

# HP Empowers Thai SMBs with new services and innovation for the Future of Work



## News Highlights

- New secure PC and Print innovation to empower SMBs with a personal, adaptive and predictive work experience
- Introduction of new PC and Print subscription services for SMBs on their digital transformation journey

Bangkok, June 27, 2019 – HP Inc. in Thailand today unveiled new innovation and subscription services for its PC and print portfolios at its Empowering SMBs event. The new offerings from HP will prepare Thai businesses for a multi-generational workforce with the creation of a personal, adaptive and predictive work experience.

“Our SMBs in Thailand are the lifeblood of our economy and contribute to almost half of Thailand’s GDP. Given their contributions to our nation, it’s important that we empower them for success on their Future of Work journey,” said Pavin Vorapruck, Thailand Managing Director, HP Inc. “As our SMBs reinvent to suit the transforming workforce and workstyles, our new PC and Print solutions will give SMBs the edge they need to become masters of the Future of Work.”

According to research from the IDC Future of Work Readiness Index Assessment in 2018 commissioned by HP, Asia Pacific businesses are aware of the need to be future-ready. However, 86% have yet to start or are only in the very early stages of their Future of Work journey. This trend applies to the 3.3 million Thai SMBs who are on their digital transformation journey today. They represent 42% of the nation’s GDP and 78% of national employment.

These SMBs also working in the Experience Age – an era defined by the need for experiences that inspire creativity, spark collaboration and connect people in today’s diverse and multi-generational workplace. This experience-led approach is driven by demands of modern work-life integration and must be shaped around three key principles:

- Personal – devices and tools designed for ‘me’ to meet the needs of a multi-generational workforce;
- Adaptive – creating workplaces that provide flexibility and security for ‘me’ to be free to work anytime, anywhere;
- Predictive – promoting a performance-driven workstyle that allows people to connect, create and that anticipates ‘my’ needs.

To deliver this experience-led vision for the Future of Work, HP has outlined its Future of Work Roadmap based on three tenets of transformation:

1. Workforce – recognizing the needs are multi-generational, more digitally-savvy and diverse, requiring devices, tools and technology that are designed for personal styles;
2. Workplace – creating frictionless, smart, physical and virtual work environments, optimized around mobility, security and privacy;
3. Workstyle – ability to drive performance by seamlessly transitioning between devices, tools and technology that are multi-scenario, tuned for collaboration, creativity and innovation; using AI to

ensure technology can anticipate individual needs.

The year 2020 will mark the first time in recent history where five generations will be working side-by-side. When it comes to technology, these employees have different expectations of their use of devices and solutions. Traditionalists and Baby Boomers are very selective in the use of new and emerging technologies, compared to Gen-Xs who are looking for technologies that truly enhance their daily lives.

Businesses must ensure the availability of smarter work environments that can adapt to these different working styles and drive seamless transitions between working scenarios and devices for easy collaboration. As working styles continue to evolve, the ability to anticipate what employees need and want is going to be essential to define a more personalized, experienced-led working environment.

To address this new challenge HP Thailand has launched new print and PC subscription services for Thai SMBs to ensure easy access to solutions that are secure, improve productivity, control costs, reduce risk and improve compliance.

#### Enabling SMB business transformation with HP Subscription Services for Print and PC

With just a few simple clicks, SMBs in Thailand can now get a HP Print Subscription solution tailored to their needs with the selection of a print service plan and a monthly subscription. Available at the HP Online Store, the HP Print Subscription provides a range of subscription packages to suit specific SMB customers' printing needs. The subscription packages include the HP Color LaserJet Managed MFP E77825dn Plus or the HP LaserJet Pro 500 color MFP M570dw. Packages come with a three year warranty, supplies for up to three years, and onsite servicing with a four hour response time via live chat. This negates the worry about an upfront hardware cost for their printing needs and ensures that SMBs of any size can print securely when it's needed.

Thai SMBs now also have access to HP's new PC subscription service, which protect SMB investments, solve business challenges and help customers stay focused on what matters. An extension from HP's Device-as-a-Service (DaaS) offerings for enterprise customers, the HP DaaS Plan for SMBs offers packages which start from 5 devices, covering your business, every step of the way. The plan, which includes PC and monitor sets and select HP laptops, comes with three years of onsite servicing, onsite installation and data migration and call center support. For SMBs in the retail industry, retail point-of-sale (rPOS) packages are also available with three years of onsite servicing, online installation and data migration. PCs, monitors, notebooks or rPOS units used by customers under this package will be returned to HP after three years. SME customers can contact 1800012214 for more information.

