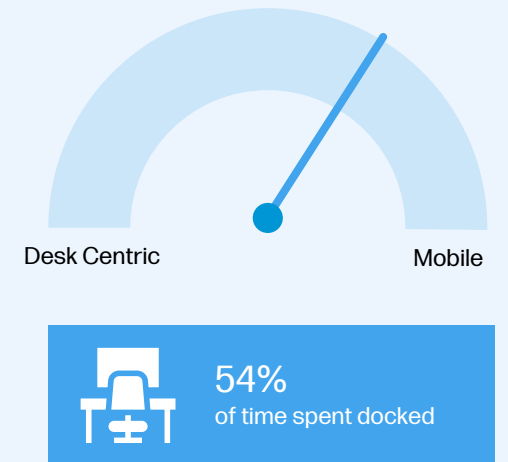
WORK LOCATIONS - SHARE OF TIME



OFFICE LOCATIONS - SHARE OF TIME



MOBILITY



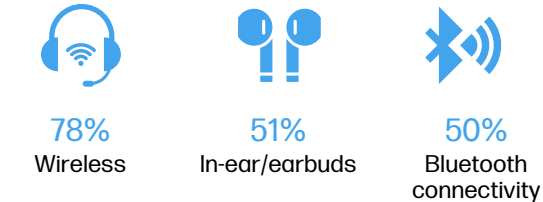
COMMUNICATION PREFERENCE

TOP 3

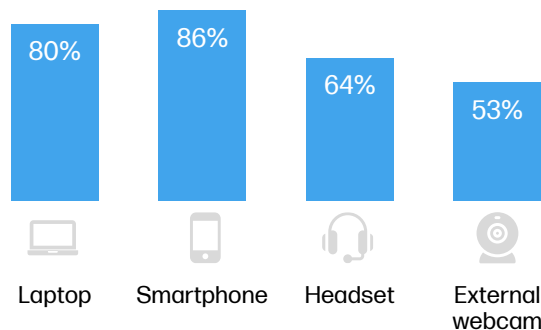


HEADSET PREFERENCE

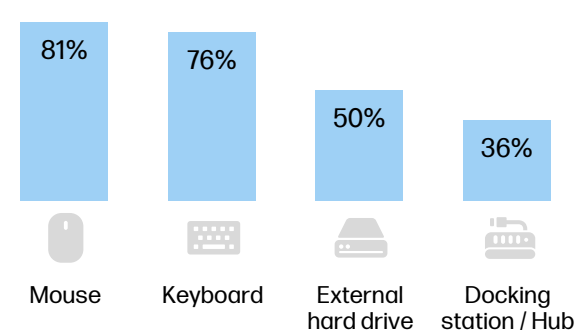
TOP 3



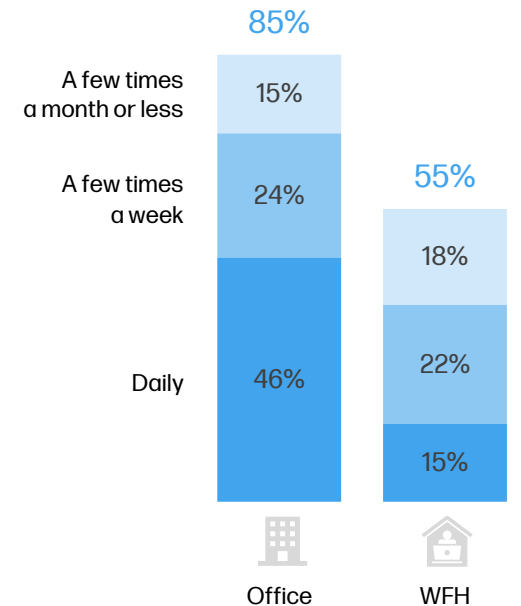
DEVICES USED FOR CALLS



PERIPHERALS USED



PRINTING FREQUENCY





Modern Leaders Ecosystem

Home and Office



HP Series 7 Pro 34" WQHD Conferencing Monitor - 734pm



HP Thunderbolt 120W G4 Dock



HP 925 Ergonomic Vertical Mouse



HP 965 Ergonomic Wireless Keyboard



HP E14 G4 Portable Display



HP 715 Rechargeable Multi-Device Mouse



HP USB-C 65W Laptop Charger



HP Renew Business 14.1 /15.6 Laptop Bag



Poly CCX 600



Poly Voyager Free 60+ UC



HP 965 4K Streaming Webcam



Poly Voyager Free 60+ UC



HP Elite Dragonfly G4



Make authentic connections
Develop more personal connection with audio & video enhanced by HP Presence



Be part of your demonstrations with dual video streams
Support for dual video streams and camera switching with Multi-Camera software



Exquisitely crafted and ultralight
Prioritizing design around advanced user experience and the visionary use of high-quality



Intelligent power and performance
Enjoy a cool and quiet PC with longer battery life



Protected by HP Wolf Security
To protect data in public spaces and minimize downtime

Meet the Office Collaborator

Fostering Office Collaboration with Seamless Technology

These collaborative professionals handle a diverse range of tasks, including content creation, conceptual work, financial management, administration, and leadership responsibilities primarily from the office. For them, technology needs to be trustworthy to give them peace of mind and ensure efficiency.

Top 3 activities



Manage/lead my direct reports

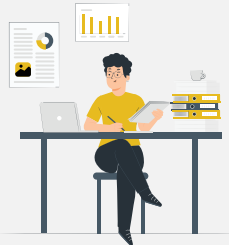


Write different types of content



Perform administrative tasks

Current work locations



68%

Office



11%

WFH

Top differentiating needs



Efficiency/
Demanding Tasks



Image/
Appealing design





Office Collaborators

These collaborative professionals perform a variety of content creation, conceptual, financial, administrative and managerial tasks using office applications, video conferencing and collaboration tools.

They mainly work from the office where they collaborate intensively with others and fluidly transition between different settings.

Technology needs to be creating peace of mind for them. They seek efficient, seamless technology that conveys a professional image and gives them a sense of control.

