



HP WOLF SECURITY

HP WOLF SECURITY  
CHANNEL MARKETING

# CAMPAIGN PLAYBOOK V.2

ISSUE 2, JULY 2021

# HP WOLF SECURITY MARKETING ASSETS



HP SURE CLICK  
ENTERPRISE SECURITY

SELF MANAGED PROTECTION  
FROM THE UNDETECTABLE +  
THREAT INTELLIGENCE &  
INSIGHTS

JUMP TO



HP WOLF PRO  
SECURITY EDITION

SIMPLE, IN-THE-BOX  
ENTERPRISE-LEVEL  
SECURITY PRE-CONFIGURED  
FOR SMALL BUSINESSES

JUMP TO



HP WOLF PRO  
SECURITY SERVICE

HP-MANAGED SERVICE,  
MULTI-LAYERD PROTECTION  
+ ACTIONABLE INSIGHTS &  
EXPERT SUPPORT

COMING SOON

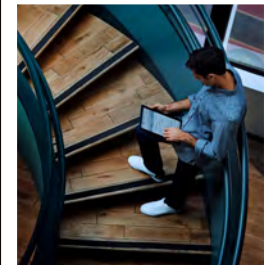
NEW



HP WOLF SECURITY  
FOR PRINT

HP WOLF SECURITY  
FOR PRINT

JUMP TO



LIFESTYLE IMAGE  
GALLERY

LIFESTYLE IMAGES FOR  
HP WOLF SECURITY

JUMP TO

# HP SURE CLICK ENTERPRISE

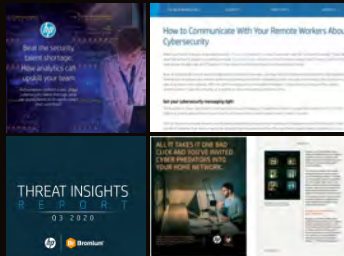
GO TO TOP ^

## CUSTOMER ASSET JOURNEY

### AWARENESS

CONTENT THAT VALIDATES  
AND SHOWS CREDIBILITY

#### SECURITY THOUGHT LEADERSHIP CONTENT



- Threat Insights reports + drivers (infographic, social) – Q4 report, Q1 report
- Nation States and Cyberconflict Web of Profit Report + drivers (infographic, social, banners, eDM)
- Forrester Zero Trust report + drivers (study summary, infographic, eDM, social, banners)
- Blurred Lines & Blind Spots series + drivers (infographic, social, banners, eDM)
- Threat blog posts – ongoing
- Article: Beat the cybersecurity talent shortage
- Guide: Plan for endpoint security against evolving threats
- Blog: How to communicate with remote workers about CyberSecurity
- Webinar: Spiceworks
- Blog: 4 growing cybersecurity attacks to watch and reduce risk

### CONSIDERATION

CONTENT THAT MATCHES THEM WITH  
A PRODUCT MADE FOR WHAT THEY DO

#### CATEGORICAL CONTENT ABOUT WOLF SECURITY SERVICES AND/OR HP PRODUCTS



- HP Wolf Security webpage
- HP Wolf Enterprise Security webpage
- IDC Security Whitepaper + iView site + drivers (social, banners, eDM)
- Zero Trust Whitepaper
- PS Security Whitepaper
- Whitepaper: Remote security best practices
- Guide: Digitally safe at home guide
- Video: Why a zero-trust policy. Ian Pratt
- Webinar: What does zero trust mean
- Webinar: HP Sure Click Enterprise – Protection w/o detection

### PREFERENCE

#### INDIVIDUAL SERVICE OFFERINGS



- HP Sure Click Enterprise webpage
- HP Sure Click Enterprise explainer video & cutdowns
- HP Sure Click Enterprise digital banners
- HP Sure Click Enterprise social carousels
- Sales enablement (next slide)

GO TO CATEGORY <

# AWARENESS

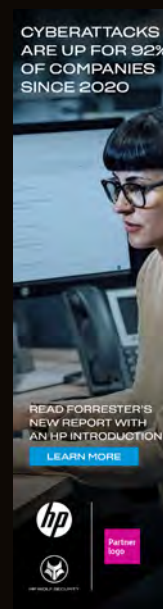
## ENDPOINT DISPLAY

300X250



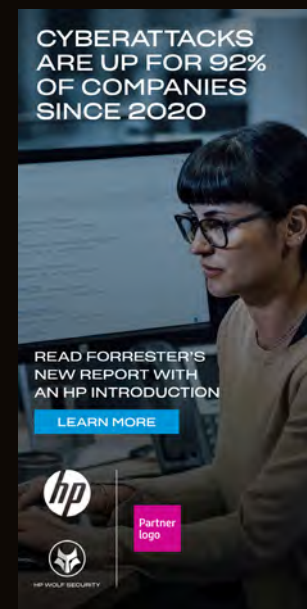
<https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/09263277-7592-4CB8-90A2-70B53C9FF03B>

160X600



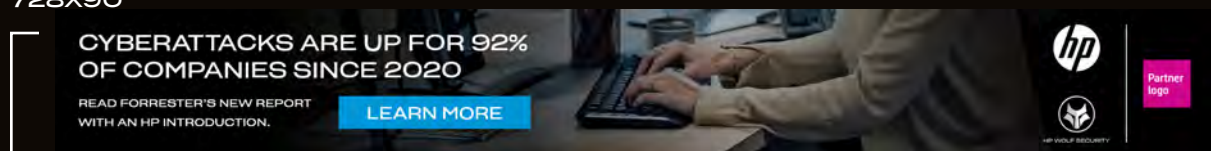
<https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/6E08E28E-E9B6-4F3B-8B15-0DE4231B61D0>

300X600



<https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/6529F2BB-10AD-4B28-8CF4-9990E8BCC184>

728X90




<https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/BEDC0C89-7771-42F3-8668-092BB2C3A75F>




# AWARENESS

SOCIAL AD

 **HP**  
Promoted



[+ Follow](#) ...





Why are deploying malicious behavioral protection, adapting to home networks, and having data encrypted locally all key to securing remote employee devices? See what new Forrester research reveals.




**CYBERATTACKS  
ARE UP FOR 92%  
OF COMPANIES  
SINCE 2020**

Read Forrester's new report on securing remote endpoints. [Learn More](#)

   267 • 4 Comments • 13,459 Views

 Like  Comment  Share  Send

 <https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/26E4A357-804E-4700-A311-F184A0845FE8>

# AWARENESS

INMAIL

hp

HP WOLF SECURITY

Partner logo


“MODERNIZING ENDPOINT MANAGEMENT IS CENTER STAGE FOR MANY FIRMS.”  
—FORRESTER RESEARCH

READ THE WHITE PAPER

 <https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/C20FDE13-8FF4-426D-ACCE-F9F5207180C1>


# AWARENESS

STATIC SOCIAL

 **HP**  
Promoted

[+ Follow](#) ...

"Modernization can solve for a clear and present threat to security and employee productivity" - Forrester Research




Read what 779 IT leaders told Forrester Research in November

[Learn More](#)

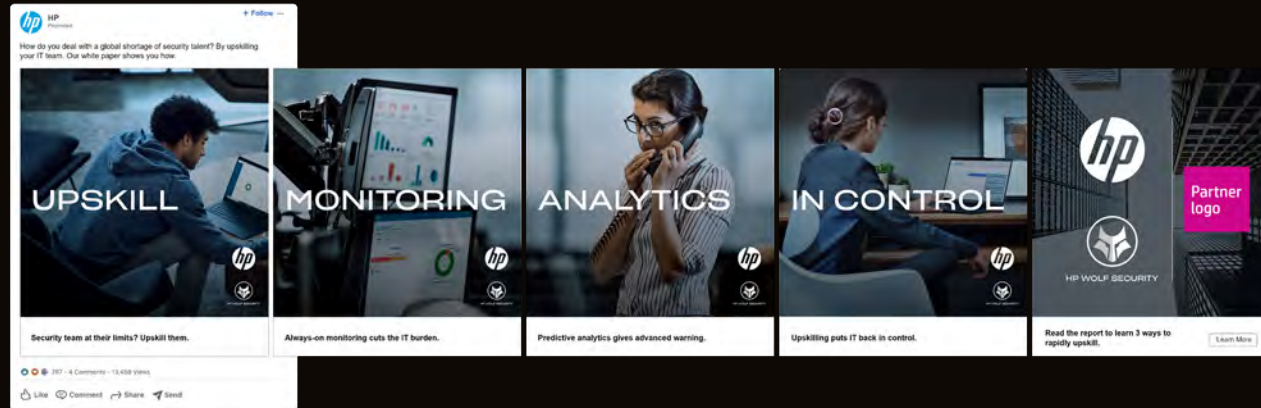
267 • 4 Comments • 13,459 Views

[Like](#) [Comment](#) [Share](#) [Send](#)

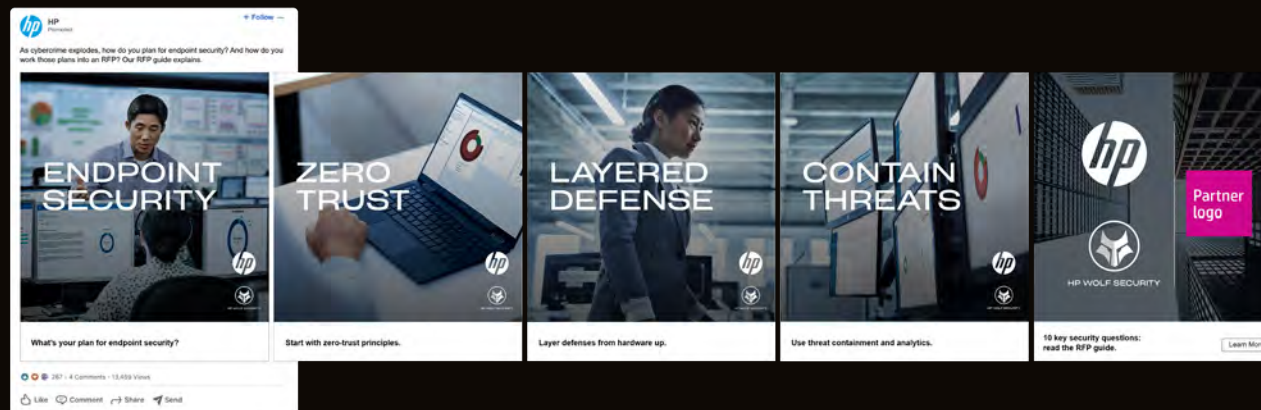
 <https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/D9D1824E-BC79-457A-9B6A-6A922F053BBA>

# AWARENESS

## CAROUSEL



<https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/A2E11F95-A6C6-46D9-9BA9-48F470F32F14>



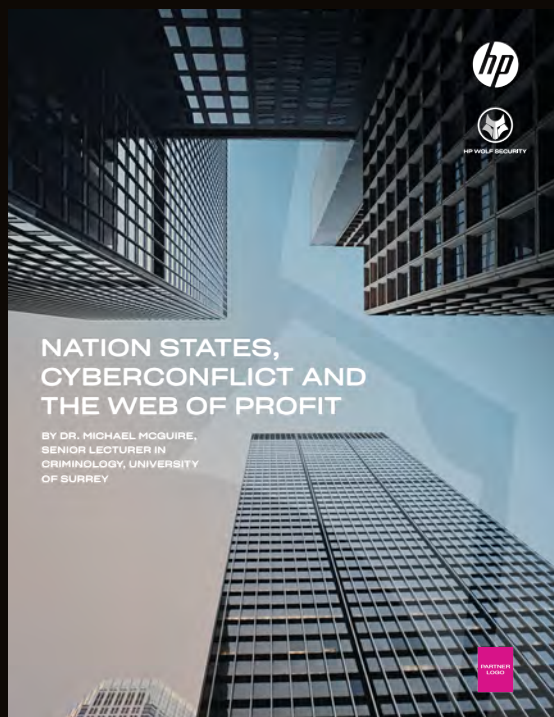
<https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/D6642177-08EF-4FD9-8AC7-CFB4BBAA6D94>



NEW

# AWARENESS

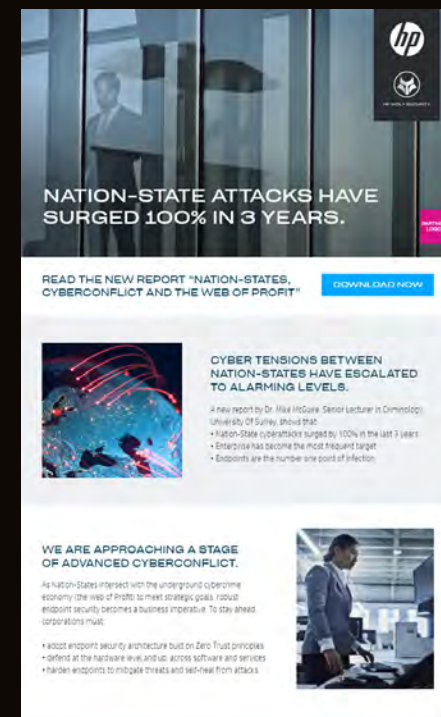
WEB OF PROFIT REPORT + DRIVERS



<https://h22189.www2.hp.com/assetdetails/B6481B17-E2C0-4986-A324-E95FFED0E05A>



<https://h22189.www2.hp.com/assetdetails/B6481B17-E2C0-4986-A324-E95FFED0E05A>




<https://h22189.www2.hp.com/assetdetails/F597751C-77C3-4B3B-9C91-599415C5F9B5>

NEW


# AWARENESS



WEB OF PROFIT REPORT + DRIVERS




**HP**  
24,057 followers  
6h

As cyber tensions between Nation-States escalate to alarming levels, a new study shows how corporations have become the most common target, and endpoints the most common point of infection.






ENTERPRISE IS NOW THE  
NUMBER ONE TARGET IN  
NATION-STATE CYBERATTACKS.



Read the new report "Nation-States, Cyberconflict and the Web of Profit." [Learn More](#)

 <https://h22189.www2.hp.com/assetdetails/76112801-C55A-4133-A4B2-E53D7C223310>





NATION-STATE ATTACKS  
ARE UP 100%.  
GUARD YOUR PCs.

[READ THE REPORT](#)



HP WOLF SECURITY


 <https://h22189.www2.hp.com/assetdetails/3DCD1CE1-8838-480D-AA6F-F1A64381CAAD>

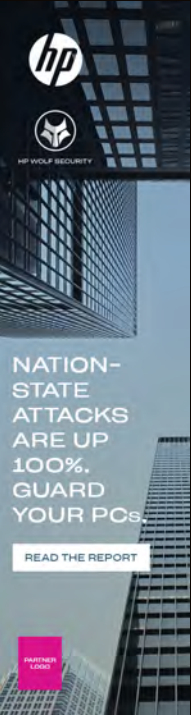




NATION-STATE ATTACKS ARE UP 100%.  
GUARD YOUR PCs.

