Securing PCs in Today's Workplace
HP Elite PCs Provide Maximum Endpoint Security

Balance employee productivity, manageability, and security with HP Elite PCs, engineered with hardened security features to protect against, detect, and recover from cyberattacks before they become headlines.

In a hyper-connected modern workplace, the PCs you distribute to employees can make or break productivity. As innovative notebooks come on the market, it's easy to get caught up in performance and mobility benefits. And when you consider that PCs that are five years old decrease employee productivity by 29%,[2] a PC refresh can significantly improve overall business performance.

Cybersecurity is an important component of a PC update. Without advanced features protecting your endpoints, those performance and productivity benefits go to waste. Upgrading to HP Elite PCs gives you the world's most secure PCs, ensuring your business is well-protected.

Aging PCs Put Businesses at Risk

Aging PCs don't have the security features to stand up to increasingly advanced cyberthreats. As smaller organizations let PCs age, attackers recognize vulnerabilities and take advantage. In recent years, cybersecurity challenges have become more common:

- 43% of all network breaches target small businesses[3]
- 60% of SMBs don't have a cyberattack prevention plan[4]
- 67% of SMBs[4] and 53% of midmarket companies[5] have experienced a cyberattack

HP Elite PCs have a number of advanced security features to shore up vulnerabilities that SMBs and midmarket companies may not be prepared to address with expensive security tools.

HP Sure Start: Automatic Recovery From Firmware Attacks

Protect firmware that antivirus solutions leave vulnerable with the first and only self-healing PC BIOS. HP Sure Start Gen4 automatically self-heals BIOS from malware, rootkits, or corruption. With Runtime Intrusion Detection and easy manageability, this feature can help increase security, minimize downtime, and prevent costly security breaches.

HP Elite PCs, the world's most secure PCs,[1] offer advanced features to secure critical businesses touchpoints, including:

- Devices, using HP Sure Start Gen4
- Identities, using HP Multi-Factor Authentication
- Data, using HP Sure View and self-encrypting drives

With this feature, HP Elite PCs perform these key roles:

- Protect against attacks the world has never seen before by automatically detecting firmware changes, notifying users and IT, and restoring the most recent good version of BIOS

- Detect critical BIOS changes in runtime memory to enhance protection for processes like virtualization

- Provide centralized management for IT teams, including remote control of HP Sure Start Gen4 settings and tamper alert monitoring

HP Sure Run: Keep Critical Defenses Up and Running

Protect the applications that protect your PCs. HP Sure Run helps keep critical processes running, even if malware tries to shut them down. Hardware-enforced by the HP Endpoint Security Controller, HP Sure Run helps guard against malicious attacks on applications and processes. This feature helps HP Elite PCs:

- Monitor key security processes for tampering, alert users of changes, and restart processes if they stop for any reason

- Guard critical security functions like antivirus, firewall protections, HP Sure Click, HP Client Security Manager Gen4, and more

- Extend self-healing capabilities to the operating system to defend against zero-day threats

HP Multi-Factor Authentication: Use a Fingerprint as a Password

HP Client Security Manager is a software-based approach that gives admins the ability to increase security by requiring two authentication factors, such as a password and a thumbprint, or a smartcard and a PIN. Enabling HP Multi-Factor Authentication ensures HP Elite PCs are protected against fraudulent logins by attackers who gain access to one type of sensitive information.

With hardened multi-factor authentication, admins can better protect their systems and data against cyber threats while minimizing the burden on end users.

Maximize Computer Security With Abacus Computers

Abacus Computers, Inc., an HP Gold Partner, offers specialized services to corporate and government clients alike. We're a Texas DIR Dealer, utilizing various cooperative contracts to meet the needs of each client, so your workforce has notebooks that maximize mobility, productivity, and security. With our average annual revenue over $10 million, Abacus is one of the largest computer dealers in West Texas, and has won multiple awards from HP for customer satisfaction. Take advantage of our experience with HP Compute Security Solutions to get the notebooks your organization needs.

Ready for a PC refresh to maximize security? Call (432) 687-5424 or visit our website today.

Abacus Computers, Inc. | 6 Desta Drive, Suite 1350 | Midland, TX 79705 | 432.687.5424 | www.abacustx.com

---

[1] Based on HP's unique and comprehensive security capabilities at no additional cost among vendors with 1M annual unit sales as of Nov 2016 on HP Elite PCs with 7th gen and higher Intel® Processors, Intel® integrated graphics, and Intel® WLAN.

[2] J. Gold Associates, "Older PCs in SMB Cost Study — Selected Results," Aug 2018.

[3] Verizon, "2019 Data Breach Investigations Report," May 2019.

[4] Keeper Security, "2019 SMB Cyberthreat Study," July 2019.

[5] Cisco, "Small and Mighty: How Small and Midmarket Businesses Can Fortify Their Defenses Against Today's Threats," July 2018.