Collaboration tools

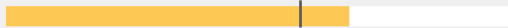
Sense of control

Image

Trusted and seamless technology

WORKSTYLE NEEDS

Comm equipment used



Collaboration intensity



Computing needs



Print frequency



IT service needs



WORK LOCATIONS - SHARE OF TIME



68%
Company's office



11%
Working from home



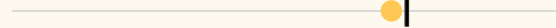
6%
Traveling



16%
Other

OFFICE LOCATIONS - SHARE OF TIME

Desk (personal or shared) 69%



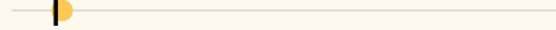
Focus space (1-2 people) 6%



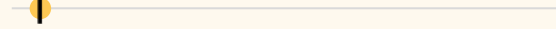
Huddle space / Small room 9%



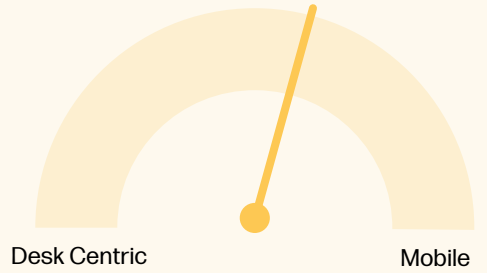
Medium meeting space/room 9%



Large meeting space/room 5%

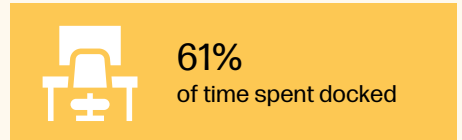


MOBILITY



Desk Centric

Mobile



COMMUNICATION PREFERENCE

TOP 3



61%
E-mails



57%
In person meetings



54%
Voice calls

HEADSET PREFERENCE

TOP 3



73%
Wireless

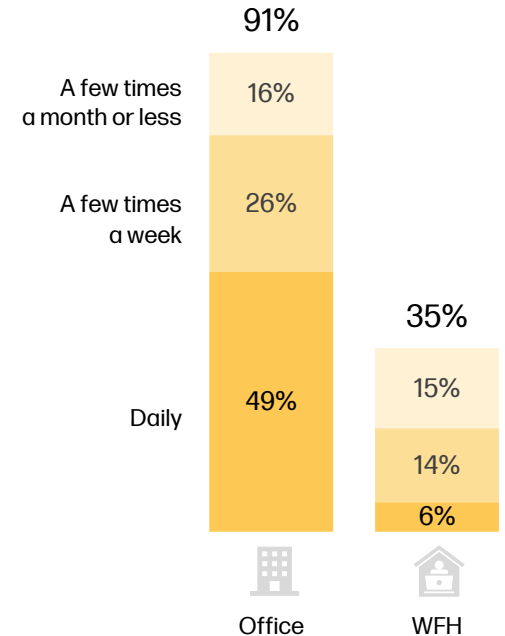


51%
Bluetooth connectivity

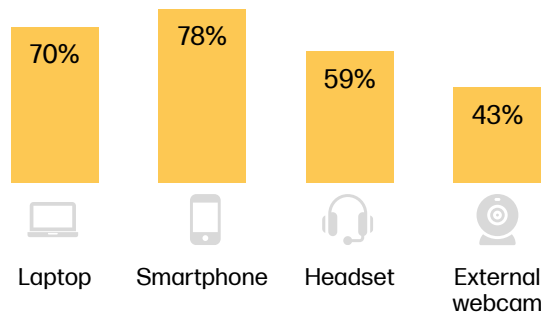


46%
In-ear/earbuds

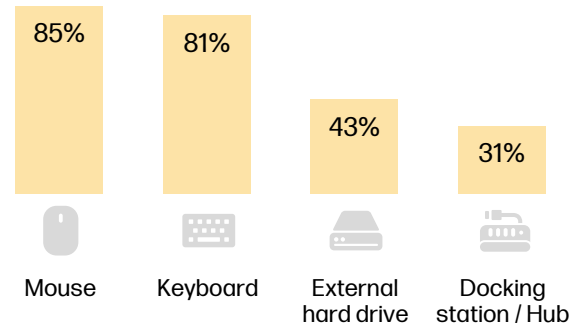
PRINTING FREQUENCY



DEVICES USED FOR CALLS



PERIPHERALS USED





Office Collaborators Ecosystem

Home and Office



HP E34m G4 WQHD Curved USB-C Conferencing Monitor



HP Thunderbolt 120W G4 Dock



HP 655 Wireless Keyboard & Mouse Combo



Poly CCX 505



HP 625 FHD Webcam



Poly Voyager Focus 2 with universal stand



HP EliteBook 800/805 Series G11



Desing for the enterprise

Highly secure and easy to manage remotely with a sophisticated design



Hear and be heard

HP Dynamic Voice Leveling automatically optimizes voice clarity within 3 meters of the PC



Intelligent power and performance

Enjoy a cool and quiet PC with longer battery life or turn on maximum performance when you need it most with Smart Sense and System Control



Protected by HP Wolf Security

HP Wolf Security for Business creates a hardware-enforced, always-on, resilient defense

HP Confidential. For HP and Partner use with Customers under HP CDA only.



Mobile



HP Universal USB-C Multiport Hub



HP 425 Programmable Bluetooth Mouse



HP USB-C 65W Laptop Charger



HP Renew Business 14.1 /15.6 Laptop Bag

Meet the Remote Collaborator

Enabling True Remote Collaboration

These professionals thrive in analytical and conceptual tasks performed mostly from their home. They prioritize work-life balance, yet see to contribute intellectually to their teams with technology as enabler.

Top 3 activities



Perform admin tasks

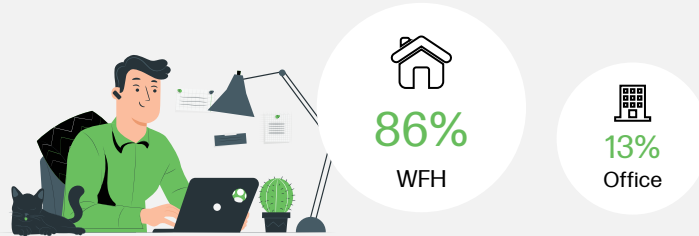


Write different types of content



Create presentation decks

Current work locations



Top differentiating needs



Peace of mind/trust



Portability



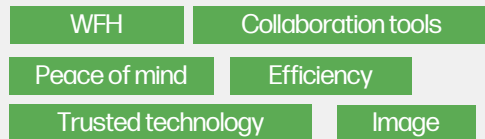


Remote Collaborators

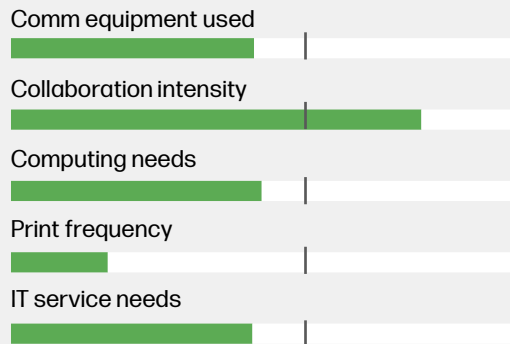
Collaborative professionals performing a variety of conceptual, analytical and administrative tasks mostly from their home. They score high on communication and collaboration with colleagues.

They often work in large organizations and mainly from home, with at least 50% of their time.

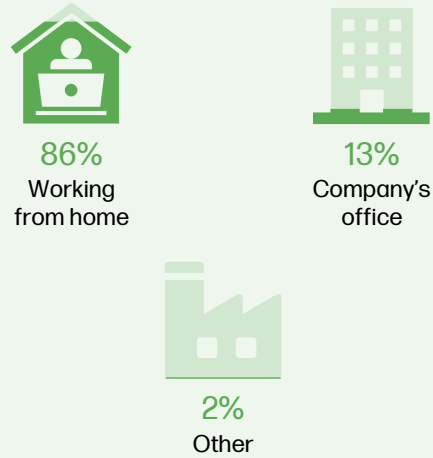
Their tech needs revolve around confidentiality, mobility, trust, control and conveying a professional image.



