



SmartBid

Iniciativa para canales

Incrementa tus posibilidades de venta

IMPULSADOS POR LA INNOVACION



HP: RESOURCES CUSTOMER EXPERIENCE



'30s

'40s



'50s

'60s



'70s

'80s



'90s

2000



HP 200B

Audio oscillator for Disney Fantasia

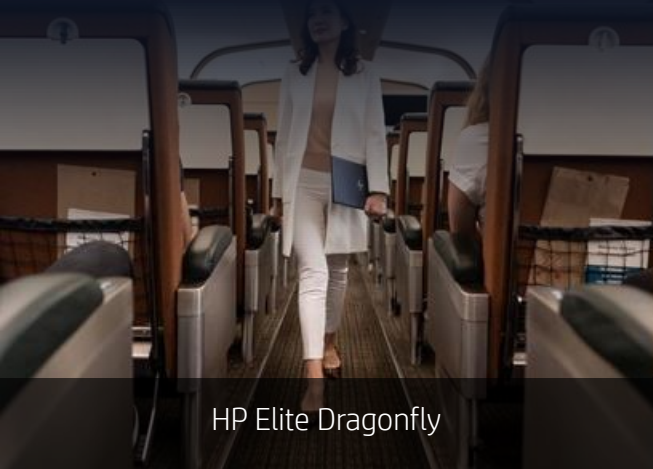
HP-35

First handheld scientific calculator

HP 95LX Palmtop PC

First MS-DOS based pocket Computer

PC CONVERTIBLE
MÁS LIGERA DEL MUNDO



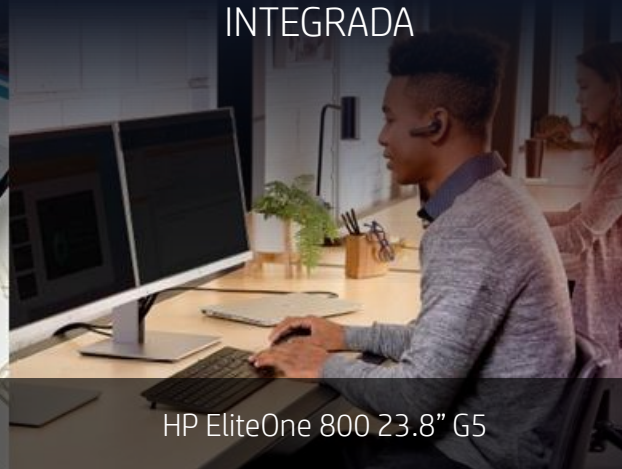
HP Elite Dragonfly

PRIMERA CONVERTIBLE DEL MUNDO
CON MADERA AUTENTICA



HP Envy Wood Series

PRIMERA AiO DEL MUNDO
CON PANTALLA DE PRIVACIDAD
INTEGRADA



HP EliteOne 800 23.8" G5

ELITEBOOK: LAS PCs MÁS SEGURAS
Y GERENCIABLES DEL MUNDO



HP EliteBook

HP: LIDER EN INNOVACIÓN

HP Elitebook x360 830 G6



CONVERTIBLE DE NEGOCIOS
MÁS BRILLANTE DEL MUNDO

HP OMEN Command Center



ENTRENAMIENTO BASADO EN IA
EN CENTRO DE COMANDO OMEN

Z by HP VR Portfolio



PORTAFOLIO DE VR COMERCIAL
MÁS COMPLETO DEL MUNDO

HP Zbook Studio x360



LA PC CONVERTIBLE MÁS
PODEROSA DEL MUNDO



INNOVACION PARA LA OFICINA DEL FUTURO



COMPETITION FOR TECH RESOURCES AT HOME

The new normal creates different ways people will interact with PCs, accessories, and printers

SCHOOLS CLOSED

860 million

students
learning from home¹

INTERNET CONGESTED

20% increase

in web traffic reported by
Verizon in past week²

LIVES DISRUPTED

2 of 3

parents say their lives
have been disrupted³



HOME OFFICE / HOMEROOM

96% of office
employees at home now⁴

63% lack a
dedicated work space⁴



LIVING ROOM / CLASSROOM

41% of employees
compete with family to
work on the couch⁴



BEDROOM

13% end up working in
the bedroom⁴



IN THE OFFICE

70% reduction
in business travel⁵

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1. Forbes, March 18, 2020; 2. Verizon, March 17, 2020; 3. Kaiser, March 17, 2020; 4. HP Survey, 1100 end-users, US, UK, AUS, March 18, 2020;
5. Business Travel News, compared to normal, incl. emergency business travel, March 19, 2020

WORKING FROM HOME SEARCH IMPACT

As consumers adjust to a new WFH environment, searches for Computers Electronics started to increase rapidly