#### A Trusted SMB Partner for the Future of Work

HP is uniquely positioned to drive a device to digital transformation for its SMB customers, and ensure that Thai SMBs can reinvent their business across their workforce and workplace to address new workstyles.

The powerful suite of devices, including the HP Elite PC portfolio, HP ZBook workstations series, HP OfficeJet Pro, HP LaserJet Printer and InkTank 519, are designed to meet the business needs of SMBs in Thailand. The latest commercial products from HP support mobile workers as they connect securely, create effortlessly and collaborate seamlessly.

The way people work is changing with more open environments and connections from more places outside the office. Security is more important than ever to protect devices, identity and data.

As part of this changing landscape, HP unveiled a more secure vision for the workplace of the future with the introduction of the third generation of its immensely popular HP Sure View integrated privacy screen . New Elite products featuring HP Sure View Gen3 allow new ways of working while protecting sensitive information on the go, at desks, and around the office.

New products include the HP EliteBook x360 830 G6, the world's brightest business convertible<sup>3</sup>, bringing x360 versatility mainstream for on-the-go workers. The HP EliteOne 800 AiO G5 is the world's first AiO with an integrated privacy screen<sup>5</sup> and packs desktop discrete graphics performance into a space-saving, sleek design.

### Power for Designers and Creators

Designers and creators are redefining the world around us and demand the best technology to solve complex problems, which require more powerful, high-performance solutions previously only found in desktops workstations. The next generation HP ZBook 14u G6 Mobile Workstation is the ultimate laptops for architects, designers, video editors, and VR creators who need desktop performance and power with the freedom to work wherever and whenever.

Today's retail and hospitality businesses need technology solutions that empower employees and engage customers. HP Engage family of products powered by Intel® Core™ processors are designed to delight customers, inspire loyalty and maximize revenue potential. The HP Engage Go Convertible is a flexible solution combining a tablet with a clever docking design for seamless transitions between fixed and mobile operations. This helps sales staff to check inventory on the fly, complete registrations, and close sales, both at the counter or out on the floor.

Data protection and security features include a self-healing PC BIOS, a new HP Smart Dock tablet-locking experience to help prevent theft from the dock, and two-factor authentication with an optional integrated fingerprint reader or NFC reader. Powered by 7th Gen Intel Core processors, the HP Engage Go Convertible system stands up to demanding retail or hospitality environments and is designed to pass MIL-STD 810G testing.

### Delivering Exceptional Customer Service Experiences for Thai SMBs

As an industry leader in customer service excellence for print and PC products, HP Thailand provides the widest range of onsite servicing, customer walk-ins, retailer drop-off, as well as pick-up and return customer support services locally.

HP has 13 service centers in Thailand in cities including Bangkok, Chiang Mai, Chiang Rai, Phuket, Hat Yai, Chonburi and Korat. SMB customers can walk in for customer support for PC, print and ink and toner supplies.

SMB customers can also contact HP authorized partners for drop-off services for PC and printer support. Upon arrival at the HP service centers, devices are serviced and returned to the customer between 3 - 5 working days.

### Pricing and Availability

- The HP EliteBook x360 830 G6 to be available in July for a starting price of 47,990 Baht (VAT Included)
- HP ProDesk 405 G4 Desktop Mini PC is available now for a starting price of 12,990 Baht (VAT Included)
- HP EliteOne 800 G5 AiO to be available in July for a starting price of 25,990 Baht (VAT Included)
- Zbook 14u G6 is available now for a starting price of 50,990 Baht (VAT Included)
- HP Engage One is available now for a starting price of 50,000 Baht (VAT Included)

- HP Engage Go is available now for a starting price of 69,500 Baht (VAT Included)
- HP Color LaserJet Pro MFP M479fdw is available now for a starting price 44,100 Baht (VAT Included)
- HP OfficeJet Pro 9020 All-in-One to be available in July for a starting price of 12,900 Baht (VAT Included)
- HP Smart Tank Plus 519 All-in-One to be available in July for a starting price of 5,590 Baht (VAT Included)
- HP Laser 107a to be available in July for a starting price of 3,550 Baht (VAT Included)
- HP Print Subscription services are available from 82,151 Baht at the HP Print Subscription link [here](#)
- HP DaaS Plans are available from 80,000 Baht for 5 devices. For more information, please call 1800012214.

#### About HP

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