[READ THE REPORT](#)



 <https://h22189.www2.hp.com/assetdetails/3DCD1CE1-8838-480D-AA6F-F1A64381CAAD>







HP WOLF SECURITY

NATION-STATE  
ATTACKS  
ARE UP  
100%.  
GUARD  
YOUR PCs.

[READ THE REPORT](#)



 <https://h22189.www2.hp.com/assetdetails/3DCD1CE1-8838-480D-AA6F-F1A64381CAAD>

NEW

# AWARENESS

BLURRED LINES AND BLIND SPOTS REPORT + DRIVERS



HP  
24,057 followers  
6h

Since the pandemic began, the increase in WFH has seen a corresponding increase in cyberattacks, with many breaches staying hidden for months.



54%

OF I.T. LEADERS SAW A SURGE IN PHISHING ATTACKS.

Read the new HP Wolf Security report "Blurred Lines and Blindspots"

Learn More

9 · 2 Comments

Like Comment Share

<https://h22189.www2.hp.com/assetdetails/4C9224FA-A99F-4AF2-BD1D-45339893FBE5>



HP  
24,057 followers  
6h

As WFH blurs the lines between work and personal life, cyberattacks and hidden breaches are soaring, making endpoint security a business imperative.



91%

OF I.T. LEADERS PUT ENDPOINT SECURITY ON PAR WITH NETWORK SECURITY.

Read the new HP Wolf Security report "Blurred Lines and Blindspots"

Learn More

9 · 2 Comments

Like Comment Share

<https://h22189.www2.hp.com/assetdetails/4C9224FA-A99F-4AF2-BD1D-45339893FBE5>

HP WOLF SECURITY

BLURRED LINES AND BLINDSPOTS



HP WOLF SECURITY



Partner logo

<https://h22189.www2.hp.com/assetdetails/F85ACB7A-75CF-4847-A3B5-3C9BEE89FA7B>



NEW

## AWARENESS

BEAT THE CYBERSECURITY TALENT SHORTAGE




**BEAT THE CYBERSECURITY TALENT SHORTAGE:**

HOW TO USE UPSKILLING AND ANALYTICS TO BOLSTER YOUR TEAM'S CYBERSECURITY CAPABILITIES

BUSINESSES ARE CONFRONTING A GLOBAL IT TALENT SHORTAGE. WHAT CAN YOU DO TO GET YOUR WORKFORCE UP-TO-SPEED?

<https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/CSF09AC2-B6E4-43B3-8316-0230330F3998>



**EMPOWER YOUR TEAM WITH UPSKILLING AND ANALYTICS.**

**READ OUR REPORT "BEAT THE CYBERSECURITY TALENT SHORTAGE."**

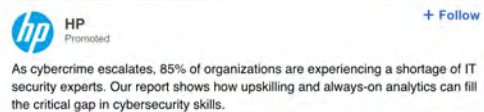
**DOWNLOAD NOW**

WHILE 85% OF ORGANIZATIONS FACE A SHORTAGE OF SECURITY PROS, CYBERCRIME IS RISING.

It's an epidemic: Catch-22: the average breach costs nearly \$9 million. Our report shows that as more employees in IT, cyberattacks have escalated to:

- 102 million new malware threats every month
- a 55% surge in phishing attacks over the last year

<https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/CBE9B645-7112-4701-ACDF-42A7BA35DC0E>



**OVERCOME YOUR CYBERSECURITY TEAM SHORTAGE.**

**Read our report "Beat the cybersecurity talent shortage."**

**Learn More**

267 · 4 Comments · 13,459 Views

Like Comment Share Send

<https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/0AE5CBB8-E11D-47E0-B999-E14AC9D8C741>




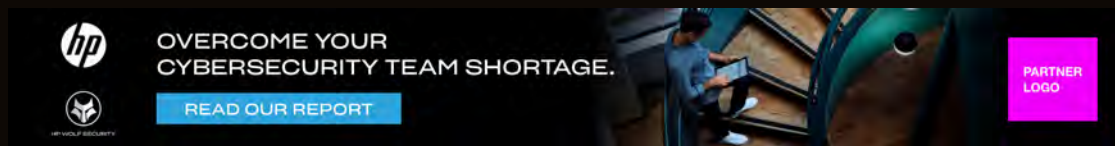
# AWARENESS


NEW

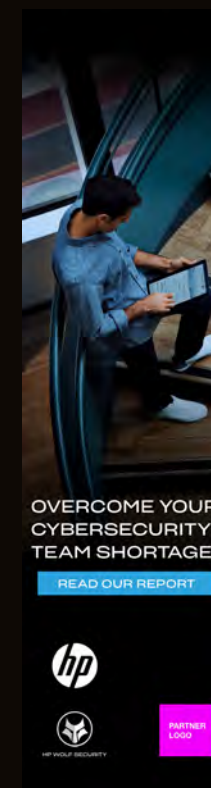
BEAT THE CYBERSECURITY TALENT SHORTAGE




 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/E1BF8B16-FC12-4C3F-85C5-5934ED32F610>



 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/7A6013BB-0A6F-4703-BB88-F50FA06D706A>



 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/0A364A2A-9ABD-4207-AB2E-3CA1786EB88D>

NEW

# AWARENESS

## FIVE REASONS INFOGRAPHIC



**5 REASONS YOUR ENDPOINT SECURITY COULD BE AT RISK**

Cybersecurity threats are always-on. Your endpoint security has to be, too.


**IT MUST ADAPT TO A DISRUPTED WORKFORCE.**

Keeping your endpoints protected has always been a challenge, but it got even tougher when users shifted to working from everywhere—and not just users, but IT, too. With 90% of IT cybersecurity professionals now working remotely, more than a third of them say they feel the hybrid-work arrangement leaves their organizations more compromised and exposed to security threats.

**ENDPOINTS ARE MORE TARGETED THAN EVER BEFORE.**

With users and devices scattered far and wide, hackers see new opportunities: 68% of respondents say the frequency of attacks has increased and that they have experienced one or more successful endpoint attacks in the past two years. That means IT security must be more vigilant than ever. With more than half of organizations reporting a lack of in-house endpoint protection expertise and resources, 57% of cybersecurity professionals anticipate spending more on endpoint security.

<https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/10B353B0-432B-4F31-8DE2-991766468423>



**5 WAYS YOUR ENDPOINTS BECOME TARGETS.**

**READ OUR REPORT "5 REASONS YOUR ENDPOINT SECURITY COULD BE AT RISK."**


[DOWNLOAD NOW](#)

**YOUR WORKFORCE IS ALL OVER THE PLACE. YOUR ENDPOINT SECURITY SHOULDN'T BE.**

With half of employees now working remotely, our report shows that endpoints are increasingly under attack:

- Over a third of cybersecurity pros feel more exposed to security threats
- 68% reported one or more successful endpoint attacks since 2019
- 57% plan to spend more on endpoint security

<https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/D541F3CA-9A31-4802-B81E-E7162699A176>



**4 NEW ENDPOINT ATTACKS A SECOND. LET'S TALK DEFENSE.**

Read the new report "5 reasons your endpoint security could be at risk." [Learn More](#)

267 · 4 Comments · 13,459 Views

[Like](#) [Comment](#) [Share](#) [Send](#)


<https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/EA894D52-54E7-4622-A635-79F7B8E6D33D>

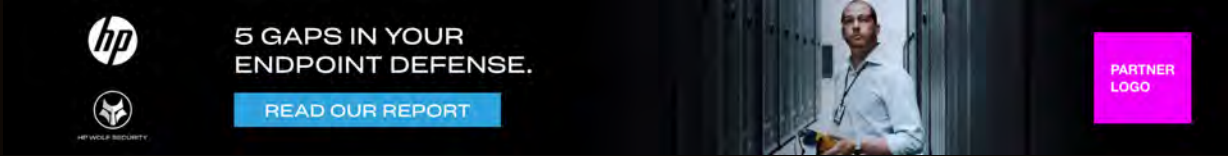
NEW


# AWARENESS

FIVE REASONS INFOGRAPHIC




 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/92083F34-DE57-4420-91B6-818D05158120>



 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/92083F34-DE57-4420-91B6-818D05158120>



 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/92083F34-DE57-4420-91B6-818D05158120>

NEW

## CONSIDERATION

## IDC REPORT + DRIVERS



<https://h22189.www2.hp.com/assetdetails/07E574A0-B28E-491D-BACC-79C5395F7648>



<https://h22189.www2.hp.com/assetdetails/07E574A0-B28E-491D-BACC-79C5395F7648>

**70% of breaches start on endpoints. See IDC's response.**

Sponsored by

[LEARN MORE](#)

<https://h22189.www2.hp.com/assetdetails/E1F94A78-BF82-4B1E-9A44-D5108FDB592F>

**18 million daily malware emails. IDC talks solutions.**

Sponsored by

[LEARN MORE](#)

<https://h22189.www2.hp.com/shared/folder/q5Kjsq=/asset/2A35E307-9391-4CFE-9018-E09B58169371>

**70% of breaches start on endpoints. See IDC's response.**

Sponsored by

[LEARN MORE](#)

<https://h22189.www2.hp.com/assetdetails/E1F94A78-BF82-4B1E-9A44-D5108FDB592F>

**18 million daily malware emails. IDC talks solutions.**

Sponsored by

[LEARN MORE](#)


<https://h22189.www2.hp.com/shared/folder/q5Kjsq=/asset/659CBB03-C423-4764-B8CD-80C3EAC8CD88>



NEW

# CONSIDERATION



IDC REPORT + DRIVERS



70% of breaches start on endpoints.  
See IDC's response.


LEARN MORE

Sponsored by



Partner logo



<https://h22189.www2.hp.com/assetdetails/E1F94A78-BF82-4B1E-9A44-D5108FDB592F>



18 million daily malware emails.  
IDC talks solutions.

LEARN MORE

Sponsored by



Partner logo

<https://h22189.www2.hp.com/assetdetails/E1F94A78-BF82-4B1E-9A44-D5108FDB592F>



One breached endpoint exposed 7 million businesses.  
IDC talks protection.

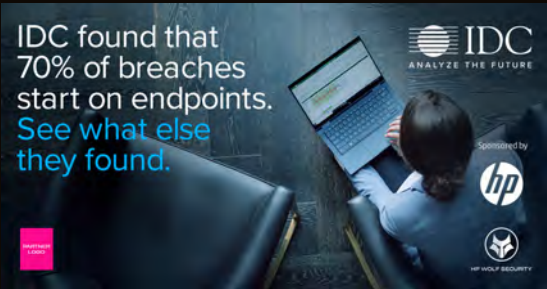
ANALYZE THE FUTURE

Sponsored by



Partner logo



<https://h22189.www2.hp.com/assetdetails/AD6B89B4-68BB-4564-B617-A46C8F61E617>



IDC found that 70% of breaches start on endpoints.  
See what else they found.

ANALYZE THE FUTURE

Sponsored by



Partner logo

<https://h22189.www2.hp.com/assetdetails/AD6B89B4-68BB-4564-B617-A46C8F61E617>

# CONSIDERATION

## ZERO TRUST WHITEPAPER

NEW



hp


HP WOLF SECURITY

Partner logo

### ZERO TRUST WITH HP WOLF ENTERPRISE SECURITY<sup>1</sup>

BECAUSE CLICK HAPPENS

The concept of zero trust was coined a decade ago and has steadily and legitimately evolved to enter the modern enterprise IT security architecture. In this document, HP presents an overview of zero trust and discusses how HP furthers this concept for PC endpoints.

 <https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/EFC458E9-F9AE-48C7-A771-E988E5881513>

# PREFERENCE

## SOLUTION BRIEF



**HP WOLF ENTERPRISE SECURITY**

### HP SURE CLICK ENTERPRISE

**ISOLATE AND PREVENT UNEXPECTED THREATS**

HP Sure Click Enterprise<sup>®</sup> provides virtual safety net for PC users, even when unknown threats slip past other defenses. Hardware-enforced virtualization isolates high-risk content to protect user PCs, data and resources, containing malware threats, while it gets actionable threat intelligence to help strengthen organizational security posture.

HP Sure Click Enterprise<sup>®</sup> stops endpoint attacks by creating micro-VMs (MVs) that secure every user task, from surfing the web to opening emails and downloading attachments. Every task is completely isolated inside the micro-VM. When a task is done, the micro-VM and any threat it contains, is disposed of without any trace.

HP Sure Click Enterprise<sup>®</sup> is powered by unique hardware-enforced isolation technology that uses virtualization-based security on the host to contain threats inside individual, disposable micro-VMs. This approach dramatically decreases attack surfaces, without any change to the way end users access their email, browsers or data.

### POLICY-BASED ACCESS CONTROLS

**TIME-TO-DETECT SECURITY**

HP Sure Click Enterprise<sup>®</sup> features a robust policy engine. Administrators can configure secure web with the ability to user groups, white/grey/black lists and default policies for common use cases. Such as social engineering, phishing, data loss and file downloads. Policies are easy to edit, deploy, and can be fine-tuned to address your unique security concerns and risk profile.

### KEY BENEFITS

- **SAFELY ACCESS FILES FROM INSIDING SOURCES**
- **STOP MALWARE**
- **PROTECT CREDENTIALS FROM PHISHING**
- **HARDEN YOUR ENTIRE DEFENSIVE INFRASTRUCTURE**

### THREAT INTELLIGENCE

HP Sure Click Enterprise<sup>®</sup> provides threat intelligence for SOC analysts and sends threat feeds to third-party systems to help tune the defense infrastructure.

### KEY FEATURES

- **WORLDWIDE MALWARE PROTECTION**
- **THREAT TRIAGE WITH CONTEXTUAL INTELLIGENCE**
- **QUICKLY PROTECT KEY ATTACK VECTORS**
- **ACTIONABLE DASHBOARDS, REPORTS, AND DRILLDOWNS**

### IMMEDIATE ACTION: IDENTIFYING, CONTAINING, AND REMEDIATING SECURITY BREACHES

#### SECURE BROWSING, SECURE FILES, CREDENTIAL PROTECTION AND THREAT INTELLIGENCE & REPORTING

#### SECURE BROWSING

**SECURE, USER-CENTRIC WEB BROWSING**

As web browsing is a primary threat vector, HP Sure Click Enterprise<sup>®</sup> ensures that web browsing is secure, even when users visit untrusted websites. It isolates web browsing in a secure micro-VM, preventing malware from executing and protecting user data. It also prevents malware from accessing the network, ensuring that sensitive data is not leaked. HP Sure Click Enterprise<sup>®</sup> also provides a secure file download experience, ensuring that files are not corrupted and that the user is not exposed to malware. It also provides a secure file upload experience, ensuring that files are not leaked and that the user is not exposed to malware.

