

HP powers Thailand startups and SMBs with the launch of HP for Business



HP for Business platform helps SMBs alleviate financial pressure in the current situation, while giving them flexibility and competitive edge for the road to recovery

Bangkok, April 30, 2020 - HP Inc. Thailand continued its commitment towards Thailand small and medium businesses (SMBs) and startups with the launch of HP for Business, a monthly subscription leasing program for laptops and printers with trusted security, and 24/7 tech support from skilled consultants and technicians. The program is designed to relieve financial pressures on entrepreneurs in the short term with better cash flow while providing improved productivity, reliability and scalability for the long term.

Thailand has roughly 3 million SMBs and startups that are the backbone of the economy and a primary source of employment. In 2019, they have contributed approximately 43 per cent of the country's GDP and employed about 13.9 million people or 85.5 per cent of the total workforce. As a result of the ongoing global health emergency, there has been significant disruption to millions of small business owners from business management to manpower productivity with employees working from home.

"We recognize these are uncertain times. The HP for Business platform can help SMBs alleviate the impact of the business downturn in the short term while giving them a strong foundation for the road to recovery. SMBs are normally at a disadvantage with smaller budgets and resources and struggle with outdated devices, software and security. Our solution offers more choices and flexibility that gives them improved reliability from their tech investments and greater access to technology expertise. SMB customers around the world tell us that affordability, productivity, reliability and security are the key issues that matter most to them when it comes to their IT resources," said Lim Choon Teck, Managing Director, HP Inc. Thailand.

HP for Business provides a complete solution for consuming and managing PC and Print requirements. The customers can access easy, ready-made solutions across HP's portfolio of secure laptops and printers. This approach also removes the burden of time and resource-consuming IT upkeep and management from businesses. Whilst monthly payment arrangements keep costs predictable and affordable, and on-demand services free up time for decision-makers to focus on long-term strategy. It drives business performance with smarter technologies that can improve the productivity and ROI.

The benefits of leasing for SMBs:

- Better cash flow: Cash can be directed to grow the business on the road to recovery instead of worrying about the upfront cost of IT equipment purchase.
- One stop solution: All laptop subscription offerings include service warranty throughout the period. Likewise, all print subscriptions include toner and servicing.
- Stay Updated: After the end of subscription period, the business can continue to pay the same or move to a different subscription offer to meet their evolving business needs

As an industry leader in customer service excellence for PC and Print products, HP Thailand provides 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. HP also provides customer support through social messaging platforms including Facebook and Line.

Start your business with easy, ready-made solution; available at www.hp.com/th/business or please contact at 02-021-5559 (Free)

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