WORKSTYLE NEEDS



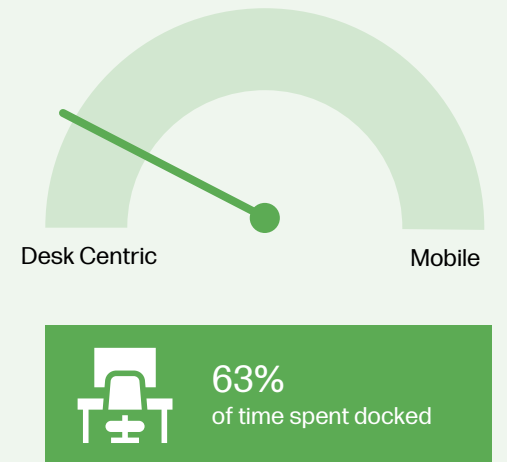
WORK LOCATIONS - SHARE OF TIME



OFFICE LOCATIONS - SHARE OF TIME

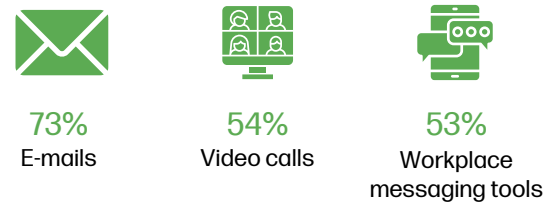


MOBILITY



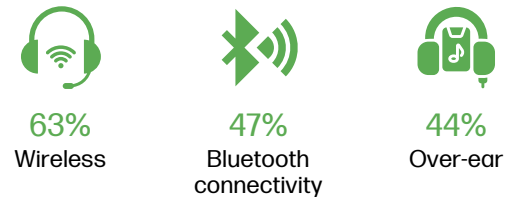
COMMUNICATION PREFERENCE

TOP 3

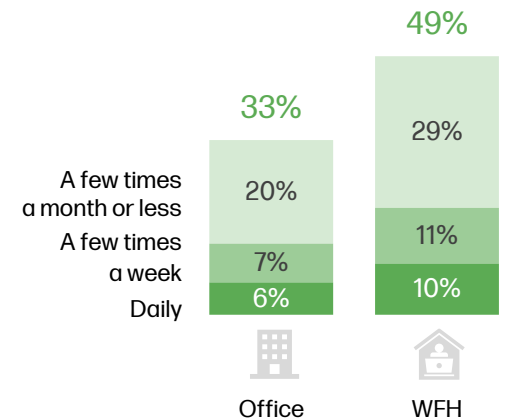


HEADSET PREFERENCE

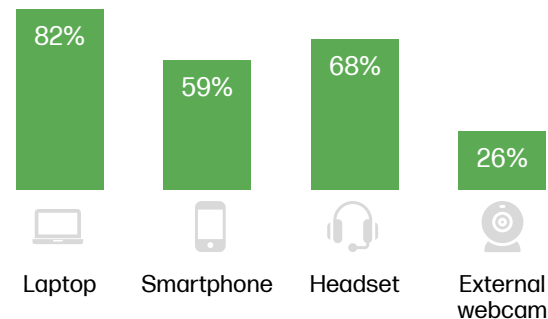
TOP 3



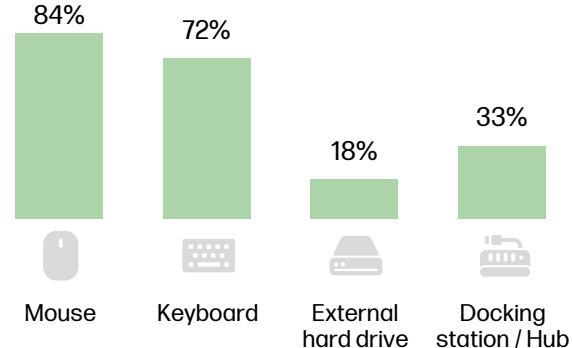
PRINTING FREQUENCY



DEVICES USED FOR CALLS



PERIPHERALS USED





Remote Collaborators Ecosystem

Home and Office

Mobile



Dual monitor: HP Series 7 Pro 27" 4K Conferencing Monitor - 727pm & Thunderbolt 4 Monitor - 727pk



HP Thunderbolt 120W G4 Dock



HP 425 Programmable Bluetooth Mouse



HP 475 Dual-Mode Wireless Keyboard



HP Universal USB-C Multiport Hub



HP USB-C 65W Laptop Charger



HP 695 Rechargeable Wireless Mouse



HP Renew Business 14.1 /15.6 Laptop Bag



Poly CCX 505



HP 965 4K Streaming Webcam



Poly Voyager 4300 UC



Poly Sync 20



HP EliteBook 800/805 G11



Work from anywhere productivity

Lead and excel with a PC that optimizes performance, audio, and video based on where and how you are working



Intelligent power and performance

Enjoy a cool and quiet PC with longer battery life or turn on maximum performance when you need it most with Smart Sense and System Control



Collaborate naturally with HP Presence⁵

Move freely, and look your best, even in low light conditions during video calls enhanced by HP Presence.⁵



Hear and be heard

HP Dynamic Voice Leveling⁹ automatically enhances microphone. HP AI Noise Reduction⁹ uses noise-filtering technology to minimize distractions

Meet the Road Warrior

Agile Relationships on the Go.

These mobile professionals are focused on interacting with clients and managing schedules, making them a highly communicative group. They spend substantial time at client sites and traveling. The rest of the workweek their time is divided between the office and working from home.

Top 3 activities



Interact directly with customers

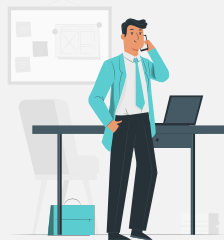


Write different types of content



Perform administrative tasks

Current work locations



33%

Clients office



25%

Office

Top differentiating needs



Peace of mind / trust



Efficiency/
Demanding Tasks





Road Warriors

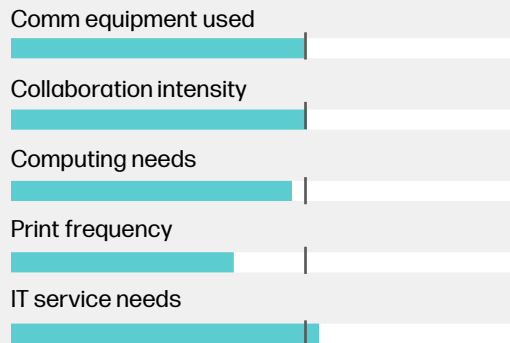
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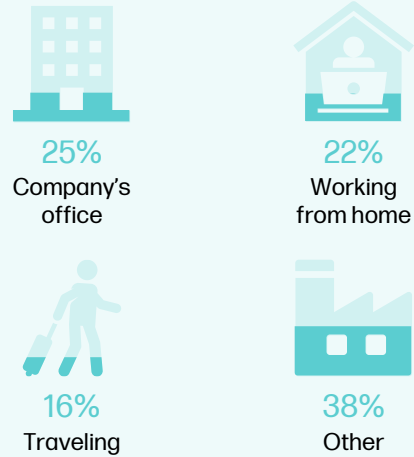
Portability is a main technological need for them. Equipment needs to come with extended battery life. Connectivity issues in calls is one of their main pain points.