#### SECURE FILES

**SECURE INSIDING FILE DOWNLOAD AND ACCESS**

HP Sure Click Enterprise<sup>®</sup> provides a secure file download experience, ensuring that files are not corrupted and that the user is not exposed to malware. It also provides a secure file upload experience, ensuring that files are not leaked and that the user is not exposed to malware.

#### CREDENTIAL PROTECTION

**ALERT AND BLOCK USERS FROM REVEALING CREDENTIALS**

HP Sure Click Enterprise<sup>®</sup> provides a secure credential management experience, ensuring that credentials are not leaked and that the user is not exposed to malware. It also provides a secure credential management experience, ensuring that credentials are not leaked and that the user is not exposed to malware.

#### THREAT INTELLIGENCE & REPORTING

HP Sure Click Enterprise<sup>®</sup> provides threat intelligence for SOC analysts and sends threat feeds to third-party systems to help tune the defense infrastructure.

### USE MICRO-VM CLICK ENTERPRISE<sup>®</sup> TO SECURE YOUR MOST VULNERABLE ATTACK VECTORS

<b>EMAIL ATTACHMENTS</b>	• Macro-enabled	• Macro-enabled trigger	• Macro-enabled
<b>PHISHING LINKS</b>	• Malicious links in email body and attachments	• Drive-by downloads	• Browser hijacking
<b>DOWNLOADS AND EXECUTABLES</b>	• Software downloads	• File execution	• File execution
<b>IDENTITY PROTECTION</b>	• Credential phishing	• Locks and disables critical functions	• Locks and disables critical functions
<b>UNPROTECTED NETWORKS</b>	• Network security	• Network security	• Network security
<b>UNCATEGORIZED WEBSITES</b>	• Unclassified websites	• Unclassified websites	• Unclassified websites
<b>USE MEDIA CONTENT</b>	• Office productivity files	• Office productivity files	• Office productivity files
<b>ZERO MICRO-VM BREACHES</b>	• Zero breaches	• Zero breaches	• Zero breaches

Deploy HP Sure Click Enterprise Secure Platform to protect targeted user attack vectors or enable as capabilities for full defense-grade security.

Learn more at <https://www.hp.com/enterprise/security>

<https://h22189.www2.hp.com/shared/folder/qpqr6A=/asset/CC588813-19C7-4A8C-9BDD-1F3D4FD6FDBA>

# PREFERENCE

## MALICIOUS EMAIL ATTACHMENTS SOLUTION BRIEF




### HP SURE CLICK ENTERPRISE

STOP MALICIOUS EMAIL ATTACHMENTS

**SAFELY OPEN ANY EMAIL ATTACHMENT FROM OUTLOOK OR WEBMAIL, EVEN IF IT CONTAINS MALWARE**

**ELIMINATE RESTRICTIVE IT SECURITY POLICIES THAT LIMIT ACCESS TO EMAIL ATTACHMENTS**

**IMPROVE USER PRODUCTIVITY BY EMPOWERING EMPLOYEES TO OPEN EMAIL ATTACHMENTS**

**EMPLOYEES MUST OPEN EMAIL ATTACHMENTS TO DO THEIR JOBS**

Employees routinely work with email attachments—reading reports, processing invoices, receiving delivery notifications, sharing financial statements, or collaborating on legal agreements with outside parties—and they often open them because they lack safe CyberProtect alternatives and are aware of this vulnerability and they require it.

Today's cybersecurity is commonly deployed via untrusted Microsoft Office documents or PDFs that are sent through email. Cybercriminals do this because it works. According to Symantec research from 2013, organizations lost more than \$7.5 billion due to ransomware attacks.\*

Legitimate applications—many already whitelisted including the Microsoft Office Suite—can also be exploited to bypass layered defenses and gain an organization's foothold from a single compromised host.

Disrupting phishing attempts in malware detection, clearly demonstrating the value of email gateways, and providing a user awareness training, malicious email attachments are still making users feel vulnerable, leading to user concern, loss, and even resignation.

Today's organizations, email-borne malware simply overwhelms traditional direct-to-permit defenses.

**Threats are not:**

- Over 90 percent of malicious email attachments have "cryptographic uncertainty."
- 53% of viruses spread by just 1% of malicious email attachments.

**MALWARE DELIVERED VIA EMAIL IS CHEAP, EFFICIENT, AND CONSTANTLY EVOLVING.**

**Here's what's working for cybercriminals today:**

- Ransomware:** Ransomware is the data in a ransomware attack is encrypted, forcing the victim to pay the ransom to retrieve the data. It is prevalent and primarily delivered via malicious documents.
- Macro-enabled templates:** Once malicious macros are introduced, which have malicious code, they can be used to download additional malicious code.
- Fileless malware:** Fileless malware is a type of malware that does not require a file to be downloaded or installed. It is delivered via email attachments and spreads via network connections.
- Malicious links:** Malicious links are links that are embedded in email attachments. They are often used to deliver malware or to steal sensitive information.

**HP SURE CLICK ENTERPRISE: USER APPLICATION ISOLATION TO CONTAIN MALWARE HIDDEN IN EMAIL ATTACHMENTS**

Contain a single email attachment from known and unknown threats by leveraging the current, but advanced, protection to help strengthen organizational security posture. Using application-based security, HP Sure Click Enterprise isolates email attachments—malicious Microsoft Office documents and PDFs—in an isolated micro VM. Malware is contained and cannot reach the user's system or the network. Malware is quarantined and the user is notified of the email gateway's response to the email and is disposed of when the user closes the email gateway.

Containing malware in secure, safe changes helps data failure and user's data protection reporting. A malware repository instead of containing email is security complete.

**46% OF HACKERS DISSEMINATING MALWARE DELIVER IT ALMOST EXCLUSIVELY THROUGH EMAIL\***

**RECENT COMPUTER VIRUS STATS SHOW THAT 53% OF VIRUSES SPREAD BY .EXE FILES.**

\*Source: Symantec

**"THIS IS A GREAT PRODUCT AND IS VERY EFFECTIVE IN SECURING OUR ENTERPRISE."**

\*Source: Symantec

**APPLICATION ISOLATION: PROTECT BEFORE DETECTION**

**CONTAIN EMAIL ATTACHMENTS**

Contain a single email attachment from known and unknown threats by leveraging the current, but advanced, protection to help strengthen organizational security posture. Using application-based security, HP Sure Click Enterprise isolates email attachments—malicious Microsoft Office documents and PDFs—in an isolated micro VM. Malware is contained and cannot reach the user's system or the network. Malware is quarantined and the user is notified of the email gateway's response to the email and is disposed of when the user closes the email gateway.

**STREAMLINE IT SECURITY AND REDUCE COSTS**

Streamline IT security and reduce costs by using application-based security. HP Sure Click Enterprise helps IT teams spend less on security, reduce the number of security incidents, and improve productivity.

**SHARE REAL-TIME THREAT INTELLIGENCE**

Adopt a real-time threat intelligence and response system. Share threat intelligence across your network and across the cloud. HP Sure Click Enterprise helps IT teams spend less on security, reduce the number of security incidents, and improve productivity.

**ACHIEVE LASTING PROTECTION WITH HARDWARE-ENFORCED SECURITY**

Only HP Sure Click Enterprise provides hardware-enforced security to protect your data and assets. HP Sure Click Enterprise helps IT teams spend less on security, reduce the number of security incidents, and improve productivity.

Learn more at <https://www.hp.com/whyyourproductivity>






<https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/52764A12-8714-4008-A9F0-0ACDDFFAEC63>



# PREFERENCE

## CREDENTIAL PROTECTION SOLUTION BRIEF



**hp**  
HP WOLF ENTERPRISE SECURITY

**HP SURE CLICK ENTERPRISE**  
Bromium

**PREVENT CREDENTIAL THEFT**

**BLOCK CREDENTIAL THEFT ATTEMPTS FROM UNSAFE WEBSITES** | **SAFELY VIEW WEBSITES WITHOUT FEAR OF BREACH** | **ELIMINATE RESTRICTIVE IT SECURITY POLICIES THAT LIMIT USER ACCESS**

**STOLEN CREDENTIALS ARE THE KEY TO SUCCESSFUL BREACHES**  
Phishing attacks are the most common source of successful breaches to business today, and employee credentials are a top target for these malicious actors. That's because they are easy to identify, and they are often the only security protocol that makes it possible to protect your business. As a result, user names and passwords are often the first and most common credential that cybercriminals use to gain access to your company's valuable intellectual property.

Some phishing is particularly effective because it often includes a positive benefit – the person is given a company with security policies by providing or updating the very information that is required to enter their site. It's also why to stop because malicious websites are numerous and ever-evolving. Their content changes frequently to avoid accurate categorization.

**PHISHING REMAINS THE MOST COMMON AND EFFECTIVE CYBERTHREAT TO YOUR ORGANIZATION**  
Malicious phishing threats are constantly evolving and take many forms:

- **Scam phishing:** Scams, targeting individuals by including their names, titles, or work processes.
- **Whaling:** aimed at company officers and often with unique, specific motives, customer complaints, or executive issues.
- **Spear phishing:** targeted or specific to human security weaknesses to trust and the regular.
- **Account hijacking:** compromise of social media profiles that have been compromised.

**Phishing attacks are executed through various ways:**


- Impersonating internal messages
- Targeted links or messages on social media platforms
- Suspicious email programs

**HP SURE CLICK ENTERPRISE HELPING PREVENT CREDENTIAL THEFT BY ALERTING AND BLOCKING SUSPICIOUS CHANGING CREDENTIALS ON MALICIOUS AND LOW-REPUTATION SITES**

Sure Click Enterprise helps stop malicious theft, preventing the ability to enter passwords or otherwise tampering with data after a user has used a phishing site in an email, chat, text, PDF or other file. When a user visits a site and is prompted to enter login information, Sure Click Enterprise utilizes threat intelligence to analyze the site for suspicious behavior and domain analysis to determine the safety of the site for employees whose data they want to protect. If the site is not trusted, the user will be alerted with no impediments to their workflow. If the site is a known phishing site, a warning will be shown to the user. The user can then attempt to enter their login info, preventing the site from capturing their credentials. The software can be configured to show the user further steps, close the browser window, or provide to show the site with all data capture fields blocked.

If a site has a low reputation, users are warned to check the site and avoid entering credentials, which is a known risk to the user. Administrators can choose to block incoming links to their site, or allow users the freedom to proceed, which will then enable the site on the user's PC and remove the warning from future visits to prevent unwanted productivity interruptions. An action taken on either low or high reputation sites can be monitored and reported to the Sure Click Enterprise for further threat and user behavior analysis.

**CREDENTIAL PROTECTION: AVOID BREACHES FROM PHISHING SCAMS**

 <b>PREVENT CREDENTIAL THEFT FROM PHISHING ATTACKS</b> Reduce the risk of a breach by blocking phishing attempts. Sure Click Enterprise blocks users from entering high-risk links on known malicious and low-reputation sites to prevent any data capture on an low-reputation site.	 <b>BREAKLINE IT SECURITY AND REDUCE COSTS</b> Overlays reduce time and stop waiting resources to take actions with a Sure Click Enterprise high-risk alerts. Includes rephrasing, removal, and emergency handling.	 <b>SHARE REAL-TIME THREAT INTELLIGENCE</b> Reduce malicious threats and stop internal attacks. Share real-time threat data across your network, and report back to the SOC.	 <b>ACHIEVE LASTING PROTECTION WITH HARDWARE-ENFORCED SECURITY</b> Only with Sure Click Enterprise you can enforce hardware-enforced security (provides hardware-enforced application isolation, threat detection, phishing prevention and security) to ensure that users are protected even the most secure devices are used.
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Learn more at <https://www.hp.com/enterprise/credprotection>

1. A third-party research organization, which has been used to determine the reputation of the sites and the level of risk to the user. 2. A third-party research organization, which has been used to determine the reputation of the sites and the level of risk to the user. 3. A third-party research organization, which has been used to determine the reputation of the sites and the level of risk to the user. 4. A third-party research organization, which has been used to determine the reputation of the sites and the level of risk to the user.

© 2021 HP Development Company, L.P. All rights reserved. HP and the HP logo are trademarks of HP Inc. in the U.S. and other countries. All other marks are the property of their respective owners. HP and the HP logo are trademarks of HP Inc. in the U.S. and other countries. All other marks are the property of their respective owners.

**87% OF BREACHES ARE CAUSED BY CREDENTIAL THEFT**

**BREACHES INVOLVING STOLEN CREDENTIALS COST GLOBAL BUSINESSES AN AVERAGE OF \$3.86 MILLION PER EVENT, AND UP TO \$8.36 MILLION IN THE US.**

# PREFERENCE

## PHISHING ATTACKS SOLUTION BRIEF



**HP SURE CLICK ENTERPRISE SECURITY**

**HP SURE CLICK ENTERPRISE**

**CONTAIN PHISHING ATTACKS**

**SAFELY OPEN ANY LINK, EVEN IF IT'S MALICIOUS**

**ELIMINATE RESTRICTIVE IT SECURITY POLICIES THAT LIMIT USER ACCESS TO SHARED URLS**

**DEFEND AGAINST PHISHING LINKS WITH NATIVE BROWSER PERFORMANCE AND VISIBILITY**

**PHISHING LINKS CONTINUE TO EVIL**

Despite advancements in email phishing techniques and employee training, phishing attacks are becoming more sophisticated. That's because they work to look like real jobs and social engineering makes phishing links difficult to spot.

Phishing links are particularly effective because malicious websites are numerous and short-lived. That's why they're often used to steal sensitive information.

With Sure Click Enterprise, you can safely click on links without compromise, and leave your email and chat clients open, creating an instantaneous pathway for cybercriminals.

**AN INEXPENSIVE AND EFFECTIVE WAY TO DELIVER MALICIOUS PAYLOADS**

Phishing links are constantly evolving and they're many forms:

- **Spam phishing:** spam targeting individuals by phishing their names, roles, or work providers.
- **Whistleblowing:** aimed at company officers and often written as legal letters, customer complaints, or executive letters.
- **Social engineering:** designed as appeals to human nature's willingness to trust and help.
- **Insider threat:** often using links in social media links that have been compromised.

**Phishing links are used in many ways:**

- Phishing links in email messages
- Malicious links in benign email attachments
- Legitimate links in messages on social media platforms
- Shared links in chat programs



**HP SURE CLICK ENTERPRISE, POWERED BY BROMIUM, USES APPLICATION ISOLATION TO KEEP PHISHING THREATS AWAY FROM THE HOST.**

HP Sure Click Enterprise provides a single security tool for IT, giving users protection from threats to both their devices and their networks. It's a single tool that can protect your network and your devices, making it easier to manage and maintain. It's a single tool that can protect your network and your devices, making it easier to manage and maintain.

