SECURITY AWARENESS IS GROWING

Worldwide cybercrime is predicted to cost $6 trillion annually by 2021.¹

Historically, most businesses have tried to protect PCs, servers, and other core parts of their networks, but often overlooked their IoT devices, leaving them vulnerable to attacks.

Thanks to HP’s efforts to raise awareness of the issue, enterprise class customers now better understand the importance of protecting every endpoint in their network, including their printers.

Awareness increased double-digits from 2016–2019 as a result of HP security campaigns²

AMS & EMEA Enterprise Class Customer RFPs the include Print Security requirements²

93%

44%

Reflect a strong understanding of Print security²

¹ https://cybersecurityventures.com/cybercrime-damages-6-trillion-by-2021/
² Based on March 8, 2019 analysis of publicly available Managed Print Services Request for Quotes and Request for Proposals

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PRINTING SECURITY REQUIRES LAYERED DEFENSE-IN-DEPTH

HP’s comprehensive Defence-in-Depth strategy starts within the device and extends all the way to the printer cartridge, protecting your data allowing greater protection of printed documents themselves – all while enabling better overarching security management through fleet monitoring, strategic counselling and other security services.
PRINTING SECURITY REQUIRES LAYERED DEFENSE-IN-DEPTH

Device & Supplies
- BLI Device Penetration Seal
- HP Sure Start + self-healing
- Whitelisting
- Run-time Intrusion Detection + self-healing
- HP Connection Inspector + self-healing

Data
- Secure Encrypted Print: true end-to-end encryption
- Privacy top priority and GDPR compliance

Document
- HP Roam for Business
- Pull Print solutions

Fleet security monitoring, compliance and management
- HP JetAdvantage Security Manager

Security action plan and assessment tools
- Security Sales Action Plan
- SMB Assessment Questionnaire
- FW Vulnerability Assessment
- Quick Assess & HP Hack Demo Videos

Security services
- HP Print Security Advisory Service
- HP Print Security Governance and Compliance Service
- HP Print Security Advisory Retainer Service

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INNOVATING SERVICES THAT MATTER: FLEET THREAT VISIBILITY

OFFERING DIFFERENTIATED SECURITY SERVICES

- HP JetAdvantage Security Manager
- HP Print Security Advisory Service
- HP Print Security Governance and Compliance Service
- HP Print Security Advisory Retainer Service

INTRODUCING THE NEW

HP PRINT SECURITY EVENT MONITORING & ANALYTICS SERVICE

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THANK YOU