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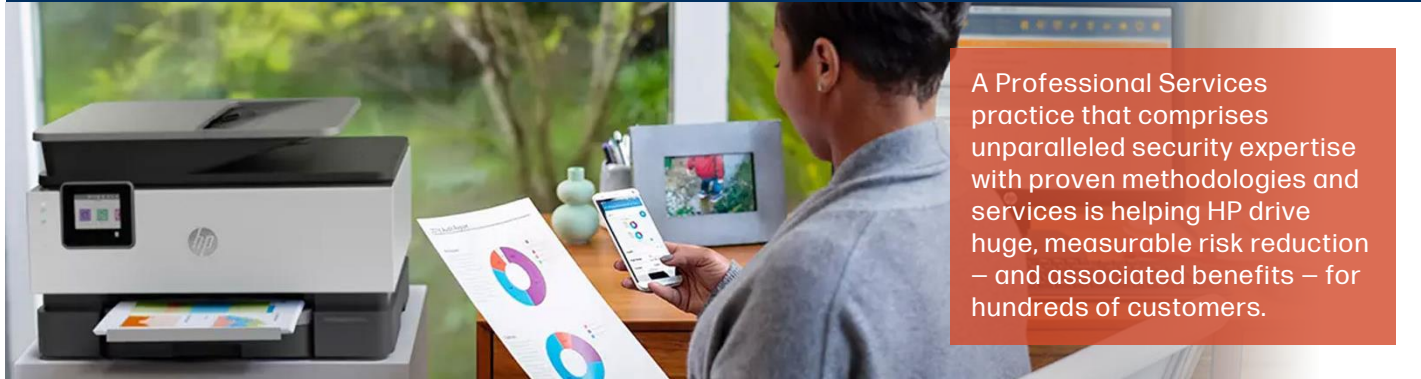
**STAR Award**

2022

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# Securing the Print Environment - HP Calls in the Experts



A Professional Services practice that comprises unparalleled security expertise with proven methodologies and services is helping HP drive huge, measurable risk reduction – and associated benefits – for hundreds of customers.



**51%**

improvement in overall adherence to NIST guidelines



**98%**

reduction in configuration vulnerabilities



**133%**

improvement in logical access controls



**3-5%**

higher TCv and gross margins

When it comes to corporate network security, every endpoint is a potential vulnerability. A digital thermostat, a refrigerator, a camera – anything with an IP address is a potential target for cyber criminals.

The granddaddy of these attack vectors is, of course, the printer. The number of printers attached to corporate networks has grown with the surge of employees who work remotely or on hybrid schedules, creating potential nightmare scenarios for the CISO who must meet security challenges without slowing or disrupting the flow of business.

Most corporate IT departments have neither the awareness nor the expertise to balance these demands in a way that can be easily managed and measured – 95% of our customers were not even monitoring their printer fleets for security events, and the rest had difficulty extracting actionable intelligence from the data. Most print vendors don't excel at this either. But HP does.

## WHAT WE DID

HP instituted a specialized, outcome-based professional service security practice (expertise, methodologies, services) to assess and standardize end-to-end print-environment security in ways that align with customers' business strategies. The practice is staffed by credentialed, career cybersecurity experts who have been specifically trained in print environments and processes, resulting in world class cybersecurity expertise.

These experts spend three full days interviewing customers to understand their unique intersection of endpoints, people, processes, documents, and business needs. We then provide a detailed security advisory report, along with a roadmap for the design, policies and practices that will drive measurable, desired outcomes. We also developed device-security and compliance software, HP Security Manager,\* to manage and maintain the new security policy throughout the customer's environment.

This specialized practice not only drives meaningful and measurable outcomes for customers – it also enhances HP's business in two ways. First, we are finding that our trusted expertise in this area opens C-suite doors for our sales force by reframing printer procurement as a security conversation. Second, we are combining our growing, real-world expertise with HP's advanced telemetry data to drive innovation back into our product lines, making HP printers the most secure in the industry.\*\*

## CUSTOMER IMPACT

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To date, our practice has engaged with more than 300 of HP's top 500 customers. For many of them, we repeat the exercise every six months. Generally, these engagements uncover the hidden value in increased protection for customers. CISOs receive actionable intelligence that can help them balance priorities and resources – for example, their ability to prove the security of their print environments can change the way they shop for cyber insurance and/or reduce liability when an event occurs.

More specifically, customers are seeing strong improvements in compliance with NIST security standards. HP tracks 165 different control sets, and this practice is contributing to a **51% improvement in overall scores** across the entire control set. We have documented a **98% improvement in customer implementations of configuration controls**, and a **133% improvement in logical access controls**.

Here's what a few customers have said about the impact of our practice:

- “[I] never knew this capability existed for printers... this service is exactly what I am looking for to analyze our printers and rule them out in the event of a breach.” – *Red Team Lead Engineer, Global Bank*
- “This was an excellent service on a critical part of our network. Alarm bells were going off in my head... partnering with HP we now have a roadmap to remediate critical risks.” – *CISO, Global Apparel Company*
- “[This is the] first time we can lift the hood on who, what, when, and where a security event occurred.” – *SVP, Director of Endpoint Technology, Bank with over 10k Printers*

## BUSINESS IMPACT

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Extending the reach of our professional service security practice has given HP a serious competitive advantage in the print business, differentiating it from other vendors. This differentiation is elevating our customer conversations from printer procurement to print-environment security, which positions HP as a trusted advisor.

The proof is in the numbers. When one of our security advisors is involved in a deal, our win rate improves by 11%. New customer wins are 10x more likely, and renewals increase fivefold.

Customers are also more likely to invest in more sophisticated equipment and enhanced services, so our **TCV and gross margins also improve by 3-5% each**.

As importantly, our engagements have helped the sales force up-level their ability to start this conversation *without* a security advisor in the room – an indicator that we are scaling this competitive advantage.

## NEXT STEPS

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- HP plans to expand the security advisory services to cover all HP offerings. This includes and is not limited to PCs.
- HP plans to automate the security advisory services to scale to entire customer base worldwide.
- Launched a program desk to provide cyber security expert advice throughout the entire RFP, RFI and RFQ process, a wide variety of audit requests, cyber security contract language amongst other requests with customers.
- Continuing to drive outcome based actionable intelligence through innovation, services, and solutions.

\* HP Security Manager must be purchased separately. For details, see [hp.com/go/securitymanager](https://hp.com/go/securitymanager).

\*\*HP's most advanced embedded security features are available on HP Managed and Enterprise devices with HP FutureSmart firmware 4.5 or above. Claim based on HP review of May 2022 published features of competitive in-class printers. Only HP offers a combination of security features to automatically detect, stop, and recover from attacks with a self-healing reboot, in alignment with NIST SP 800-193 guidelines for device cyber resiliency. For a list of compatible products, visit: [hp.com/go/PrintersThatProtect](https://hp.com/go/PrintersThatProtect). For more information, visit: [hp.com/go/PrinterSecurityClaims](https://hp.com/go/PrinterSecurityClaims).



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