Relevant categories searches
have increased

+20% YoY
Post WFH Avg*



Notebooks
+30%

Computer accesories
+19%

Desktops
+14%

Monitors
+19%

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EL FUTURO DEMANDA
LO MEJOR DE
HOY & MAÑANA



INICIATIVAS ESTRATÉGICAS

ANTES

AGREGANDO VALOR AL CLIENTE

HOY



Seleccionar
producto



Crear
valor

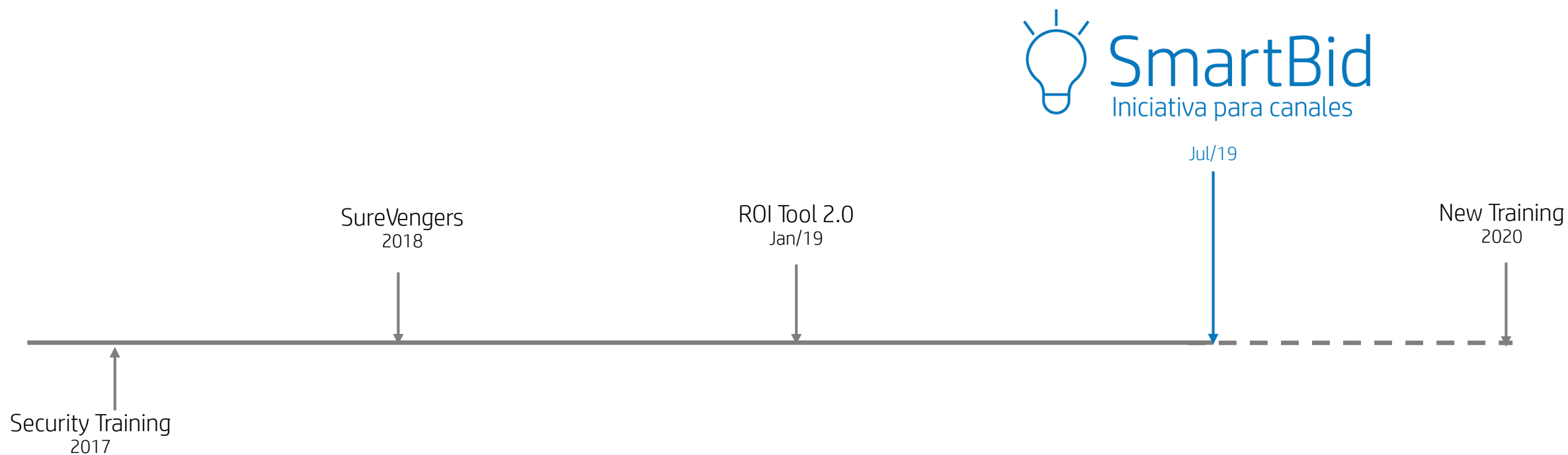


Definir &
Vender
a ITDM



SmartBid
Iniciativa para canales

LAR INNOVATION JOURNEY





HP END USER PERSONAS



PERFILAR USUARIOS AYUDA A I.T. A CUBRIR MEJOR LAS NECESIDADES DE LA EMPRESA

Experiencia óptima de usuario final

Aumentar la flexibilidad/agilidad del usuario

Seguridad Mejorada

Reducción de costos

Introducción del nuevo Modelo de servicio



PRESENTANDO LAS NUEVAS HP USER PERSONAS

Representando los estilos de trabajo de la Oficina del Futuro



MOBILE
TRAILBLAZER



OFFICE
NAVIGATOR



CLOUD
NATIVE

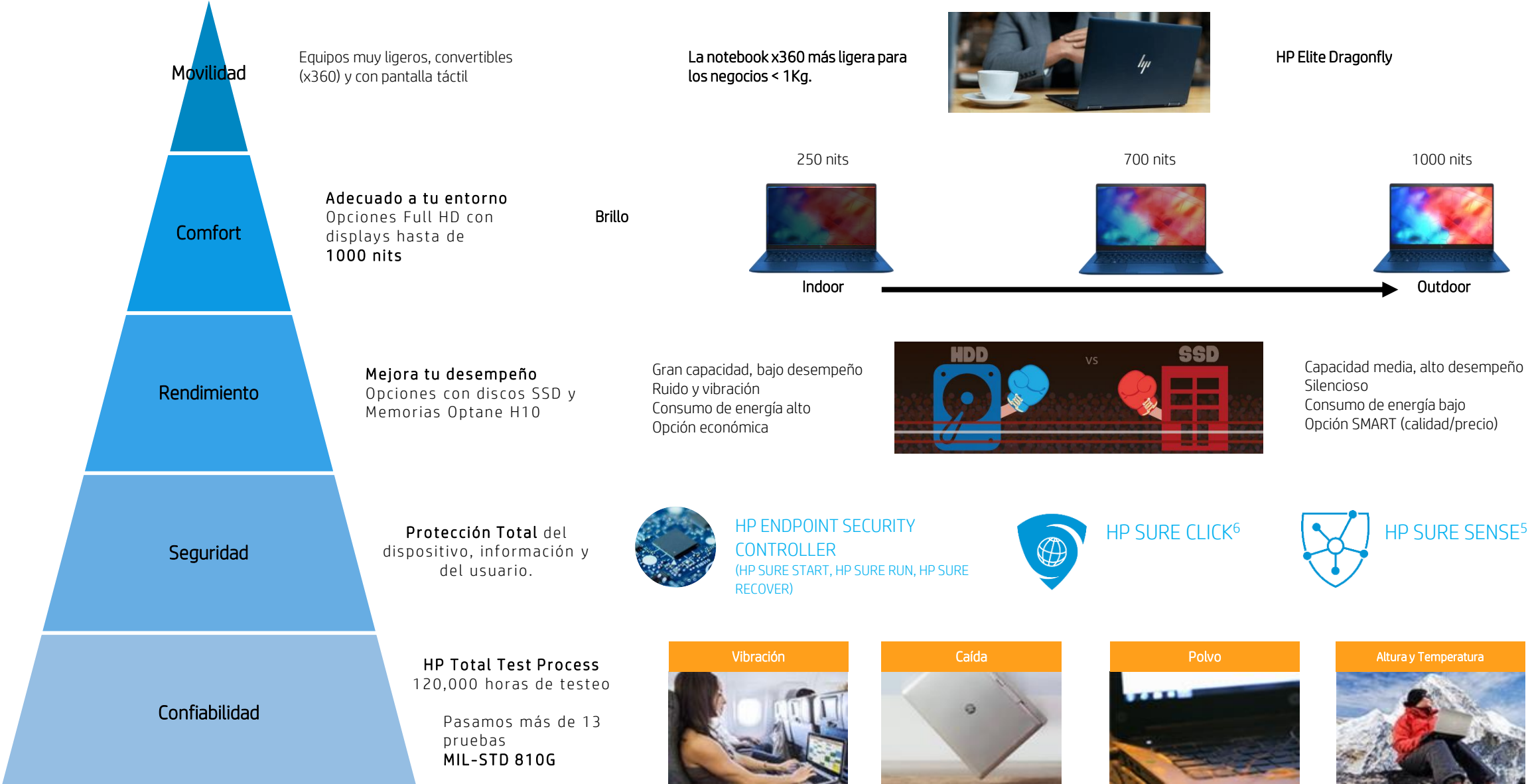


FRONTLINE
HERO



POWER
USER

¿Por qué elegir un Smartbid?



Smartbids: Notebooks

Mobile Trailblazer

HP Elite Dragonfly



*Less than 1KG + WWAN (4G LTE)