HP Sure Click Enterprise uses application isolation to protect your network from phishing threats by keeping them away from the host. It's a single tool that can protect your network and your devices, making it easier to manage and maintain.

**APPLICATION ISOLATION: PROTECT BEFORE YOU DETECT**

**CONTAIN PHISHING THREATS**

When users click on a phishing link, the threat is blocked before it can reach the host. It's a single tool that can protect your network and your devices, making it easier to manage and maintain.

**STREAMLINE IT SECURITY AND REDUCE COSTS**

Consolidate multiple security tools and stop wasting resources on unnecessary tools. HP Sure Click Enterprise is a single tool that can protect your network and your devices, making it easier to manage and maintain.

**SHARE REAL-TIME THREAT INTELLIGENCE**

Get real-time threat intelligence and share it with your network. It's a single tool that can protect your network and your devices, making it easier to manage and maintain.

**ACHIEVE LASTING PROTECTION WITH HARDWARE-ENFORCED SECURITY**

HP Sure Click Enterprise uses hardware-enforced security to protect your network and your devices. It's a single tool that can protect your network and your devices, making it easier to manage and maintain.

**ACCORDING TO FAU RESEARCHERS, 78% OF PEOPLE CLAIM TO BE AWARE OF THE RISKS OF UNKNOWN LINKS IN EMAILS. AND YET THEY CLICK ANYWAY.**

**NEARLY 70% OF BREACHES ARE CAUSED BY SOCIAL ATTACKS — PHISHING AND EMAIL COMPROMISE — AND USER ERRORS.**

**Learn more at: <https://www.hp.com/enterprise/privacy>**

© 2023 HP Development Company, L.P. All rights reserved. HP, the HP logo, and the HP Sure Click logo are trademarks of HP Development Company, L.P. in the United States and other countries. All other marks are the property of their respective owners. HP Sure Click Enterprise is a registered trademark of HP Development Company, L.P. in the United States and other countries. All other marks are the property of their respective owners. HP Sure Click Enterprise is a registered trademark of HP Development Company, L.P. in the United States and other countries. All other marks are the property of their respective owners.



<https://h22189.www2.hp.com/shared/folder/qpnqr6A=/asset/4F48D938-E01B-4909-9EEA-426715380E33>

# PREFERENCE

## MALICIOUS EMAILS AND DOWNLOADS SOLUTION BRIEF

[illegible]

# PREFERENCE

## CAROUSELS

### LINKEDIN CAROUSEL



With half of employees now working remotely, endpoints are increasingly under attack. Our report shows the weak spots and how to defend them with robust endpoint security that's continually vigilant and evolving.

📄 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/3B62C896-8E9D-4F82-B744-41D3BE77583C>

### TWITTER CAROUSEL



With half of employees now working remotely, endpoints are increasingly under attack. Our report shows the weak spots and how to defend them with robust endpoint security that's continually vigilant and evolving.

📄 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/DDBCCFD5-64D0-427B-8DFF-2F9215D430F2>



# PREFERENCE

## EDMS

### CHANNEL VERSION



↓ <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/2A6B7EB2-4688-4617-A246-52BFE4D67E97>

### MALICIOUS EMAIL ATTACHMENTS



↓ <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/28A75167-AF29-4F1F-AC9C-56FF859166DE>

### CREDENTIAL PROTECTION



↓ <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/BB66C65D-01A0-4EDC-A822-908E3F5E4ED0>

### PHISHING ATTACKS



↓ <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/1DBBDE1E-EFB8-4E08-B167-B66F285EB006>

### MALICIOUS EMAILS AND DOWNLOADS

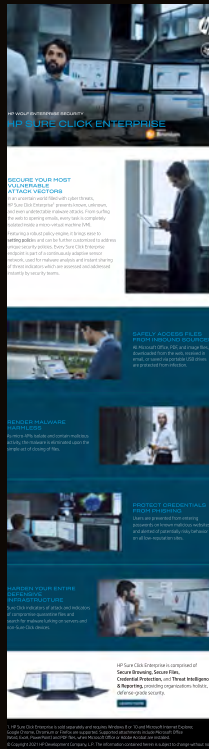



↓ <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/617849AC-C620-4F20-BB41-F7D726E40FAD>

# PREFERENCE

## EDMS


### CHANNEL VERSION



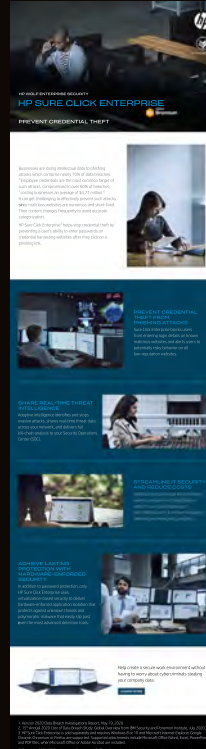

<https://h22189.www2.hp.com/shared/folder/qpnqr6A=/asset/527A106C-3702-4903-9124-14227CAB7141>


### MALICIOUS EMAIL ATTACHMENTS




<https://h22189.www2.hp.com/shared/folder/qpnqr6A=/asset/3EB3AC48-8DD1-4098-81B6-D0F52A6803A3>


### CREDENTIAL PROTECTION




<https://h22189.www2.hp.com/shared/folder/qpnqr6A=/asset/200A5E1C-4925-4079-A455-24193BDE1A4E>


### PHISHING ATTACKS




<https://h22189.www2.hp.com/shared/folder/qpnqr6A=/asset/B1E25711-AD66-4D89-869E-5F1F39CF9D85>

### MALICIOUS EMAILS AND DOWNLOADS





<https://h22189.www2.hp.com/shared/folder/qpnqr6A=/asset/3707E4C1-FA51-4EAF-B96E-11FA8C1A692D>

# PREFERENCE

## DIGITAL BANNERS


300X250



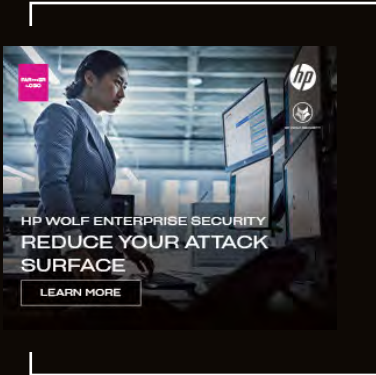
 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/59C2A71E-E0EC-4B0F-BC78-72327C87B315>


300X250



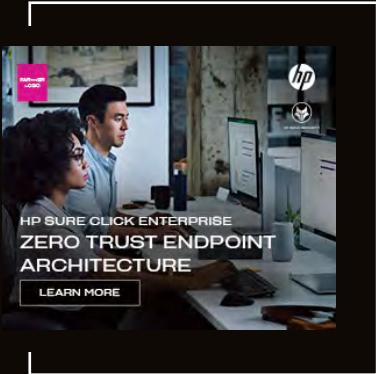
 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/59C2A71E-E0EC-4B0F-BC78-72327C87B315>


300X250



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/59C2A71E-E0EC-4B0F-BC78-72327C87B315>

300X250



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/59C2A71E-E0EC-4B0F-BC78-72327C87B315>

300X250




 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/59C2A71E-E0EC-4B0F-BC78-72327C87B315>

# PREFERENCE

## DIGITAL BANNERS


300X250



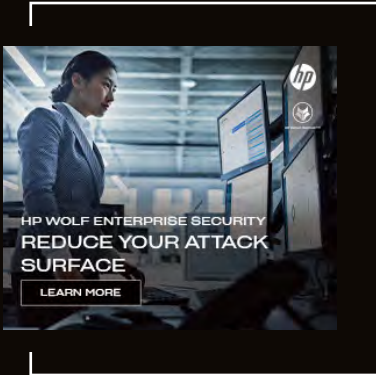
 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/95CDF77E-529A-42B4-9C4A-AD0E65B7526F>


300X250



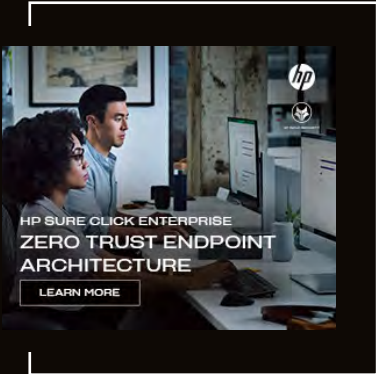
 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/95CDF77E-529A-42B4-9C4A-AD0E65B7526F>


300X250



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/95CDF77E-529A-42B4-9C4A-AD0E65B7526F>


300X250



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/95CDF77E-529A-42B4-9C4A-AD0E65B7526F>

300X250



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/95CDF77E-529A-42B4-9C4A-AD0E65B7526F>



# PREFERENCE

## DIGITAL BANNERS

300X600



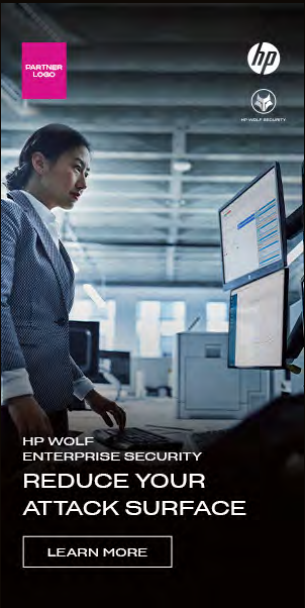
<https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/BB7FB06C-519C-4351-9E92-92F0E029496F>

300X600



<https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/BB7FB06C-519C-4351-9E92-92F0E029496F>

300X600




<https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/BB7FB06C-519C-4351-9E92-92F0E029496F>

# PREFERENCE

## DIGITAL BANNERS


300X600



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/BB7FB06C-519C-4351-9E92-92F0E029496F>

300X600



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/BB7FB06C-519C-4351-9E92-92F0E029496F>

# PREFERENCE

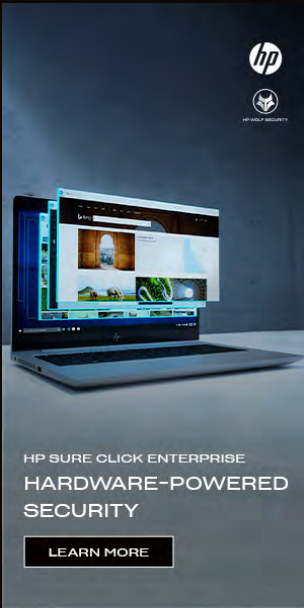
## DIGITAL BANNERS

300X600



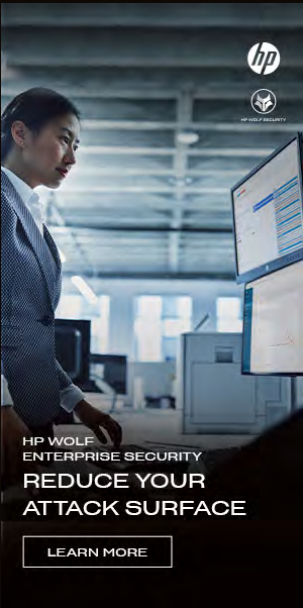
<https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/711B1EFC-90DF-4409-8DAF-5DC80CE4A1AF>

300X600



<https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/711B1EFC-90DF-4409-8DAF-5DC80CE4A1AF>

300X600




<https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/711B1EFC-90DF-4409-8DAF-5DC80CE4A1AF>

# PREFERENCE

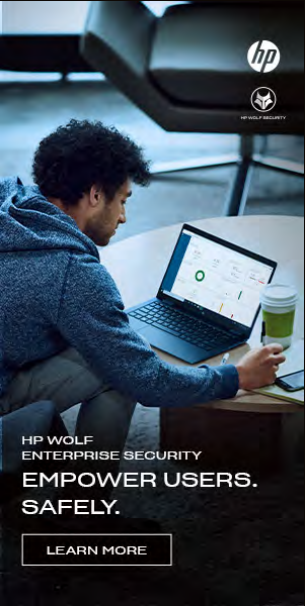
## DIGITAL BANNERS


300X600



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/711B1EFC-90DF-4409-8DAF-5DC80CE4A1AF>

300X600



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/711B1EFC-90DF-4409-8DAF-5DC80CE4A1AF>




# PREFERENCE

## DIGITAL BANNERS


728X90



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/374C83D2-4DC0-493A-BB21-5B3D38504BCE>


728X90



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/374C83D2-4DC0-493A-BB21-5B3D38504BCE>

728X90




 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/374C83D2-4DC0-493A-BB21-5B3D38504BCE>

# PREFERENCE

## DIGITAL BANNERS


728X90



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/374C83D2-4DC0-493A-BB21-5B3D38504BCE>

728X90




 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/374C83D2-4DC0-493A-BB21-5B3D38504BCE>

# PREFERENCE

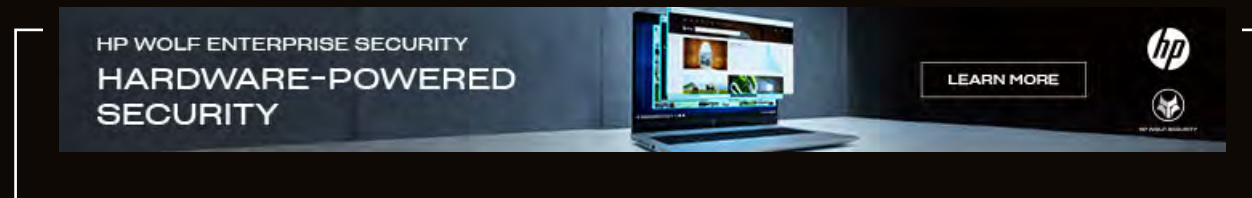
## DIGITAL BANNERS


728X90



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/1211B375-3A36-497F-B195-42119350ED20>


728X90



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/1211B375-3A36-497F-B195-42119350ED20>

728X90




 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/1211B375-3A36-497F-B195-42119350ED20>

# PREFERENCE

## DIGITAL BANNERS


728X90



 <https://h22189.www2.hp.com/shared/folder/qpqnr6A=/asset/1211B375-3A36-497F-B195-42119350ED20>

728X90



 <https://h22189.www2.hp.com/shared/folder/qpqnr6A=/asset/1211B375-3A36-497F-B195-42119350ED20>