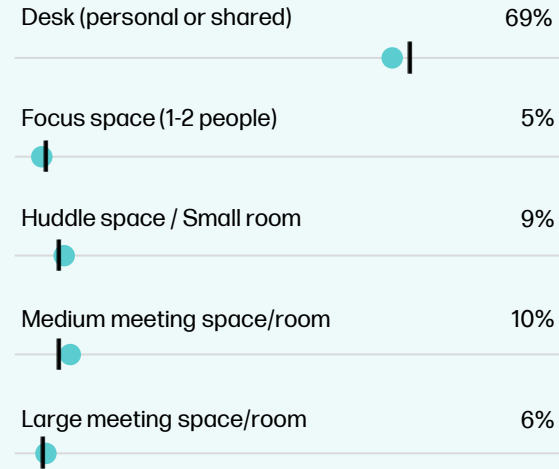
WORKSTYLE NEEDS



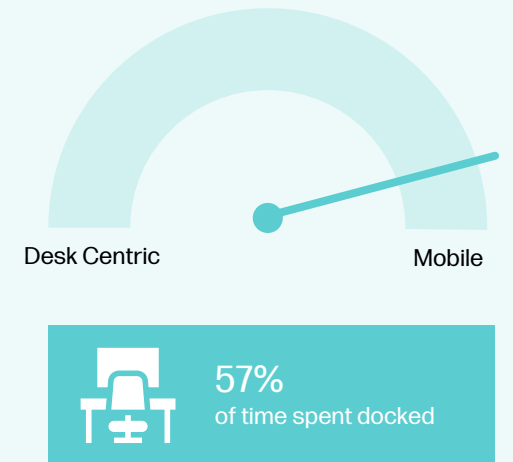
WORK LOCATIONS - SHARE OF TIME



OFFICE LOCATIONS - SHARE OF TIME

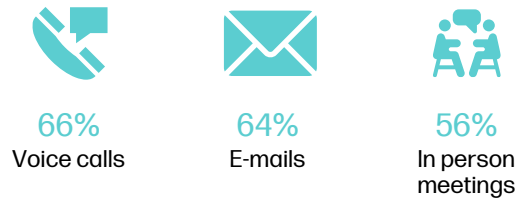


MOBILITY



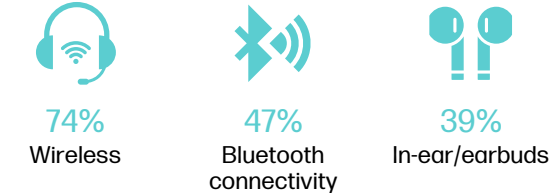
COMMUNICATION PREFERENCE

TOP 3

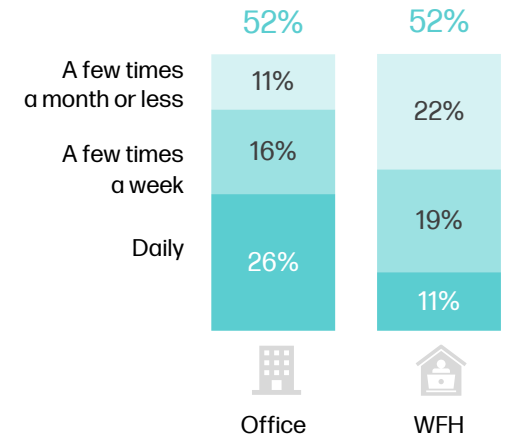


HEADSET PREFERENCE

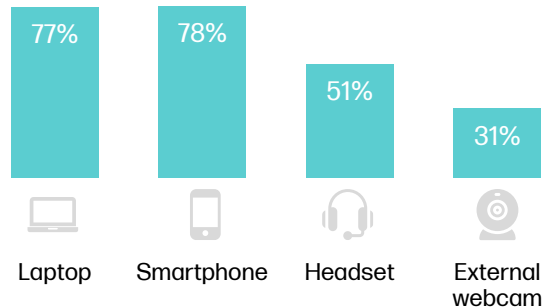
TOP 3



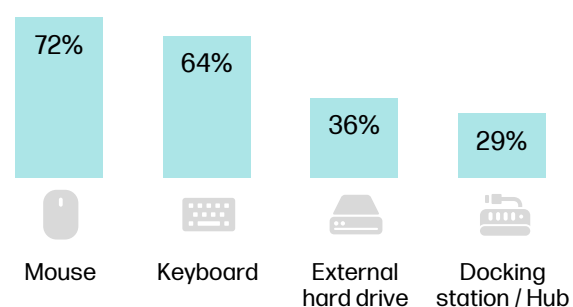
PRINTING FREQUENCY



DEVICES USED FOR CALLS



PERIPHERALS USED





Road Warrior Ecosystem

Home & Office



Dual monitor: HP Serie 7 Pro 24" WUXGA USB-C - 724pu and Pro 24" - 724pn



HP Thunderbolt 120W G4 Dock



HP 695 Rechargeable Wireless Mouse



HP 475 Dual-Mode Wireless Keyboard



Poly Voyager 5200



HP 435 FHD Webcam

Mobile



HP E14 G4 Portable Monitor



HP 65W GaN USB-C Laptop Charger



HP 4K USB-C Multiport Hub



HP Renew Executive 16-inch Laptop Backpack



Poly Voyager Free 60+ UC



HP EliteBook x360 1040 G11



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Hear and be heard

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Meet the Creative Expert

Empowering Artistry Through Technology

These specialized professionals in design fields are driven by their passion for creative expression and advancement in their careers. They crave cutting-edge technology to fuel their ambitions.

Top 3 activities



Design and create visual content



Edit and create video/audio content



Create presentation decks

Current work locations



62%

Office



19%

WFH

Top differentiating needs



Efficiency/
Demanding Tasks



Image/
Appealing design





Creative Experts

These professionals are typically designers or creatives. Their specialized tasks drive their demanding hardware and software needs.

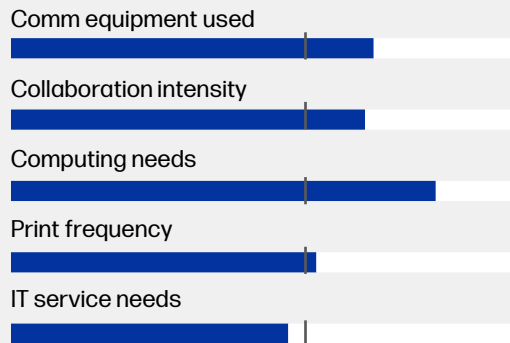
They specialize in areas of work such as Creative Services and Product Development/Design and are tech-savvy and style-focused.

Technology needs to be trusted and help them to express their creativity with devices that can handle large files and high-quality images/graphics.

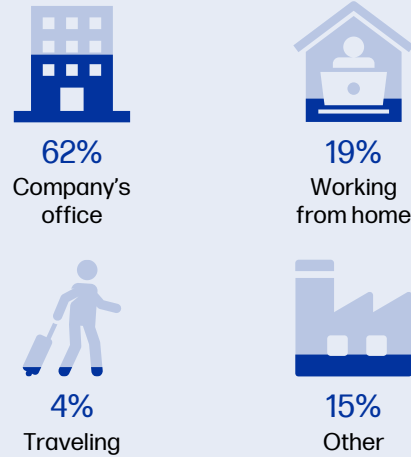
Design focused | Tech for self-expression & creativity