8YQ82LT
i7-8665U **vPro** / 16 GB
SSD 512 GB + 32 GB Optane
LCD 14" 1000 nits FHD Sureview
Win 10 Pro
Wifi 6

8YQ79LT
i5-8665U / 8 GB
SSD 512 GB + 32 GB Optane
LCD 14" 1000 nits FHD Sureview
Win 10 Pro
Wifi 6

HP Elitebook 800 G6



*700 nits Sure View + Optane H10

8EB09LT
i7-8665U **vPro** / 8 GB
SSD 512 GB + 32 GB Optane
LCD 14" 700 nits FHD Sure View
Win 10 Pro
Wifi 6

7LP06LT
i7-8665U / 8 GB
SSD 512 GB
LCD 14" 250 nits FHD
Win 10 Pro
Wifi 6

7UB71LT
i5-8265U / 8 GB
SSD 512 GB+ 32GB Optane
LCD 15.6" 250 nits FHD
Win 10 Pro
Wifi 6

Office Navigator

HP ProBook 440 G7



Intel 10th Gen Processors + HP Security

9CD70LT
Intel i7-10510U / 8 GB
SSD 512 GB
LCD 14" 220 nits HD
Win 10 Pro

9DJ26LT
i5-10210U / 8 GB
SSD 512 GB
LCD 14" 220 nits HD
Win 10 Pro

Frontline Hero

HP 348 G7



Intel 10th Gen Processors + Certified MILSTD

2Y346LT
i7-10510U / 8 GB / AMD Radeon 2GB
SSD 512 GB
LCD 14" 220 nits HD
Win 10 Pro

2X033LT
i5-10210U / 8 GB / AMD Radeon 2GB
SSD 256 GB
LCD 14" 220 nits HD
Win 10 Pro



1) Capacity/ speed: SSD / Optane memory



2) Display: Brightness (nits)