# HP WOLF PRO SECURITY EDITION

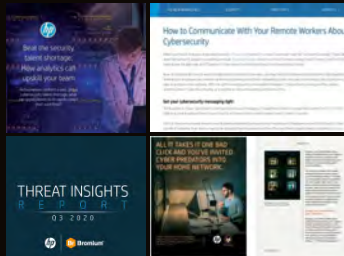
GO TO TOP ^

## CUSTOMER ASSET JOURNEY

### AWARENESS

CONTENT THAT VALIDATES  
AND SHOWS CREDIBILITY

#### SECURITY THOUGHT LEADERSHIP CONTENT

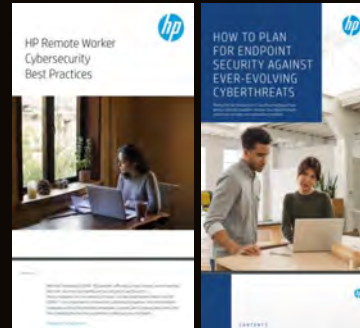


- Threat Insights reports + drivers (infographic, social) – Q4 report, Q1 report
- Nation States and Cyberconflict Web of Profit Report + drivers (infographic, social, banners, eDM)
- Forrester Zero Trust report + drivers (study summary, infographic, eDM, social, banners)
- Blurred Lines & Blind Spots series + drivers (infographic, social, banners, eDM)
- Threat blog posts – ongoing
- Blog: How to communicate with remote workers about CyberSecurity
- Webinar: Spiceworks
- Blog: 4 growing cybersecurity attacks to watch and reduce risk

### CONSIDERATION

CONTENT THAT MATCHES THEM WITH  
A PRODUCT MADE FOR WHAT THEY DO

#### CATEGORICAL CONTENT ABOUT WOLF SECURITY SERVICES AND/OR HP PRODUCTS



- HP Wolf Security for Business webpage
- IDC Security Whitepaper + iView site + drivers (social, banners, eDM)
- Zero Trust Whitepaper
- PS Security Whitepaper
- Whitepaper: Remote Security Best Practices
- Brochure: How to plan for endpoint security threats
- Guide: Digitally safe at home guide

### PREFERENCE

#### INDIVIDUAL SERVICE OFFERINGS



- HP Wolf Pro Security webpage
- HP Wolf Enterprise Security webpage
- Pro Security Edition explainer video & cutdowns
- HP Pro Security Edition digital banners
- HP Pro Security Edition social carousels
- Sales enablement (next slide)

GO TO CATEGORY <

# AWARENESS

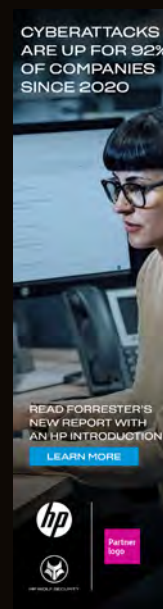
## ENDPOINT DISPLAY

300X250



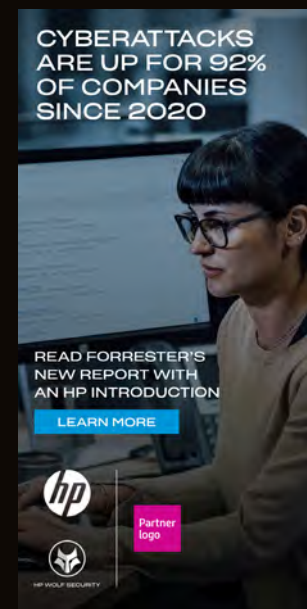
<https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/09263277-7592-4C88-90A2-70B53C9FF03B>

160X600



<https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/6E08E28E-E9B6-4F3B-8B15-0DE4231B61D0>

300X600



<https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/6529F2BB-10AD-4B28-8CF4-9990E8BCC184>

728X90



<https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/BEDC0C89-7771-42F3-8668-092BB2C3A75F>

# AWARENESS

SOCIAL AD

 **HP**  
Promoted

[+ Follow](#) ...

Why are deploying malicious behavioral protection, adapting to home networks, and having data encrypted locally all key to securing remote employee devices? See what new Forrester research reveals.



**CYBERATTACKS  
ARE UP FOR 92%  
OF COMPANIES  
SINCE 2020**

Read Forrester's new report on securing remote endpoints. [Learn More](#)


   267 • 4 Comments • 13,459 Views

 Like  Comment  Share  Send

 <https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/26E4A357-804E-4700-A311-F184A0845FE8>

# AWARENESS

INMAIL



**hp**

**HP WOLF SECURITY**

**Partner logo**

**“MODERNIZING ENDPOINT  
MANAGEMENT IS CENTER  
STAGE FOR MANY FIRMS.”**

**—FORRESTER RESEARCH**


**READ THE WHITE PAPER**

 <https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/C20FDE13-8FF4-426D-ACCE-F9F5207180C1>




# AWARENESS

STATIC SOCIAL

 **HP**  
Promoted

+ Follow ...

"Modernization can solve for a clear and present threat to security and employee productivity" - Forrester Research




Read what 779 IT leaders told Forrester Research in November

Learn More

267 • 4 Comments • 13,459 Views

Like Comment Share Send

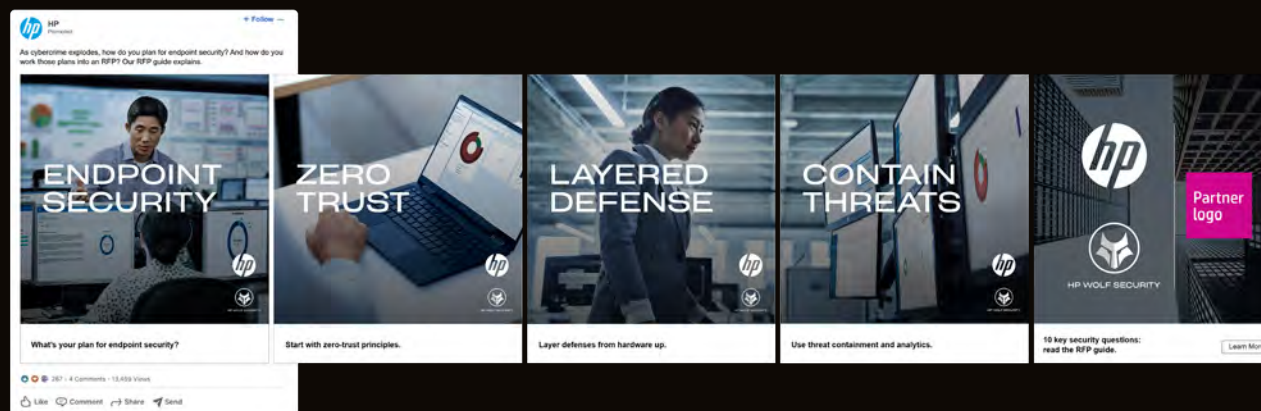
 <https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/D9D1824E-BC79-457A-9B6A-6A922F053BBA>

# AWARENESS

## CAROUSEL



<https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/A2E11F95-A6C6-46D9-9BA9-48F470F32F14>

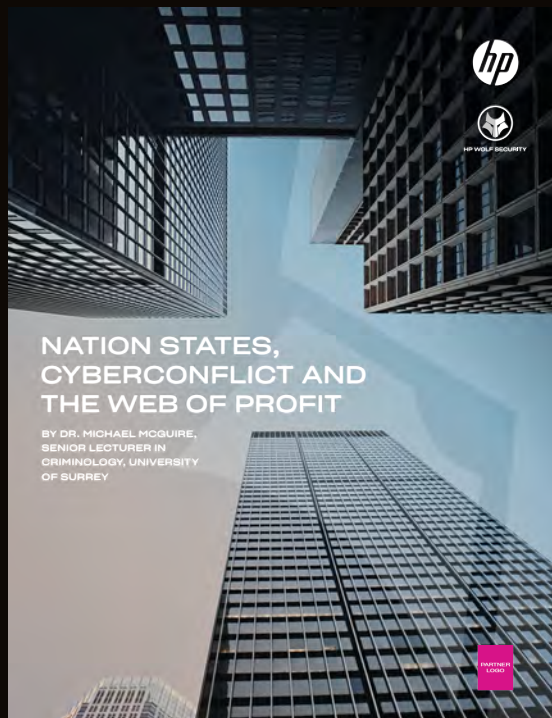


<https://h22189.www2.hp.com/shared/folder/q5GgrKQ=/asset/D6642177-08EF-4FD9-8AC7-CFB4BBAA6D94>

NEW

## AWARENESS

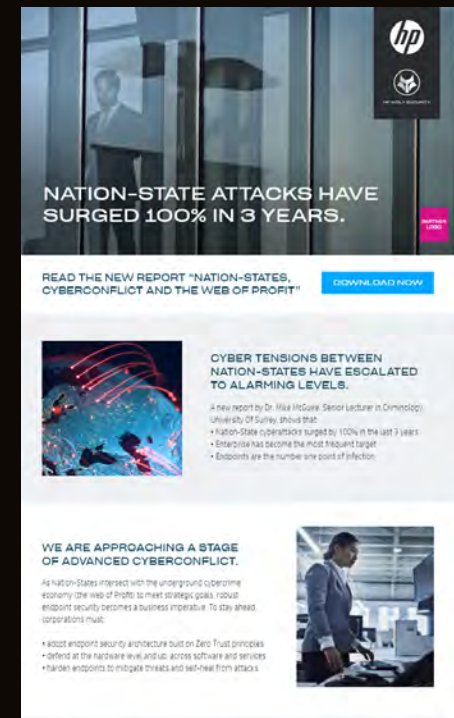
WEB OF PROFIT REPORT + DRIVERS



<https://h22189.www2.hp.com/assetdetails/B6481B17-E2C0-4986-A324-E95FFED0E05A>



<https://h22189.www2.hp.com/assetdetails/B6481B17-E2C0-4986-A324-E95FFED0E05A>




<https://h22189.www2.hp.com/assetdetails/F597751C-77C3-4B3B-9C91-599415C5F9B5>



NEW


# AWARENESS

WEB OF PROFIT REPORT + DRIVERS



HP  
24,057 followers  
6h


As cyber tensions between Nation-States escalate to alarming levels, a new study shows how corporations have become the most common target, and endpoints the most common point of infection.



ENTERPRISE IS NOW THE  
NUMBER ONE TARGET IN  
NATION-STATE CYBERATTACKS.

Read the new report "Nation-States, Cyberconflict and the Web of Profit."

Learn More

 <https://h22189.www2.hp.com/assetdetails/76112801-C55A-4133-A4B2-E53D7C223310>





NATION-STATE ATTACKS  
ARE UP 100%.  
GUARD YOUR PCs.

READ THE REPORT

PARTNER  
LOGO

HP WOLF SECURITY

 <https://h22189.www2.hp.com/assetdetails/3DCD1CE1-8838-480D-AA6F-F1A64381CAAD>




NATION-STATE ATTACKS ARE UP 100%.  
GUARD YOUR PCs.

READ THE REPORT


HP WOLF SECURITY

PARTNER  
LOGO

 <https://h22189.www2.hp.com/assetdetails/3DCD1CE1-8838-480D-AA6F-F1A64381CAAD>




HP WOLF SECURITY



NATION-STATE  
ATTACKS  
ARE UP  
100%.  
GUARD  
YOUR PCs.

READ THE REPORT

PARTNER  
LOGO

 <https://h22189.www2.hp.com/assetdetails/3DCD1CE1-8838-480D-AA6F-F1A64381CAAD>



NEW

# AWARENESS

BLURRED LINES AND BLIND SPOTS REPORT + DRIVERS

**hp** HP  
24,057 followers  
6h

Since the pandemic began, the increase in WFH has seen a corresponding increase in cyberattacks, with many breaches staying hidden for months.



**54%**  
OF I.T. LEADERS SAW A SURGE IN PHISHING ATTACKS.

Read the new HP Wolf Security report "Blurred Lines and Blindspots" [Learn More](#)

9 · 2 Comments

Like Comment Share

<https://h22189.www2.hp.com/assetdetails/4C9224FA-A99F-4AF2-BD1D-45339893FBE5>

**hp** HP  
24,057 followers  
6h

As WFH blurs the lines between work and personal life, cyberattacks and hidden breaches are soaring, making endpoint security a business imperative.



**91%**  
OF I.T. LEADERS PUT ENDPOINT SECURITY ON PAR WITH NETWORK SECURITY.

Read the new HP Wolf Security report "Blurred Lines and Blindspots" [Learn More](#)

9 · 2 Comments

Like Comment Share

<https://h22189.www2.hp.com/assetdetails/4C9224FA-A99F-4AF2-BD1D-45339893FBE5>

**HP WOLF SECURITY**

## BLURRED LINES AND BLINDSPOTS



**hp**  
HP WOLF SECURITY

Partner logo

<https://h22189.www2.hp.com/assetdetails/F85ACB7A-75CF-4847-A3B5-3C9BEE89FA7B>

NEW

## AWARENESS

BEAT THE CYBERSECURITY TALENT SHORTAGE




**BEAT THE CYBERSECURITY TALENT SHORTAGE:**

HOW TO USE UPSKILLING AND ANALYTICS TO BOLSTER YOUR TEAM'S CYBERSECURITY CAPABILITIES

BUSINESSES ARE CONFRONTING A GLOBAL IT TALENT SHORTAGE. WHAT CAN YOU DO TO GET YOUR WORKFORCE UP-TO-SPEED?

<https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/CSF09AC2-B6E4-43B3-8316-0230330F3998>



**EMPOWER YOUR TEAM WITH UPSKILLING AND ANALYTICS.**

**READ OUR REPORT "BEAT THE CYBERSECURITY TALENT SHORTAGE."**

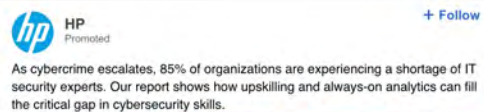
[DOWNLOAD NOW](#)

WHILE 85% OF ORGANIZATIONS FACE A SHORTAGE OF SECURITY PROS, CYBERCRIME IS RISING.

It's an epidemic: Catch-22: the average breach costs nearly \$9 million. Our report shows that as more employees in IT, cyberattacks have escalated to:

- 102 million new malware threats every month
- a 55% surge in phishing attacks over the last year

<https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/CBE9B645-7112-4701-ACDF-42A7BA35DC0E>



**OVERCOME YOUR CYBERSECURITY TEAM SHORTAGE.**

**Read our report "Beat the cybersecurity talent shortage."**

[Learn More](#)

267 · 4 Comments · 13,459 Views

[Like](#) [Comment](#) [Share](#) [Send](#)


<https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/0AE5CBB8-E11D-47E0-B999-E14AC9D8C741>

NEW


# AWARENESS

BEAT THE CYBERSECURITY TALENT SHORTAGE




 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/E1BF8B16-FC12-4C3F-85C5-5934ED32F610>



 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/7A6013BB-0A6F-4703-BB88-F50FA06D706A>



 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/0A364A2A-9ABD-4207-AB2E-3CA1786EB88D>

NEW

# AWARENESS

## FIVE REASONS INFOGRAPHIC



**5 REASONS YOUR ENDPOINT SECURITY COULD BE AT RISK**

Cybersecurity threats are always-on. Your endpoint security has to be, too.