High-quality graphics | High-computing power

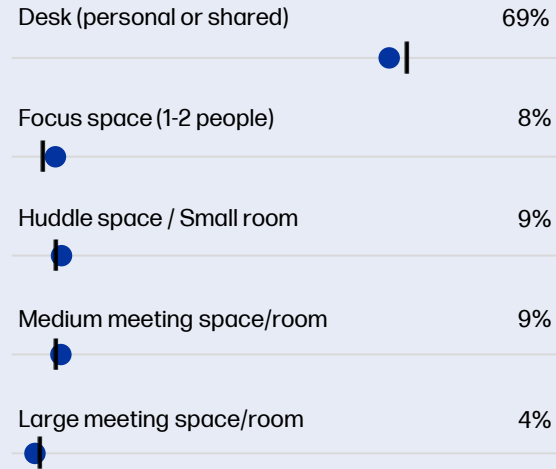
WORKSTYLE NEEDS



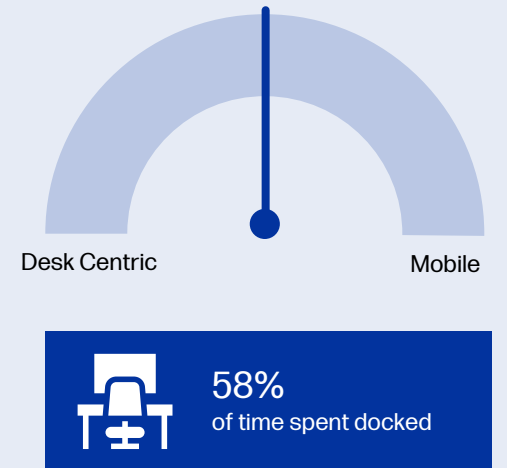
WORK LOCATIONS - SHARE OF TIME



OFFICE LOCATIONS - SHARE OF TIME

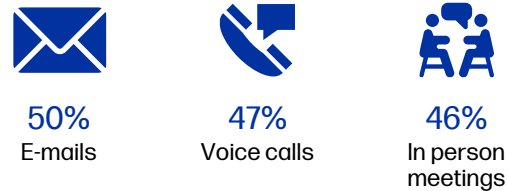


MOBILITY



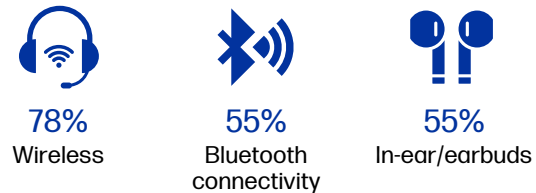
COMMUNICATION PREFERENCE

TOP 3

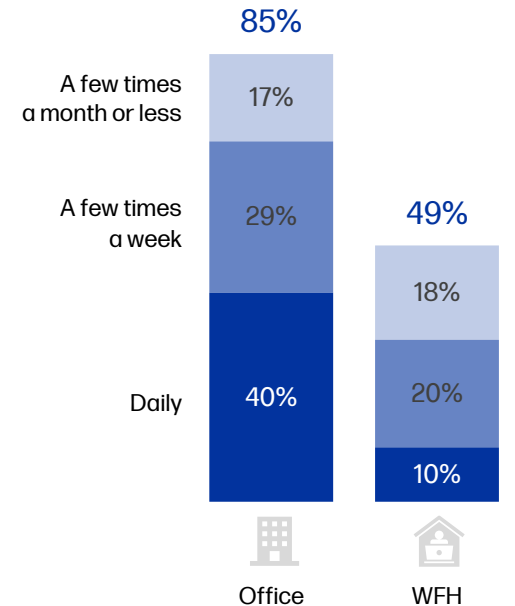


HEADSET PREFERENCE

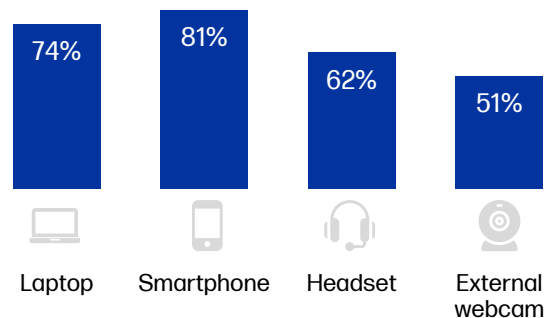
TOP 3



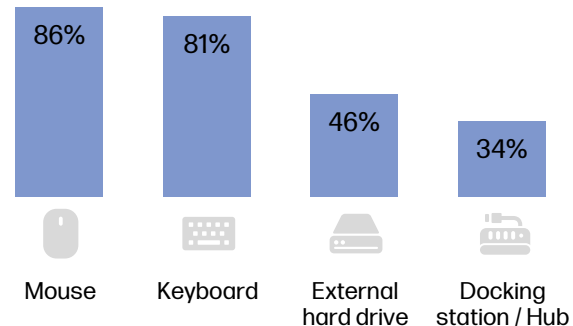
PRINTING FREQUENCY



DEVICES USED FOR CALLS



PERIPHERALS USED





Creative Expert Ecosystem

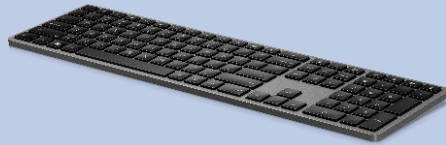
Home & Office



HP Series 7 Pro 37.5" WQHD+ Thunderbolt 4 Monitor - 738pu



HP Thunderbolt 280W G4 w/Combo Cable



HP 975 Dual-Mode Wireless Keyboard



HP 935 Creator Wireless Mouse

Mobile



HP Universal USB-C Multiport Hub



HP 715 Rechargeable Multi-Device Mouse



HP 65W GaN USB-C Laptop Charger



HP Renew Executive 16-inch Laptop Bag



Poly CCX 600



Poly Voyager Surround 80



HP 965 4K Streaming Webcam



Poly Voyager Free 60+ UC



HP ZBook Studio G11



Power through professional workflows

Tackle your biggest projects and blaze through 3D workloads



Connect, Communicate & Collaborate

Collaborate effectively with an auto-framing 5MP camera⁷ so you can move around without losing viewers' attention during a call



Durable with a premium touch

With an all-aluminum chassis and MIL-STD 810 durability,⁶ this laptop is tough enough to last with a distinctly premium touch



Certified, Secure and Supported

Get peace of mind with a serviceable, high-performance PC that's certified to work with professional apps and comes with HP Wolf Security for Business

Meet the Tech Expert

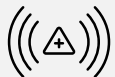
Elevating Computational Power

Specialized in roles like development, engineering, and data analysis, these professionals excel in tackling complex challenges. Their demanding computational tasks drive their technology requirements, leading them to seek cutting-edge and high-performance solutions that are sleek and productive.

Top 3 activities



Develop software applications/web content



Process complex/massive amounts of data



Analyze data from markets/biz

Current work locations



49%

Office



30%

WFH

Top differentiating needs

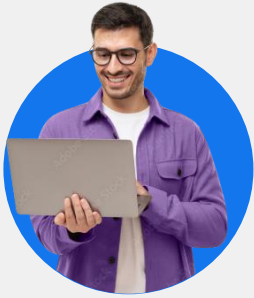


Efficiency/
Demanding Tasks



Image/
Appealing design





Tech Experts

Specialized professionals are typically developers, engineers and data analysts. They seek efficiency for their computationally demanding tasks.

Whether working from the office or remotely, they frequently communicate and collaborate with clients and colleagues.

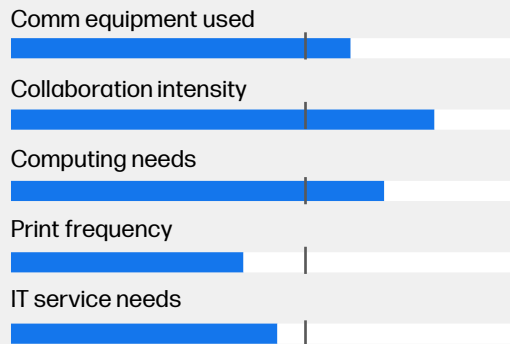
Technology needs to be reliable and trusted and help them convey a professional image.

