Create Heroes and
Recurring Revenue with
HP Touchpoint Manager

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Mobile applications today allow us to manage our home security, air-conditioning, travel reservations and kid's sports schedules, all from the touch of a screen on our smartphone or tablet. Why not our user devices as well? Your customers, armed with HP Touchpoint Manager, can manage critical elements of mobile security and device management while on the go or in a meeting, making them—and you—look like heroes.

HP Touchpoint Manager is a cloud-based application, purpose-built for SMB customers, that provides insight and access to management functions from your customers' mobile devices. From a smartphone or tablet, they'll keep watch on desktops, laptops and Android-, iOS- or Windows-based devices, whether the devices are on the corporate network or not. The app is an absolute must for teams managing corporate personal computing assets or any firm grappling with the challenges of a bring-your-own-device policy. In addition, IT managers in the SMB find that with HP Touchpoint Manager they can address many of the common IT problems they face each day.

Meeting the Challenges of Device Management

Ask your customers today how they handle the following issues and share with them how HP Touchpoint Manager streamlines and simplifies the high-frequency requests of managing devices across the enterprise.

Lost/Stolen Device: Track the physical location of a device via GPS and retrieve or wipe a device that's fallen into the wrong hands. Smartphone left on the table at Starbucks? Lock the device with one tap and let the employee know where he or she left it.

Policy Enforcement: From the touch screen, HP Touchpoint Manager can manage a broad range of security policies on individual devices, or set policies across devices. Check in on devices to determine if the proper firewall has been configured and make sure virus protection is enabled. In addition, HP Touchpoint Manager allows you to set security policies including screen-lock timeouts, password strength and PIN requirements across devices, or customize policies for an individual device.

Employee Technical Support: Smooth employee transitions and more easily equip them with the technology they need. When issues arise even though the device is physically somewhere else, you can troubleshoot it from wherever you are.

Asset Management: Take an active approach to life-cycle management and maintain an accurate inventory of all of your devices. Avoid employee downtime from device failures by refreshing hardware before it is too late.
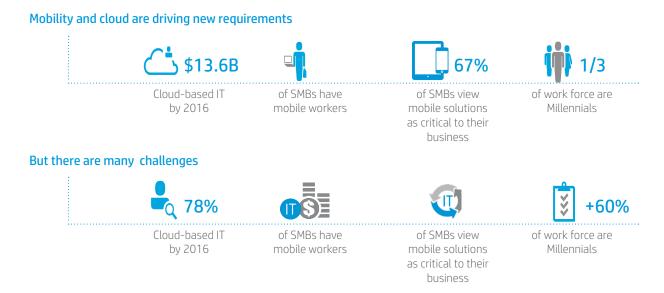
Device Health: HP Touchpoint Manager monitors the health of the disk drives on Microsoft Windows systems, alerting the team when a disk is failing, nearing capacity or experiencing errors. These alerts help avoid both data loss and time-consuming recoveries with the associated loss in user productivity. In addition, device battery life is monitored and an alert is sent when the battery needs to be replaced.

Purpose-Built for the SMB

The dilemma for SMB customers is that they have the same types of challenges as larger enterprises but not the same flexibility with budget and staffing. For instance, according to IDC, nearly 80% of SMB customers have mobile workers but less than 40% have a formal bring-your-own-device policy. The combination of having mobile workers but no formal policies can put a strain on an already stretched IT staff. The lack of SMB-appropriate management tools exacerbates this problem. Most management tools are designed with larger customers in mind and require expensive equipment, extensive training and dedicated staff sitting in front of screens. SMB customers need tools that can improve productivity, reduce complexity, and reduce cost while providing a high level of data protection. Tools must be delivered in an affordable and easy-to-use package that does not require weeks of training or consultants to implement.
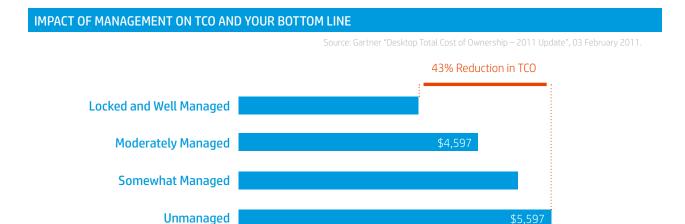
EVOLUTION OF THE MOBILE ENTERPRISE

Source: IDC, "The Evolution of Mobile Enterprise Management Infographic," 2013.

Mobility and cloud are driving new requirements

$13.6B		67%	1/3
Cloud-based IT by 2016	of SMBs have mobile workers	of SMBs view mobile solutions as critical to their business	of work force are Millennials

But there are many challenges

78%			+60%
Cloud-based IT by 2016	of SMBs have mobile workers	of SMBs view mobile solutions as critical to their business	of work force are Millennials

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Your customers can see the TCO of IT investments decline by nearly 43% by leveraging tools such as HP Touchpoint Manager. According to Gartner, that's the cost-savings potential moving from an unmanaged IT environment to a locked-down and well-managed one. Any movement toward well-managed on the spectrum means cost savings and improvements to your customers' bottom line.

Not only can the SMB reduce IT expenditures, but productivity will improve by managing issues quickly and gaining predictive insights into problems before they happen.

IMPACT OF MANAGEMENT ON TCO AND YOUR BOTTOM LINE

Source: Gartner "Desktop Total Cost of Ownership – 2011 Update", 03 February 2011.

43% Reduction in TCO

Category	
Locked and Well Managed	
Moderately Managed	$4,597
Somewhat Managed	
Unmanaged	$5,597

Benefits to the Solution Provider

Solution providers are constantly seeking an edge to differentiate themselves and add value. Understanding the unique challenges of managing IT assets in the SMB and recommending HP Touchpoint Manager can be that differentiator. In addition to a competitive advantage, solution providers can enjoy the following benefits of adding HP Touchpoint Manager to their portfolio.

Recurring Revenue Stream: HP Touchpoint Manager is licensed by device managed (client) on a subscription basis. Partners enjoy recurring revenue over the life of the contract, including renewals, which help build steady residual revenue streams for your business, and commissions for your sales team.

Incremental Sales: HP Touchpoint Manager is easy to add to any order for a laptop, desktop, tablet or smart device at a low price point, and delivers ongoing revenue. It can be a standard item attached to all personal computing orders.

A Complete Mobility Solution: Position HP Touchpoint Manager as a key management tool for complete mobility solutions. Any customer executing a mobility project or implementing Virtual Desktop Infrastructure will see HP Touchpoint Manager as a critical part of successfully deploying and securing both mobile and desktop assets.

Deliver Insight

 Your support team, armed with HP Touchpoint Manager, can monitor your customers' environments to uncover profit and opportunity. You can proactively troubleshoot problems for your customer and present solutions in advance. You'll also improve the productivity of your own support employees by not tethering them to a support desk. Even if you do not have your own Network Operations Center, you can deliver value remotely by monitoring your customers' devices with HP Touchpoint Manager.

Differentiate Yourself: Your customers will thank you the first time they remotely lock or erase a stolen device while sitting at home, late at night. You'll hear the story about the time they told the president of the firm exactly where she left her cellphone. Their IT staff will gain back critical hours of productivity and dramatically reduce the risk of data loss and breach by controlling devices remotely. That's what real customer satisfaction looks like.

If your SMB customers struggle with device management and you are looking to create new revenue opportunities, then HP Touchpoint Manager must be part of your go-to-market in the SMB. For more information, please visit www.hptouchpointmanager.com.