3) HP Security: HP sureview (opt.) / HP surestart/ HP suresense



4) Connectivity: Wifi 6



5) Reliability: MILSTD tests (from 300 series)

Smartbids: Desktops

Office Navigator

ProDesk 400 G5 DM



8XV27LA
Intel i7-9700T / 8 GB / HDD 1TB 7200RPM / W10 Pro
HP Key Software (Sure Sense, Sure Click, MIK)
ENERGY STAR EPEAT Gold
Supporting up to 64GB of RAM

8QP06LT
Intel i7-9700T / 8 GB / HDD 1TB 7200RPM / W10 Pro
HP Key Software (Sure Sense, Sure Click, MIK)
ENERGY STAR EPEAT Gold
Supporting up to 64GB of RAM



HP SURE SENSE⁵

Frontline Hero

ProDesk 600 G5 SFF



8GH72LT
Intel i5-9500 / 8 GB / HDD 1TB 7200RPM / W10 Pro /Vpro
HP Key Software (Sure Sense, Sure Start, MIK, others)
ENERGY STAR EPEAT Silver
Supporting up to 128GB of RAM
Power Supply 180W (92% Efficiency)

8GH69LT
Intel i7-9700 / 8 GB / HDD 1TB 7200RPM / W10 Pro /Vpro
HP Key Software (Sure Sense, Sure Start, MIK, others)
ENERGY STAR EPEAT Silver
Supporting up to 128GB of RAM
Power Supply 180W (92% Efficiency)

EliteDesk 705 G5 DM



9RP19LA
Ryzen 5 PRO 3400 Dash / 8 GB / HDD 1TB 7200RPM / W10 Pro
HP Key Security Software
ENERGY STAR EPEAT Gold
Supporting up to 64GB of RAM
Saving Space 1.05L Volume
3x M.2 Slots
1 x USB-C 3.1 Gen2 + 6 x USB 3.1 Gen 1 Ports

EliteDesk 800 G5 SFF



8SN22LT
Intel i7-9700T / 8 GB / 512Gb SSD / W10 Pro /Opt. 512Gb
HP Key Software
ENERGY STAR EPEAT Silver
Supporting up to 128GB of RAM
Total 11 Ports
Up to 2TB PCIe NVMe SSD
Additional M.2 slot for storage
Additional PCIe slots for expansion



HP ENDPOINT SECURITY CONTROLLER
(HP SURE START, HP SURE RUN, HP SURE RECOVER)

1) Capacity expansion

2) HP Key Security Software

3) EPEAT environmental

4) Power Supply

5) Ports

Smartbids: Workstations

POWER USER

HP Zbook 14u G6



***Workstation más delgada**

8UU38LA
i7-8565U
8 GB DDR4 2400
SSD 512GB PCIe NVMe TLC
LCD 14" 600 nits 4K UHD Sureview
AMD Radeon Pro WX 3200 (4 GB GDDR5)
100% AdobeRGB
Win 10 Pro
Wifi 6
Passed 19 MIL-STD
Paquete de seguridad HP

HP Zbook 15v G5



***Potente y Accesible**

8WC10LA
i9-9880H
16 GB DDR4 2666
SSD 512GB PCIe NVMe TLC
LCD 15.6" 220 nits FHD
Nvidia Quadro P600 (4 GB GDDR5)
Win 10 Pro
Wifi
Passed 13 MIL-STD

HP Z2 Mini G4



***Alto Rendimiento y Versatilidad**

9JS67LA
i7-9700
16 GB DDR4 2666
SSD 512GB PCIe NVMe TLC
Nvidia Quadro P600 (4 GB GDDR5)
Win 10 Pro
Wifi
Paquete de seguridad HP
HP Performance Adviser y Remote Graphics Software

HP Z1 Workstation



***Asequible y Certificada**

8UU43LA
i9-9900
16 GB DDR4 2666
SSD 512GB PCIe NVMe TLC
Nvidia GeForce RTX 2060 (6 GB GDDR5)
Win 10 Pro
Paquete de seguridad HP
Passed 12 MIL-STD

HP Z4 G4 Workstation



***Potente y Escalable**

8UU36LA
i7-9800X
16 GB DDR4 2666
SSD 512GB PCIe NVMe TLC
AMD Radeon Pro WX 7100 (8 GB GDDR5)
Win 10 Pro
Paquete de seguridad HP
HP Performance Adviser y Remote Graphics Software



Workstation ISV Certification

KEY TAKE AWAYS

Dragonfly: La Mejor convertible de negocios creada hasta ahora

SmartBid: Iniciativa que brinda Herramientas de Diferenciación Continuas- ¡GANA MAS!

User Personas: Define el producto ideal basado en el Perfil del Usuario

Hay un SmartBid para cada una de las personas



GRACIAS