Tech-savvy Tech to reflect individuality

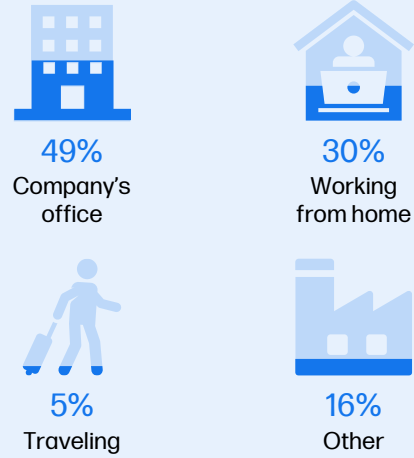
Collaborative Hybrid

Efficiency for demanding tasks

WORKSTYLE NEEDS



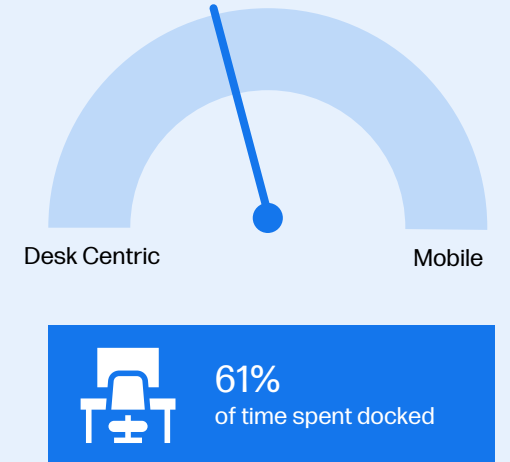
WORK LOCATIONS - SHARE OF TIME



OFFICE LOCATIONS - SHARE OF TIME

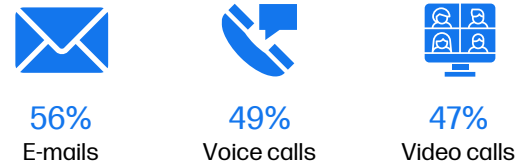


MOBILITY



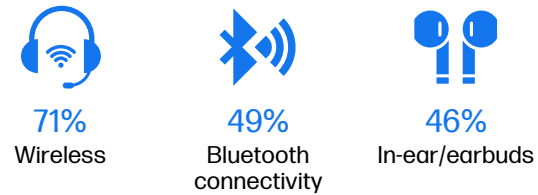
COMMUNICATION PREFERENCE

TOP 3

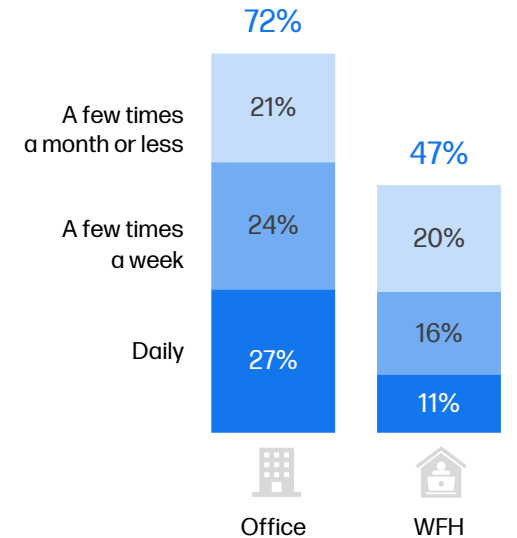


HEADSET PREFERENCE

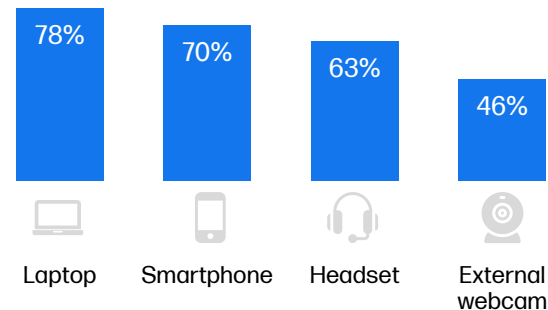
TOP 3



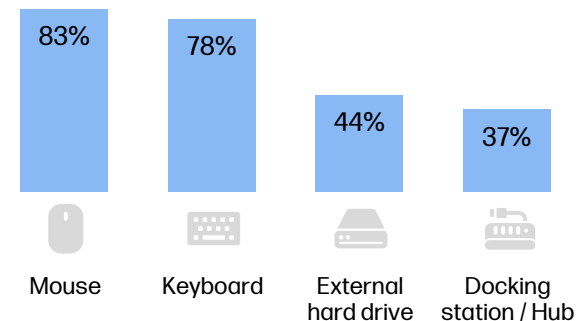
PRINTING FREQUENCY



DEVICES USED FOR CALLS



PERIPHERALS USED





Tech Expert Ecosystem

Home & Office



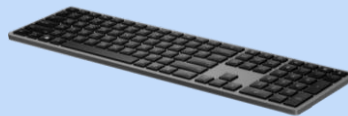
Dual monitor: HP Series 7 Pro 31.5\"/>



HP Thunderbolt 120W G4 Dock



HP 935 Creator Wireless Mouse



HP 975 Dual-Mode Wireless Keyboard



Poly CCX 600



Poly Voyager Focus 2 with universal stand



HP 965 4K Streaming Webcam

Mobile



HP Universal USB-C Multiport Hub



HP 715 Rechargeable Multi-Device Mouse



HP 65W GaN USB-C Laptop Charger



HP Travel 25L 15.6-inch Laptop Backpack



Poly Voyager Surround 80



HP ZBook Firefly G11



Update to Pro Level Performance

Say goodbye to lags and crashes with fast responsiveness on projects



Connect, Communicate, & Collaborate

Collaborate effectively wherever you go with ZBook Firefly. The AI enhanced auto-framing 5MP camera,⁶ AI Noise Suppression software⁷ to block background noises



Work all Day. Anywhere

With a long-lasting battery this sleek yet durable device is small enough to fit in your bag so you can stay productive anywhere. This is high performance workstation power on the go



Immerse in your work

Get complete color accuracy with a 16:10 HP DreamColor display¹⁰ and see 11% more vertical content than a 16:9 aspect ratio display

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Meet the Frontline Pro

Ease of Use Matters Most

Hands-on frontline workers, performing manual or machine assisted tasks. Communication happens usually via emails and/or audio calls. They are often seen in company wide locations, like factory floors, retail shops, labs, but also client side or other company locations.

Top 3 activities



Interact directly with customers



Train/ educate others



Perform admin, manual or machine assisted tasks

Current work locations



Top differentiating needs



Peace of mind / Trust



Ease of use





Frontline Pros

Hands-on frontline workers, interacting with customers, training others and performing manual or machine assisted tasks. Communication happens usually via emails and/or audio calls.

They work in company-wide locations, like factory floors, retail shops, labs, but also client side or other company locations.

Their tech needs are simple - ease of use matters the most.

Manual tasks

Ease of use

Company-wide

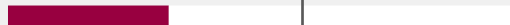
Customer interaction via email, audio

WORKSTYLE NEEDS

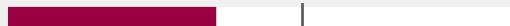
Comm equipment used



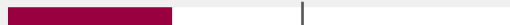
Collaboration intensity



Computing needs



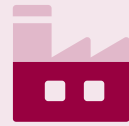
Print frequency



IT service needs



WORK LOCATIONS - SHARE OF TIME



50%

Factory floor /
Retail shop



22%

Company's
office



8%

Traveling



3%

Working
from home

OFFICE LOCATIONS - SHARE OF TIME

Desk (personal or shared)

67%

Focus space (1-2 people)

6%

Huddle space / Small room

10%

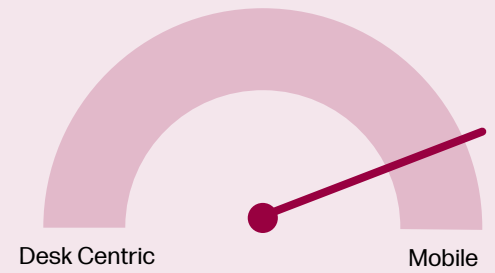
Medium meeting space/room

9%

Large meeting space/room

6%

MOBILITY



Desk Centric

Mobile



67%

of time spent docked

COMMUNICATION PREFERENCE

TOP 3



69%

E-mails



68%

Voice calls



67%

In person
meetings

HEADSET PREFERENCE

TOP 3



74%

Wireless



49%

In-ear/earbuds



39%

Bluetooth
connectivity

DEVICES USED FOR CALLS

46%



Laptop

61%



Smartphone

25%



Headset

17%



External
webcam

PERIPHERALS USED

47%



Mouse

45%



Keyboard

20%



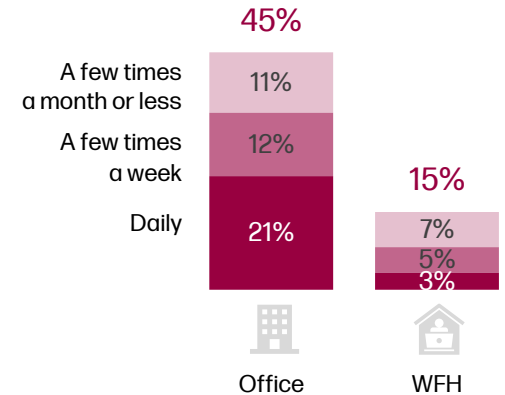
External
hard drive

15%



Docking
station / Hub

PRINTING FREQUENCY





Frontline Pro Ecosystem

Home & Office



HP P24h G5 FHD Monitor



HP USB-C Dock



HP 425 Programmable Bluetooth Mouse



HP 405 Backlit Wired Keyboard



Poly Rove 40



Poly Voyager 5200



HP 325 FHD Webcam

Mobile



HP 425 Programmable Bluetooth Mouse



HP USB-C 65W Laptop Charger



HP Renew Business 14.1 /15.6 Laptop Bag



HP EliteBook x360 830 G11



Work from anywhere productivity

Lead and excel with a 2-in-1 PC that optimizes performance, audio, and video based on where and how you are working



Intelligent power and performance

Enjoy a cool and quiet PC with longer battery life or turn on maximum performance when you need it most with Smart Sense and System Control.



Collaborate naturally with HP Presence⁵

Move freely, and look your best, even in low light conditions during video calls enhanced by HP Presence.⁵



Hear and be heard

HP Dynamic Voice Leveling⁹ automatically enhances microphone.. HP AI Noise Reduction⁹ uses noise-filtering technology to minimize distractions.

Meet the Office Independent

Focused and Adaptable achievers

Office administrative staff handle physical documents and confidential data with a high proportion of focus time and have no influence on device selection. They spend most of their day at their desk, which can be in the office or remote, and seldom move around the office. If they do, they usually don't take their PC with them. They look for easy-to-use tools and about 1 in 10 don't use a computer outside of work to maintain sufficient personal/family time.

Top 3 activities



Perform administrative tasks



Interact with customers



Write different types of content

Current work locations



73%

Office



26%

WFH

Top differentiating needs



Ease of use



Peace of mind / Trust





Office Independents

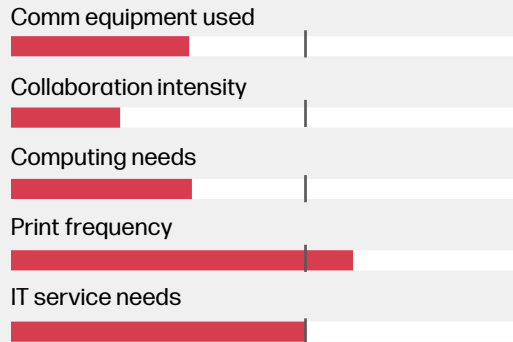
Office administrative staff handling physical documents and confidential data with a high proportion of focus time.