**IT MUST ADAPT TO A DISRUPTED WORKFORCE.**

Keeping your endpoints protected has always been a challenge, but it got even tougher when users shifted to working from everywhere—and not just users, but IT, too. With 90% of IT cybersecurity professionals now working remotely, more than a third of them say they feel the hybrid-work arrangement leaves their organizations more compromised and exposed to security threats.

**ENDPOINTS ARE MORE TARGETED THAN EVER BEFORE.**

With users and devices scattered far and wide, hackers see new opportunities: 68% of respondents say the frequency of attacks has increased and that they have experienced one or more successful endpoint attacks in the past two years. That means IT security must be more vigilant than ever. With more than half of organizations reporting a lack of in-house endpoint protection expertise and resources, 57% of cybersecurity professionals anticipate spending more on endpoint security.

<https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/10B353B0-432B-4F31-8DE2-991766468423>



**5 WAYS YOUR ENDPOINTS BECOME TARGETS.**

**READ OUR REPORT "5 REASONS YOUR ENDPOINT SECURITY COULD BE AT RISK."**


**DOWNLOAD NOW**

**YOUR WORKFORCE IS ALL OVER THE PLACE. YOUR ENDPOINT SECURITY SHOULDN'T BE.**

With half of employees now working remotely, our report shows that endpoints are increasingly under attack:

- Over a third of cybersecurity pros feel more exposed to security threats
- 68% reported one or more successful endpoint attacks since 2019
- 57% plan to spend more on endpoint security

<https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/D541F3CA-9A31-4802-B81E-E7162699A176>



**4 NEW ENDPOINT ATTACKS A SECOND. LET'S TALK DEFENSE.**

**Read the new report "5 reasons your endpoint security could be at risk."**

**Learn More**

267 · 4 Comments · 13,459 Views

Like Comment Share Send

<https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/EA894D52-54E7-4622-A635-79F7B8E6D33D>




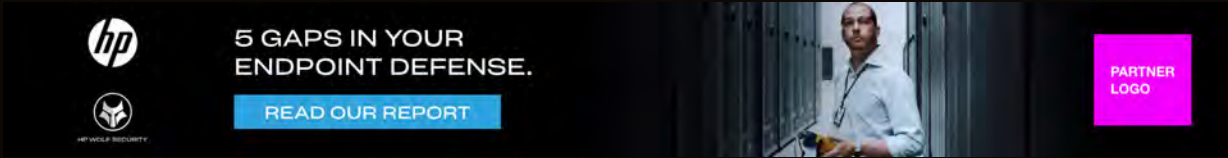
NEW


# AWARENESS

FIVE REASONS INFOGRAPHIC




 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/92083F34-DE57-4420-91B6-818D05158120>



 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/92083F34-DE57-4420-91B6-818D05158120>



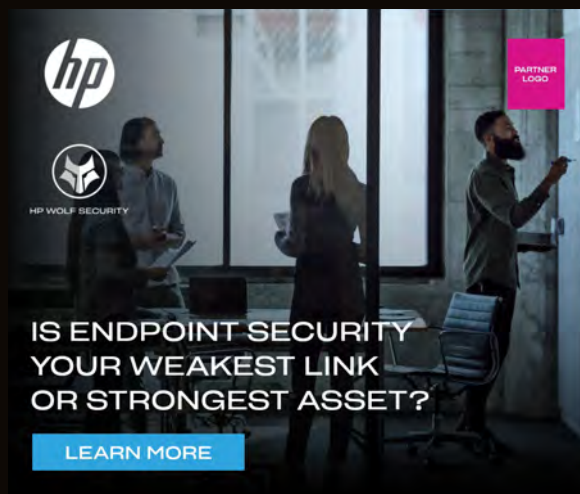
 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/92083F34-DE57-4420-91B6-818D05158120>

NEW

# LATE AWARENESS

## DISPLAY BANNERS

300X250



<https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/B1A88A20-904E-4E5D-9D68-C8B62933F716>

160X600



<https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/B1A88A20-904E-4E5D-9D68-C8B62933F716>

728X90



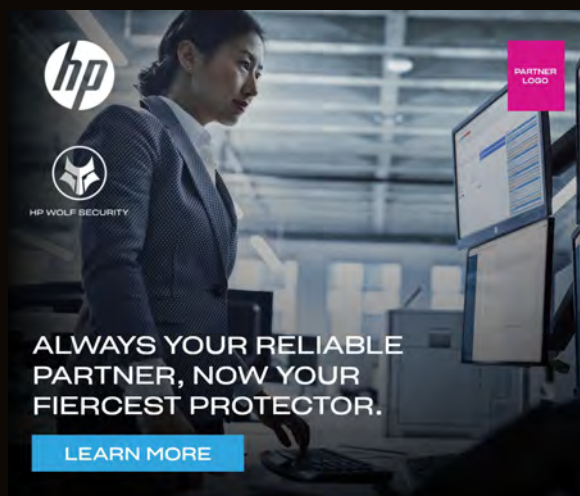
<https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/B1A88A20-904E-4E5D-9D68-C8B62933F716>

NEW

# LATE AWARENESS

DISPLAY BANNERS

300X250



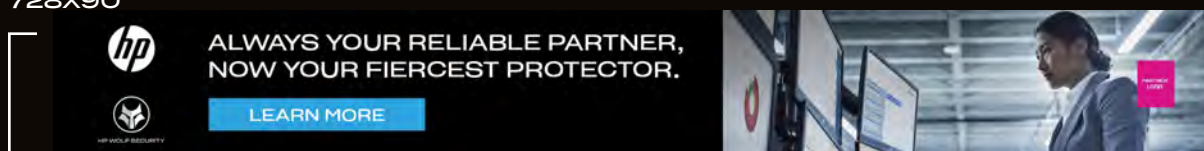
<https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/884E53F1-1F9B-4F92-BF6A-C88F0418CB2C>

160X600



<https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/884E53F1-1F9B-4F92-BF6A-C88F0418CB2C>

728X90



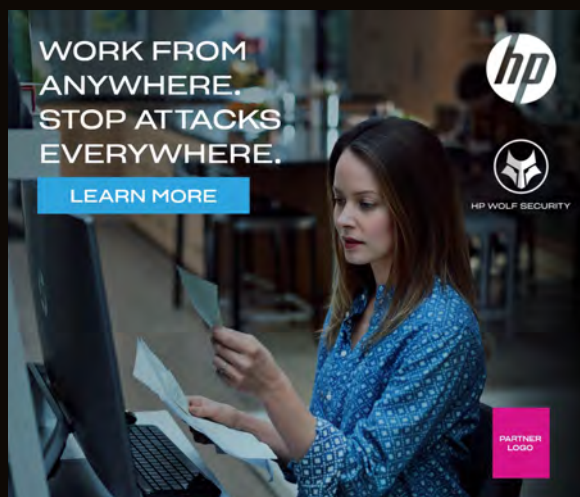
<https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/884E53F1-1F9B-4F92-BF6A-C88F0418CB2C>

NEW

# LATE AWARENESS

DISPLAY BANNERS

300X250



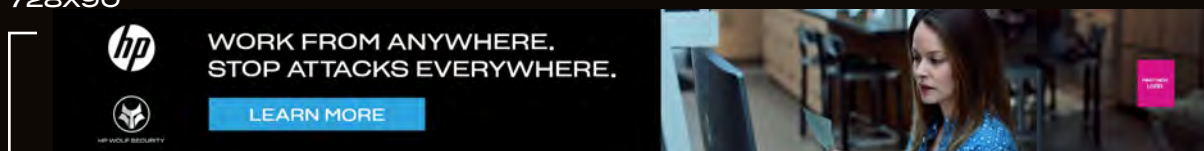
<https://h22189.www2.hp.com/shared/folder/q5Kjsq/=/asset/DA168181-8C1B-413D-8667-62FB746A3779>

160X600



<https://h22189.www2.hp.com/shared/folder/q5Kjsq/=/asset/DA168181-8C1B-413D-8667-62FB746A3779>

728X90



<https://h22189.www2.hp.com/shared/folder/q5Kjsq/=/asset/DA168181-8C1B-413D-8667-62FB746A3779>



NEW

## CONSIDERATION

## IDC REPORT + DRIVERS



<https://h22189.www2.hp.com/assetdetails/07E574A0-B28E-491D-BACC-79C5395F7648>



<https://h22189.www2.hp.com/assetdetails/07D86F2E80-C6D7-43F7-9A8D-6490FD632E4C>

**70% of breaches start on endpoints. See IDC's response.**

Sponsored by

[LEARN MORE](#)

<https://h22189.www2.hp.com/assetdetails/E1F94A78-BF82-4B1E-9A44-D5108FDB592F>

**18 million daily malware emails. IDC talks solutions.**

Sponsored by

[LEARN MORE](#)

<https://h22189.www2.hp.com/shared/folder/q5Kjsq=/asset/2A35E307-9391-4CFE-9018-E09B58169371>

**70% of breaches start on endpoints. See IDC's response.**

Sponsored by

[LEARN MORE](#)

<https://h22189.www2.hp.com/assetdetails/E1F94A78-BF82-4B1E-9A44-D5108FDB592F>

**18 million daily malware emails. IDC talks solutions.**

Sponsored by


[LEARN MORE](#)

<https://h22189.www2.hp.com/shared/folder/q5Kjsq=/asset/659CBB03-C423-4764-B8CD-80C3EAC8CD88>

NEW

# CONSIDERATION



IDC REPORT + DRIVERS



70% of breaches start on endpoints.  
See IDC's response.


LEARN MORE

Sponsored by



Partner logo



<https://h22189.www2.hp.com/assetdetails/E1F94A78-BF82-4B1E-9A44-D5108FDB592F>



18 million daily malware emails.  
IDC talks solutions.

LEARN MORE

Sponsored by



Partner logo

<https://h22189.www2.hp.com/assetdetails/E1F94A78-BF82-4B1E-9A44-D5108FDB592F>

One breached endpoint exposed 7 million businesses.  
IDC talks protection.




Sponsored by





<https://h22189.www2.hp.com/assetdetails/AD6B89B4-68BB-4564-B617-A46C8F61E617>

IDC found that 70% of breaches start on endpoints.  
See what else they found.



Sponsored by



<https://h22189.www2.hp.com/assetdetails/AD6B89B4-68BB-4564-B617-A46C8F61E617>

# CONSIDERATION

## ZERO TRUST WHITEPAPER

NEW




The whitepaper cover features a photograph of a man in a dark suit and glasses, standing by a large window and looking down at a tablet. The window looks out onto a modern city skyline. On the left side of the cover, there is a vertical red brick wall. In the top left corner, the HP logo is displayed above the HP Wolf Security logo, which consists of a stylized wolf head icon and the text 'HP WOLF SECURITY'. Below the HP logo, there is a small pink square with the text 'Partner logo'.

### ZERO TRUST WITH HP WOLF ENTERPRISE SECURITY<sup>1</sup>

BECAUSE CLICK HAPPENS

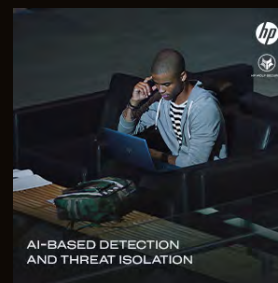
The concept of zero trust was coined a decade ago and has steadily and legitimately evolved to enter the modern enterprise IT security architecture. In this document, HP presents an overview of zero trust and discusses how HP furthers this concept for PC endpoints.


 <https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/EFC458E9-F9AE-48C7-A771-E988E5881513>

# CONSIDERATION

NEW

HP WOLF PRO SECURITY EDITION PCS



 <https://h22189.www2.hp.com/shared/folder/q5KjsqI=https://h22189.www2.hp.com/shared/folder/q5KjsqI=/asset/EFC458E9-F9AE-48C7-A771-E988E5881513/asset/449E88B2-0312-4F4F-8854-31C031A438D0>


NEW

# CONSIDERATION

DISPLAY BANNERS


300X250



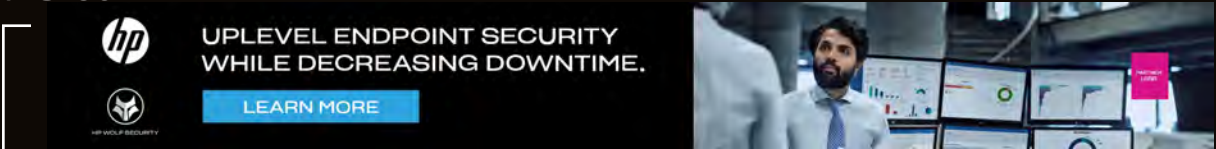
 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/A476E546-3D43-409C-A802-FA967C999C29>


160X600



 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/A476E546-3D43-409C-A802-FA967C999C29>

728X90



 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/A476E546-3D43-409C-A802-FA967C999C29>



# PREFERENCE

## SOLUTION BRIEF

**SOLUTION BRIEF**

**HP WOLF PRO SECURITY SERVICE**

**HELP YOUR ORGANIZATION STAY SAFE WITH A MULTILAYERED ENDPOINT SECURITY SERVICE**

Stay protected against cyberattacks without disrupting employee productivity or increasing IT's workload, with HP Wolf Security Service—an endpoint protection security solution with industry-certified expertise.<sup>1</sup>

**PROTECTION YOU CAN TRUST**

Stay safer and protect your organization's data from insider threats and external threats, with intelligent, multi-layered protection that can integrate with your existing security stack.

**ENDPOINT SECURITY MONITORING**

Get comprehensive, real-time visibility into your endpoint security posture, with detailed insights and alerts to help you respond to threats faster.

**KEEP EMPLOYEES PRODUCTIVE**

Empower employees to work safely and securely, with transparent protection for their work, so they can stay focused on their tasks.

**PROTECTION YOU CAN TRUST**

- Advanced threat prevention**

Sub-second alerts with a multi-layered defense that correlates data across all endpoints on the cloud to increase the speed of response with faster investigation.
- Enterprise-grade defense**

Security experts' professional design with enterprise-grade technology that is trusted by government agencies around the globe and has been audited for security organization threat of additional security experts.
- Identity protection**

Prevent sensitive data from being leaked by users from sharing by default, or from email, chat, and other mobile devices.

**ENDPOINT SECURITY MONITORING**

- Comprehensive and easy-to-use data management**

Get detailed security reports that show you the status of your endpoint security posture, and that you can use to make decisions on how to improve your security.
- Experts managed by certified security professionals**

Managed cloud service security experts provide ongoing management of the system to help protect your data and assets with expert protection and monitoring.
- Threat and security incident response**

Reduce the number of your incident response time through HP Wolf Security Service, with real-time alerts and actions on endpoint threats.

**KEEP EMPLOYEES PRODUCTIVE**

- Multiple layers of protection**

Help protect your data from insider threats and external threats, with transparent protection for their work, so they can stay focused on their tasks.
- Freedom to work uninterrupted**

Use endpoints that have been work are protected with full functionality to increase productivity, with no need for additional software or hardware.

**ADVANCED DEEP LEARNING ANTI-MALWARE PROTECTION**

- Detection of zero-day and previously unknown threats.
- Real-time threat detection and response.
- Cloud-based machine learning analysis of files.
- Integration of machine learning algorithms.
- No signature updates required.

**REAL-TIME SECURITY ANALYTICS & REPORTING**

- Unified dashboard to view events, threats, and alerts.
- Real-time alerts and reports of security incidents.
- Integration with other security tools and services.
- Customizable reports and dashboards.
- Integration with your existing SIEM.

**THREAT ISOLATION & CONTAINMENT**

- Isolate and contain threats.
- Prevent threats from spreading.
- Prevent threats from spreading.
- Prevent threats from spreading.
- Prevent threats from spreading.

**ONGOING MONITORING BY HP SECURITY EXPERTS**

- Daily monitoring and analysis of threat events.
- 24/7 monitoring and analysis of threat events.
- 24/7 monitoring and analysis of threat events.
- 24/7 monitoring and analysis of threat events.
- 24/7 monitoring and analysis of threat events.

**DEFINITION OF HP WOLF SECURITY SERVICE**

HP Wolf Security Service is a cloud-based endpoint protection solution that provides comprehensive protection for your organization's endpoints. It includes advanced threat prevention, real-time security monitoring, and threat response services. HP Wolf Security Service is designed to protect your organization's data and assets from insider threats and external threats, while also ensuring that your employees can work safely and securely.

**HP WOLF SECURITY SERVICE INCLUDES:**

- Advanced threat prevention
- Real-time security analytics & reporting
- Threat isolation & containment
- Ongoing monitoring by HP security experts

<https://h22189.www2.hp.com/shared/folder/qpnqr6A=/asset/B212D70C-6A38-4E4E-934B-AA0BC0542660>

## SOLUTION BRIEF



**hp** WOLF PRO SECURITY SERVICE

**HP WOLF PRO SECURITY**

**HELP PROTECT YOUR ORGANIZATION WITH A MULTI-LAYERED, ENDPOINT SECURITY SERVICE.**

Defend against cyber attacks without disrupting employee productivity or increasing IT workload with HP Wolf Pro Security Service, an endpoint protection security solution with industry-verified expertise.\*



**PROTECTION YOU CAN TRUST**  
Secure and prevent productivity threats from reaching your endpoints with advanced layers of preventative protection that use enterprise-grade location and geolocation. Mobile with deep learning technologies.



**SIMPLIFIED SECURITY MANAGEMENT**  
Get comprehensive, easy-to-use endpoint security management, including an incident response, without the need for in-house expertise. HP Security Experts help IT to work on strategic projects.



**KEEP EMPLOYEES PRODUCTIVE**  
Improve employee productivity with transparent protection for the applications they prefer, without restrictions or fear of compromising their data, passwords, or networks.

**#PROTECTION YOU CAN TRUST**

- **Protection that survives**  
 Stop identity attacks with an unexploited defense that protects advanced multi-generation threats and malware. Monitor your data, preventing any harmful technologies to infect your company's data, devices, and employee networks.
- **Enrich your threat defense**  
 Detect and neutralized threats with enterprise-grade threat intelligence. Fully trusted by government agencies around the globe, and has been selected for sale of war by the Department of Defense for advanced security operations.
- **Minimize protection**  
 Help prevent cyberattacks by alerting and blocking users from sharing login details on social media and other third-party sites.

**#ENRICHED SECURITY MANAGEMENT**

- **Comprehensive and worry-free solution management**  
 Get unified view. Security experts monitor and manage your security posture proactively and free your IT resources to focus on strategic projects that benefit your business.
- **Expert management to certified security professionals**  
 As a managed security service, our certified Security Experts monitor ongoing management of the solution to help protect against future attacks with threat intelligence and monitoring. Access threat intelligence and analytics.
- **Timely and actionable insights and insights**  
 Shorten the quantity of your response and help through the MITRE ATT&CK Framework with real-time alerts and insights in employee devices.

**#KEEP EVERYONE PRODUCTIVE**

- **Minimize impact of protection**  
 Help protect employees from cyberattacks with a security solution that only adds productivity, with no impact on productivity that works behind the scenes.
- **Resistant to user interruption**  
 Give employees the freedom to work uninterrupted with full functionality in security-related services and only rely on VPN and VPN solutions.

**#SECURE YOUR DATA**

- **Secure your data**  
 Stop data breaches with a security solution that protects your data from unauthorized access. Monitor your data, preventing any harmful technologies to infect your company's data, devices, and employee networks.


[illegible]

# PREFERENCE

LINKEDIN POSTS


1200X628



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/AE5977F8-0FEC-4F3C-AE04-CACB033174CF>


1200X628



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/AE5977F8-0FEC-4F3C-AE04-CACB033174CF>

1200X628



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/AE5977F8-0FEC-4F3C-AE04-CACB033174CF>

1200X628



Replace traditional antivirus tools with advanced NGAV and application isolation technologies. HP Wolf Pro Security Service helps keep your endpoints safe with a multi-layered security service. Learn more at [hp.com/pro-security-service](https://hp.com/pro-security-service). #HPProSecurity

<https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/E7CBB859-AD40-4D96-A40B-6402CA4D1F12>

1200X628



Defend against cyberattacks without changing user behavior or increasing IT's workload. Get HP Wolf Pro Security Service, a multi-layered security service with industry-certified experts. Learn more at [hp.com/pro-security-service](https://hp.com/pro-security-service). #HPProSecurity

<https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/E7CBB859-AD40-4D96-A40B-6402CA4D1F12>

## PREFERENCE

### LINKEDIN POSTS WITH CTA

1200X628



Stop endpoint malware attacks with enterprise-grade NGAV and threat isolation technology plus expert cybersecurity management and insights. Get HP Wolf Pro Security Service. Learn more at [hp.com/pro-security-service](https://hp.com/pro-security-service). #HPProSecurity

<https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/E7CBB859-AD40-4D96-A40B-6402CA4D1F12>



# PREFERENCE

EDM CHANNEL VERSION



# PREFERENCE

EDM



HP WOLF PRO SECURITY SERVICE

**PROTECT YOUR BUSINESS AGAINST EVER-EVOLVING CYBERTHREATS**

Defend against cyberattacks without dividing employee productivity or increasing IT's workload with HP Wolf Pro Security Service, an endpoint protection security solution with industry-certified experts.<sup>1</sup> Empower employee productivity with transparent malware and password protection that lets users work uninterrupted with the most common applications and web browsers, without fear of compromising their data, credentials, or network.





**PROTECTION YOU CAN TRUST**

Protect endpoints with reinforcing layers of defense: protection that can enterprise-grade hardware and advanced NGAV based on the latest AI techniques like machine and deep learning.

**SIMPLIFIED SECURITY MANAGEMENT**

Get an advanced security solution, including accurate insights and industry-certified security results, without the complexity or need for in-house security staff.





**KEEP EMPLOYEES PRODUCTIVE**

Empower your employees to work how and where they want with their choice of common productivity tools and applications.




HP Wolf Pro Security Service enables businesses to focus on what they do well, by providing comprehensive and simplified security solutions that integrate seamlessly into existing IT departments.

[Learn More](#)

1. HP Wolf Pro Security Service is sold separately. For full system requirements, please visit <https://www.hp.com/us/en/enterprise>. HP services are governed by the applicable HP terms and conditions of service provided in relation to customer service and support. Security risk has additional liability rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service or the HP or third-party product and/or HP Wolf Pro Security Service requirements.

2. HP Wolf Pro Security Service is available in HP Wolf Pro Security Service and requires Windows 10, Edge, Enterprise and Microsoft Internet Explorer, Google Chrome, Chromium, Mozilla Firefox, and new Edge are supported. Supported devices include Microsoft Office, Excel, PowerPoint and Outlook. New when Microsoft Office or Adobe Acrobat are installed.


 <https://h22189.www2.hp.com/shared/folder/qpnr6A>  
=asset/DOE5CE9A-701F-4282-9FE3-9B146AF42458

300X250

## PREFERENCE

DIGITAL BANNERS



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/778E898C-58DF-41ED-91A1-6A7B2CA7CFE7>

300X250

## PREFERENCE

DIGITAL BANNERS



<https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/993D3801-2D90-4F85-8C58-2444C9236C31>




# PREFERENCE

DIGITAL BANNERS

160X600



 <https://h22189.www2.hp.com/shared/footer/qpnr6A=/asset/778E898C-58DF-41ED-91A1-6A7B2CA7CFE7>

# PREFERENCE

DIGITAL BANNERS

160X600



ENDPOINT  
PROTECTION  
FOR REMOTE  
WORKERS


HP WOLF  
PRO SECURITY SERVICE

LEARN MORE

hp

WOLF PRO SECURITY

A vertical digital banner with a dark background. The top half features the text 'ENDPOINT PROTECTION FOR REMOTE WORKERS' in white, uppercase letters. Below this is a photograph of a person in a blue shirt sitting at a desk, working on a laptop. The bottom half of the banner contains the text 'HP WOLF PRO SECURITY SERVICE' in white, uppercase letters, followed by a white rectangular button with the text 'LEARN MORE'. At the very bottom are the HP logo and the 'WOLF PRO SECURITY' logo.


 <https://h22189.www2.hp.com/shared/folder/qpnr6A-/asset/FFD81FE0-5296-4869-A24B-1487494B070F>

# PREFERENCE

## DIGITAL BANNERS

728X90




 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/893E0B22-787E-4251-B484-3766438F9FFD>

# PREFERENCE

DIGITAL BANNERS

728X90



 <https://h22189.www2.hp.com/shared/folder/qpnr6A=/asset/E1862805-7A66-4D4F-B62A-9FD6886B5CAD>




NEW

# PREFERENCE

SOCIAL CAROUSEL



 <https://h22189.www2.hp.com/shared/folder/q5Kkq6M=/asset/D3BC8437-7648-4FF2-8291-5BF8B41F2F97>

NEW

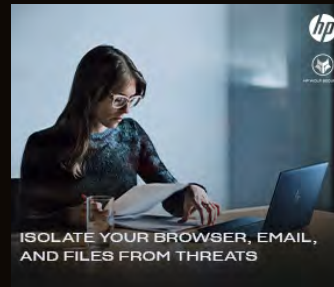
# PREFERENCE

DIGITAL BANNERS

300X250



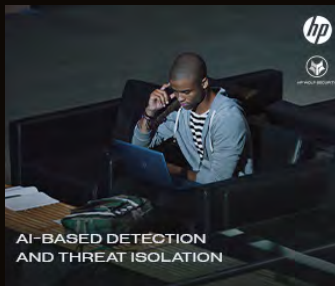
300X250



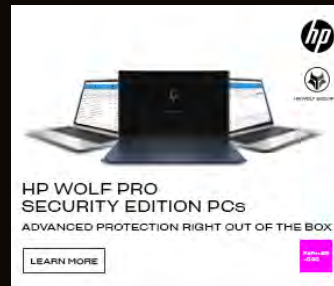
300X250




300X250



300X250



 <https://h22189.www2.hp.com/shared/folder/q5Kkq6M=/asset/6F95F7E1-FB11-43B9-9C86-C5F894C14FA9>

NEW

# PREFERENCE

DIGITAL BANNERS

300X600



300X600



300X600



300X600



300X600



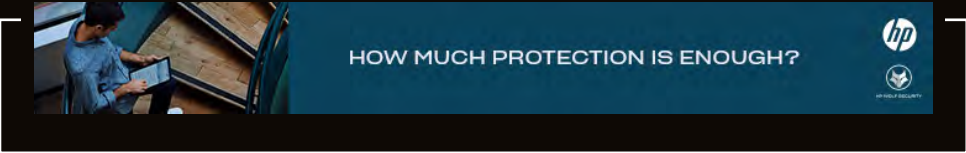
<https://h22189.www2.hp.com/shared/folder/q5Kkq6M=/asset/715377E7-6F5D-47FD-A51F-1D3FD597AD09>

NEW

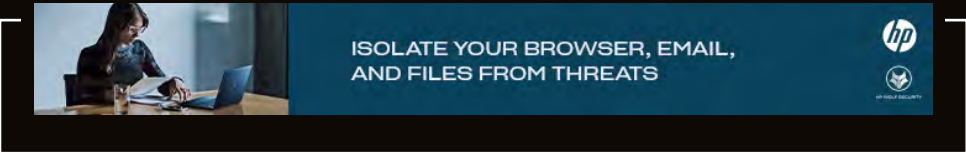
# PREFERENCE

DIGITAL BANNERS

728X90




728X90

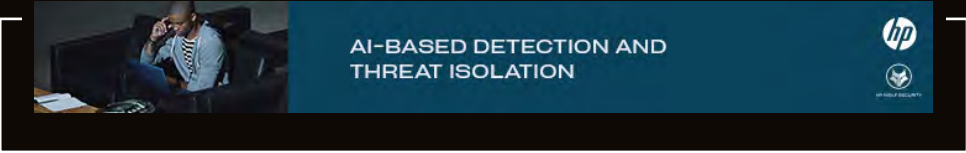


728X90



 <https://h22189.www2.hp.com/shared/folder/q5Kkq6M=/asset/80E5FD1E-4914-4461-95AE-E2CF0F361141>

728X90



728X90





NEW

# PREFERENCE

EDM NEWSLETTER

## HP VERSION

## MSFT VERSION



**HP WOLF PRO SECURITY EDITION PCs**  
ADVANCED PROTECTION  
RIGHT OUT OF THE BOX



**READY FROM DAY ONE**  
Simply boot up your HP Wolf Pro Security equipped PC and it will self-configure from the factory-pre-installed software for easy deployment without the need for IT support.

**ISOLATE YOUR BROWSER, EMAIL, AND FILES FROM THREATS**  
This application and web pages are covered through virtual machines. A file containing malware is dropped and analyzed, and automatically destroyed, before it can do harm. The threat is not even stored on the device.





**SUPERIOR AI-BASED PROTECTION AGAINST KNOWN AND UNKNOWN ATTACKS**  
HP's proprietary deep learning algorithms and advanced neural network technology intelligently recognize malware and protect against never-before-seen attacks.



**3-YEAR USER LICENSE WITH HP SUPPORT INCLUDED\***  
[LEARN MORE](#)

\* HP Wolf Pro Security Edition is available pre-installed on select HP PCs and includes HP Wolf Pro Security Edition 3-year license. ©2024 HP Development Company, L.P. The information presented herein is subject to change without notice. The information presented herein is subject to change without notice. The only exception for HP products and services are all part of the service warranty. Information regarding such products and services, including their availability in different areas, is the property of HP. Please refer to the technical or product manuals for products and services. Microsoft, Windows, and the Windows logo are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Intel and Core are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the U.S. and/or other countries.