They spend a large amount of their day at their desk, which can be in the office or remote, and seldom move around the office - if they do, they usually don't take their PC with them (a large share uses a desktop).

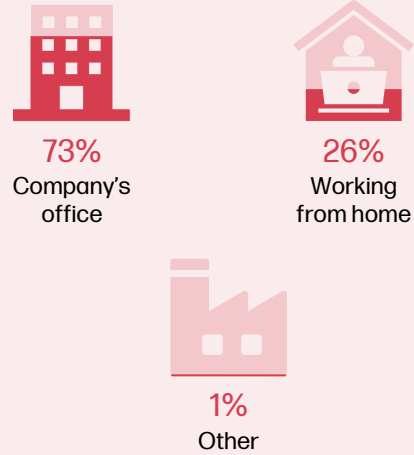
They look for proven tools that are user-friendly and help to work efficiently.



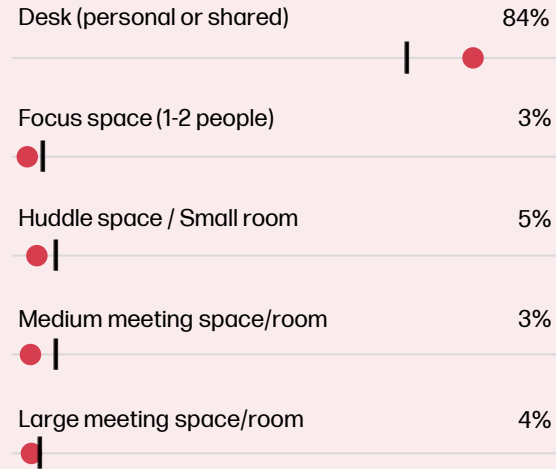
WORKSTYLE NEEDS



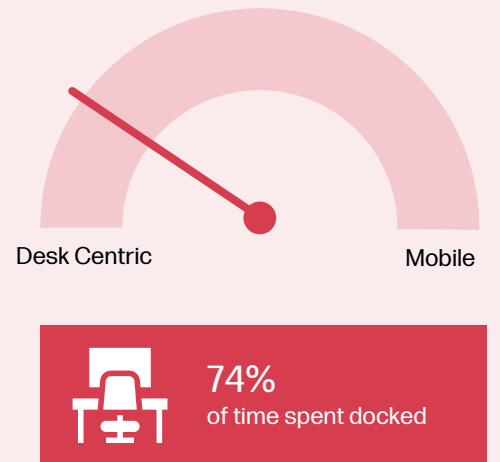
WORK LOCATIONS - SHARE OF TIME



OFFICE LOCATIONS - SHARE OF TIME

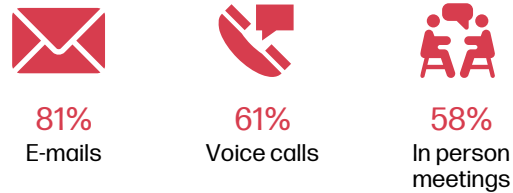


MOBILITY



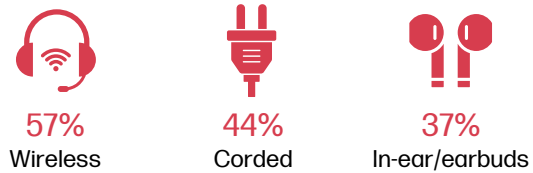
COMMUNICATION PREFERENCE

TOP 3

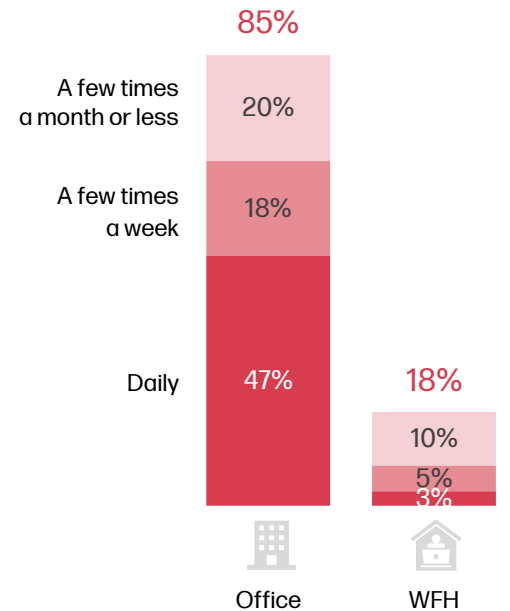


HEADSET PREFERENCE

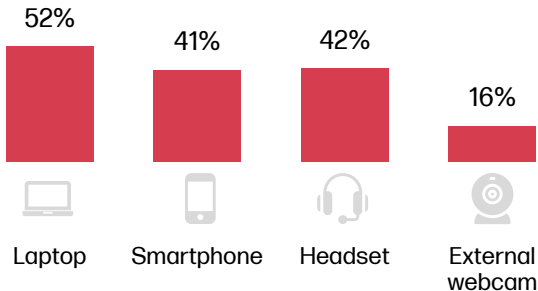
TOP 3



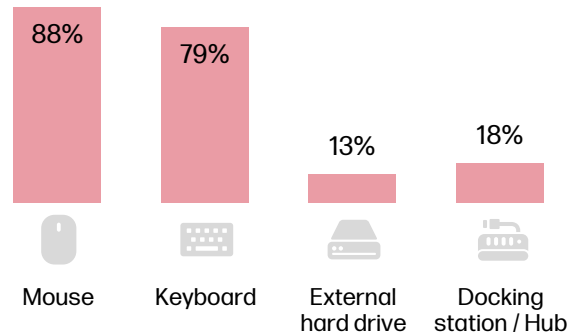
PRINTING FREQUENCY



DEVICES USED FOR CALLS



PERIPHERALS USED





Office Independent Pro Ecosystem

Home & Office



HP P32u G5 QHD USB-C Monitor



HP USB-C Dock



HP 425 Programmable Bluetooth Mouse



HP 405 Backlit Wired Keyboard



Poly CCX 400



Poly Blackwire 5200 UC



HP 435 FHD Webcam



HP EliteBook 600/605 G11



Ready for demanding workloads

Drive performance with the latest Intel® processor¹ in the HP EliteBook 600*



Protected by HP Wolf Security

HP Wolf Security for Business¹² creates a hardware-enforced, always-on, resilient defense



Make connections that matter

Take presenting in a hybrid work environment to the next level with audio/video features that enhance your collaboration experience



Easy battery management

Manage and monitor your battery's performance and condition and customize charging options with the easy-to-use HP Power Manager dashboard.¹⁴

Mobile



HP 245 Bluetooth Mouse



HP USB-C 65W Laptop Charger



HP Renew Business 14.1 /15.6 Laptop Bag




Poly Voyager 4300


Meet the Support Pro


Efficient and trusted support

Office support staff handle administrative work, physical documents, and confidential data while communicating and interacting with customers. They have no influence on device selection, often print, and spend most of their day at their desk in the office. They seldom move around the office and don't take their PC with them. Technology needs to be easy to use and offer data security, and about 1 in 10 don't use a computer outside of work.

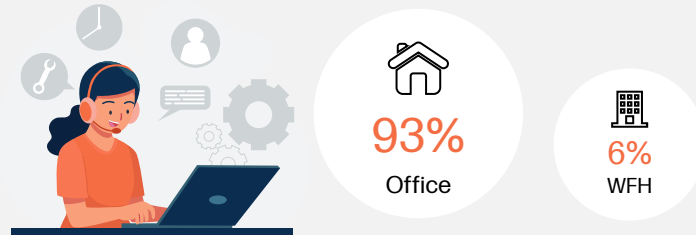
Top 3 activities

 Interact directly with customers

 Perform administrative tasks


 Train/ educate others

Current work locations

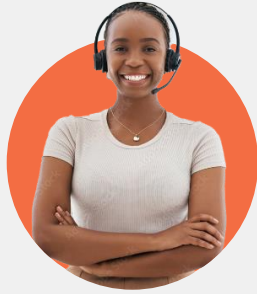


Top differentiating needs

 Ease of use

 Peace of mind / Trust



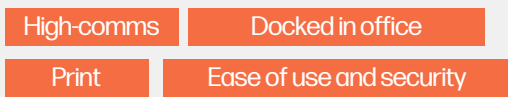


Support Pros

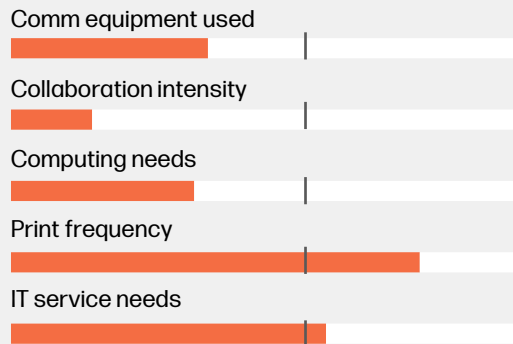
Office support staff performing administrative work handling physical documents and confidential data with a high proportion of customer communication and interaction.

They spend a large amount of their day at their desk, which can be in the office or remote, and seldom move around the office - if they do, they usually don't take their PC with them (a large share uses a desktop).

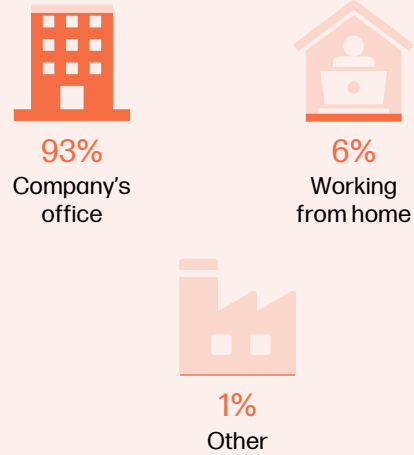
Technology needs to be easy to use and offer data security.



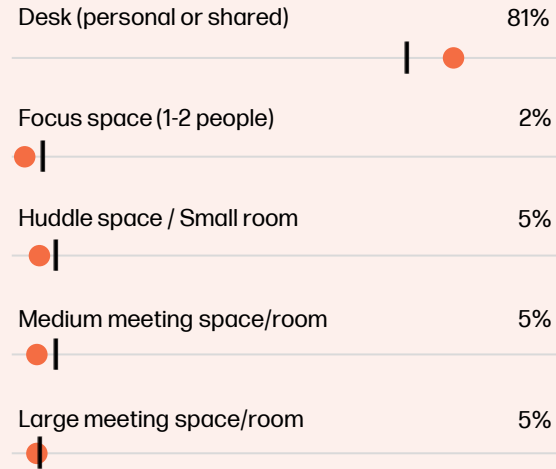
WORKSTYLE NEEDS



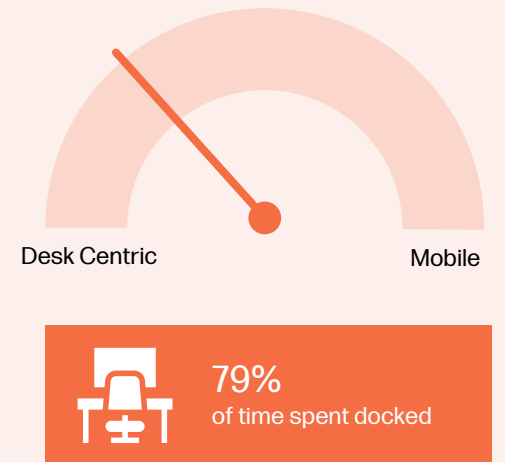
WORK LOCATIONS - SHARE OF TIME



OFFICE LOCATIONS - SHARE OF TIME

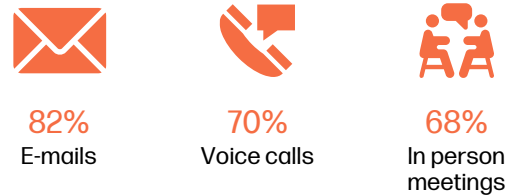


MOBILITY



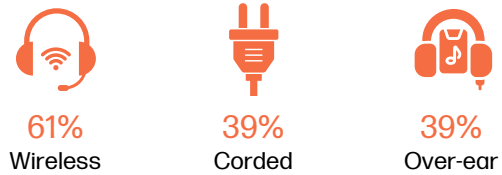
COMMUNICATION PREFERENCE

TOP 3

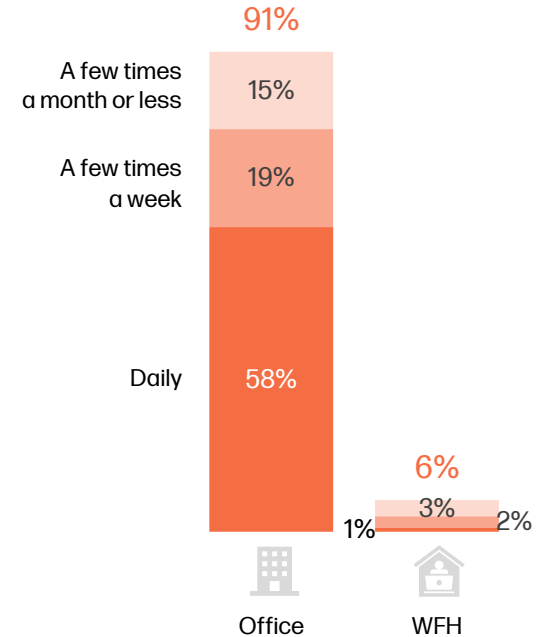


HEADSET PREFERENCE

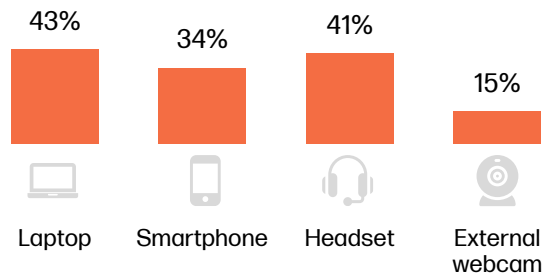
TOP 3



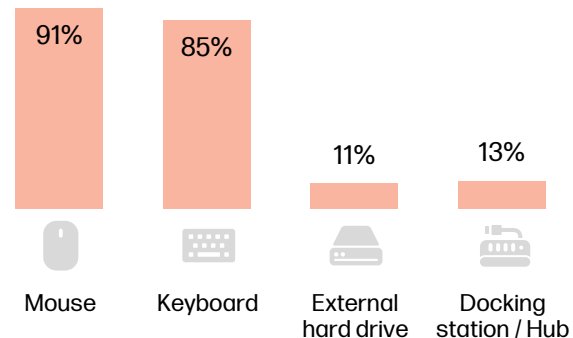
PRINTING FREQUENCY



DEVICES USED FOR CALLS



PERIPHERALS USED





Support Pro Ecosystem

Home & Office



Dual monitor - HP E27u G5 FHD Monitors



HP USB-C Dock



HP 655 Wireless Keyboard & Mouse Combo



Poly CCX 505



Poly Savi 8400



HP 325 FHD Webcam



HP EliteBook 600/605 G11



Ready for demanding workloads

Drive performance with the latest Intel® processor¹ in the HP EliteBook 600*



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Mobile



HP 245 Bluetooth Mouse



HP USB-C 65W Laptop Charger



HP Renew Business 14.1 /15.6 Laptop Bag



Poly Blackwire 8225



End-to-end solutions



for every
workstyle



and
everywhere
work.



Disclaimer

All slides refer to research from HP commissioned study by Factworks in May 2023 among 8,000 workers of companies with >50 employees in UK, Brazil, Germany, France, Japan, India and China.