**HP WOLF PRO SECURITY EDITION PCs**  
ADVANCED PROTECTION  
RIGHT OUT OF THE BOX



**READY FROM DAY ONE**  
Simply boot up your HP Wolf Pro Security equipped PC and it will self-configure from the factory-pre-installed software for easy deployment without the need for IT support.

**ISOLATE YOUR BROWSER, EMAIL, AND FILES FROM THREATS**  
This application and web pages are covered through virtual machines. File containing malware are dropped and destroyed, and user data is kept protected. When a threat is found, the threat is not even stored on the device.





**SUPERIOR AI-BASED PROTECTION AGAINST KNOWN AND UNKNOWN ATTACKS**  
HP's proprietary deep learning algorithms and advanced neural network technology intelligently recognize malware and protect against never-before-seen attacks.



**3-YEAR USER LICENSE WITH HP SUPPORT INCLUDED\***  
[LEARN MORE](#)

\* HP Wolf Pro Security Edition is available pre-installed on select HP PCs and includes HP Wolf Pro Security Edition 3-year license. ©2024 HP Development Company, L.P. The information presented herein is subject to change without notice. The information presented herein is subject to change without notice. The only exception for HP products and services are all part of the service warranty. Information regarding such products and services, including their availability in different areas, is the property of HP. Please refer to the technical or product manuals for products and services. Microsoft, Windows, and the Windows logo are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Intel and Core are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the U.S. and/or other countries.

NEW

## PREFERENCE

CONTENT &amp; WEB

PRO ONE SHEETER  
ENTERPRISE


**HP WOLF ENTERPRISE SECURITY FOR PRINT**  
WORLD-CLASS SECURITY THAT'S ALWAYS ON THE LOOKOUT

**WOULD YOU BET YOUR NETWORK ON AN OVERLOOKED ENDPOINT?**

With more people working outside the office and cyberattacks becoming increasingly sophisticated, you need always-on protection for every endpoint—without slowing down your organization.

**HP'S ZERO-TRUST APPROACH TO ENDPOINT SECURITY**

The reality of hybrid work demands continuous, proactive validation—not relying on individual employees to consistently make the right decisions. (Spoiler alert: They won't.)

**64%**  
OF ITDMs REPORTED DATA LOSS FROM UNSECURED PRINTING PRACTICES IN SIX MONTHS OF REMOTE WORKING.<sup>1</sup>

**NEVER TRUST, ALWAYS VERIFY**

**ENDPOINT OVERLOAD: THE HYBRID WORK REALITY**


The shift to hybrid working means the number of endpoints to secure has exploded. You may not have visibility into devices mingling on unprotected home networks.

**COVER EVERY LAST ENDPOINT ON YOUR NETWORK**

With so many new targets on your back, it's easy to overlook printers—a piece of the security puzzle you have little, if any, time to deal with.


**YOUR PARTNER IN CYBERSECURITY**

You need support from credentialed cybersecurity specialists who will be vigilant on your behalf, to keep people working how they need to work while reducing risk and interruptions.

 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/D47ADC96-57A4-4EF8-BB12-233CAC6AAE38>

TOP 5  
CONSIDERATIONS  
LISTICLE


**5 WAYS TO HELP MAKE THE HYBRID WORKPLACE MORE SECURE**

 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/F4533D73-5BE5-42FA-92FD-F619305E278B>

## PRO ONE SHEETER



**HP WOLF PRO SECURITY FOR PRINT**  
DEFEND YOUR GROWING BUSINESS

**WOULD YOU BET YOUR NETWORK ON AN OVERLOOKED DEVICE?**

With more people working outside the office and cyberattacks becoming increasingly sophisticated, you need always-on protection for every endpoint—without slowing down your business.

**HP'S ZERO-TRUST APPROACH TO ENDPOINT SECURITY**

The reality of hybrid work demands continuous, proactive validation—not relying on individual employees to consistently make the right decisions. (Spoiler alert: They won't.)

**64%**  
OF ITDMs REPORTED DATA LOSS FROM UNSECURED PRINTING PRACTICES IN SIX MONTHS OF REMOTE WORKING.<sup>1</sup>

**NEVER TRUST, ALWAYS VERIFY**

**DEVICE OVERLOAD: THE HYBRID WORK REALITY**


Your business needs hardware to protect itself while it mingles with other devices on unprotected home networks. It's hard to know where to start.

**COVER EVERY LAST DEVICE ON YOUR NETWORK**

With so many new targets on your back, it's easy to overlook printers—a piece of the security puzzle you have little, if any, time to deal with.

**YOUR PARTNER IN CYBERSECURITY**

You need security that's vigilant for you, to keep people working their way while reducing risk and freeing up resources to focus elsewhere.

 <https://h22189.www2.hp.com/shared/folder/q5Kjsql=/asset/06BDD483-ABCA-48C9-B493-F35DF6494F97>

# LIFESTYLE IMAGES

## ENTERPRISE



<https://h22189.www2.hp.com/assetdetails/BD214638-86A4-41F8-950F-D57154819F8A>



<https://h22189.www2.hp.com/assetdetails/49AD2123-ED59-478B-A01F-C86E5EF5B1AB>



<https://h22189.www2.hp.com/assetdetails/EE619BF7-89BC-46FE-AAF3-B2FFB83F8D72>



<https://h22189.www2.hp.com/assetdetails/876BE7AC-EF36-4909-BD9E-75FC8928C2BD>



<https://h22189.www2.hp.com/assetdetails/7B251378-48ED-464C-BA24-599F4D8FA43F>



<https://h22189.www2.hp.com/assetdetails/8427111A-88EF-479D-8665-28F5CE916DC7>



<https://h22189.www2.hp.com/assetdetails/18D7CFA3-A76F-4CDD-AD07-3C7233DA6A7A>



<https://h22189.www2.hp.com/assetdetails/2E6A9448-0399-4ACA-AC0B-949FD1337FFE>



<https://h22189.www2.hp.com/assetdetails/70A6F7C5-1897-41DB-B1DA-03712EE6E55F>



<https://h22189.www2.hp.com/assetdetails/3556AABF-6374-44AF-8E9F-033CB9641C81>



<https://h22189.www2.hp.com/assetdetails/CF950381-09E2-4115-BCBE-0F3ADB36B679>



<https://h22189.www2.hp.com/assetdetails/95A632E3-AF5C-49EE-AA7B-D1AAA95CCB3D>



<https://h22189.www2.hp.com/assetdetails/8D09AF90-C54B-49F7-A865-9E537B37F52F>

# LIFESTYLE IMAGES

SMB



<https://h22189.www2.hp.com/assetdetails/572178B4-C911-4656-BF37-0969928A5A19>



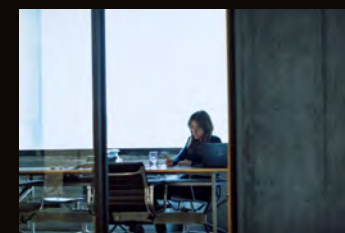
<https://h22189.www2.hp.com/assetdetails/3FF547B6-29FD-4C5B-8188-88773C1D3DAB>



<https://h22189.www2.hp.com/assetdetails/3E18C903-0F25-4588-91B6-CFC8B017BB54>



<https://h22189.www2.hp.com/assetdetails/C80C8846-79AC-4550-8B4C-C11217C74904>



<https://h22189.www2.hp.com/assetdetails/525A4E35-A828-465F-AC3D-80010AE2661F>



<https://h22189.www2.hp.com/assetdetails/01CC15FC-5E09-47CD-9601-D37150E9873E>



<https://h22189.www2.hp.com/assetdetails/3E3EBC17-ADCE-4F7E-8AF1-3393969C6BED>



<https://h22189.www2.hp.com/assetdetails/6B83306E-D19C-495E-A4E5-239B4DE536AB>



<https://h22189.www2.hp.com/assetdetails/F38A11EE-AACB-4E56-AAE9-1C13DD8D1B79>



<https://h22189.www2.hp.com/assetdetails/ZA0F4CF8-1478-4A90-99CD-D6B62F00DCF6>



# LIFESTYLE IMAGES

## WORK FROM HOME



<https://h22189.www2.hp.com/assetdetails/3F35957F-9B06-447E-B936-E12A64D2820C>



<https://h22189.www2.hp.com/assetdetails/F613E82A-0F99-4312-ABE8-0C4E1719150F>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/B8796A58-57EA-4475-B87B-3D0CB9BEED1>



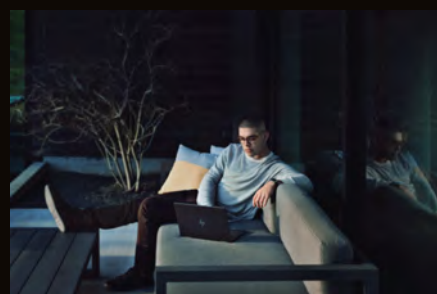
<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/B1F13E3B-AD78-47D6-90A5-1ED30C2A8AED>



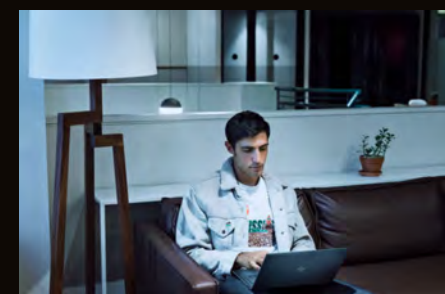
<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/D77AFF4F-CDFO-4F3A-B69B-09F70A734612>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/63544207-2C6D-4BE8-8EA5-DC3A84E4EF95>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/16692C5E-0075-42E2-A4FE-7389A4A6C264>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/89803996-2CDC-4C4E-8840-E20F4F12ACF0>



# LIFESTYLE IMAGES

## PRINT



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/D8135348-BDC4-4459-87AB-204B2509E7E5>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/7ADC882A-18FC-4B41-B63E-35112B5BC823>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/CC0746FF-2240-40C8-8076-AB64EC0E1193>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/1E184BC1-E97C-46FF-886E-5C03644B3752>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/8FF8AF3E-5595-435F-BA85-0EA465BA4C8E>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/EBB5D6E8-7EE5-44D7-8F45-286AF647062E>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/88F1B7C7-D0D0-49AB-A4AC-58FE78F0C825>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/5A3DF4EC-4FEB-4599-8522-D202B0ABFE2E>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/2DF0554D-4661-4EAF-8894-7A011B48EAB3>



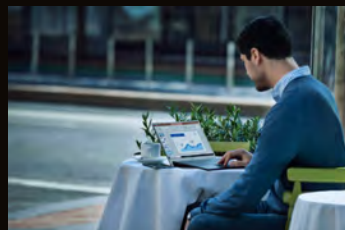
<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/asset/70C5A8D1-7EB8-4F4F-BC53-B2D02D1EA890>

# LIFESTYLE IMAGES

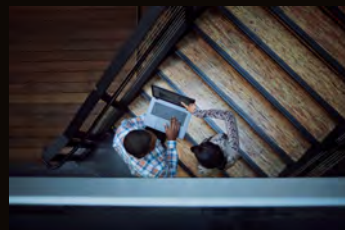
## ON-THE-GO



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/8F782F71-8E4C-4126-92A2-6B0FADC19B48>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/29C01127-5193-4BA6-BFE4-881D9F5F5C87>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/3A3197F7-2368-40AE-AC04-1AB798944171>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/AF54CA49-08FD-4E0C-9F93-C2F801C26FD5>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/96F35BA3-F4DF-4EE2-B87B-39323A075023>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/FBABD07A-5D71-4A67-A34A-E7B8D49A1C9C>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/E9D1323A-9802-4364-82BD-4E40DB00B577>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/AE4FC265-3B70-4033-84CC-CA74772BB40A>



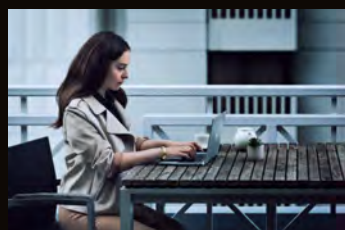
<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/2A865C8E-3AA3-4787-9D34-CF80EE426E26>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/2B361EB9-6916-47DE-8CF2-CE9BA20F4C84>



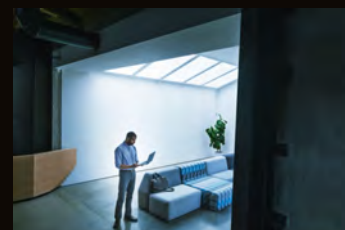
<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/1ABDC827-26EF-405C-9087-26EE51497528>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/86D71D51-55EE-4126-991B-6C61F09EDC0C>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/AE85207F-2901-470F-882F-F7A1FA3EE95E>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/AB4E6BF3-97E2-4817-BE56-498C2C1C4F35>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/as/set/F18E9B4F-566D-43AC-8E7F-E18C6FF45020>

# LIFESTYLE IMAGES

## SERVICES



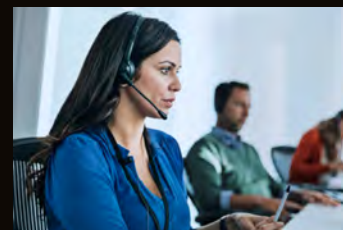
<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/aset/0FC61008-ABC5-4E14-8CCC-E7ED722F232E>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/aset/A29FD7A5-3A46-4F22-ACE4-24B4AE6D1212>



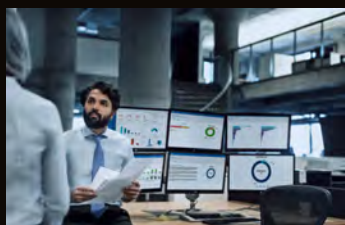
<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/aset/BDE79DAA-B729-4041-8218-AD4E758E45A8>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/aset/30E06FC3-3977-47D1-95BA-1582BDD8CB76>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/aset/DB23152D-CF35-4D7A-9C2B-A7A9A7BE696A>



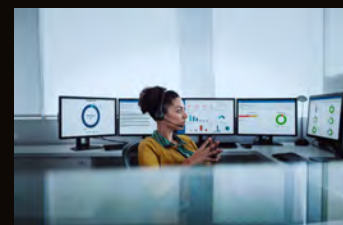
<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/aset/C3FCD7BB-CFA1-4045-A459-8DB6B71D76D2>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/aset/BD3B249A-8C24-40D3-A3B7-C528D837BEEC>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/aset/6F32C117-4438-42D7-9291-4112468DB835>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/aset/08265DD8-77E0-4D9E-80F1-FC5DD9F54D6B>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/aset/30447F2B-ADE9-4867-AF09-D4AC4A77A118>



<https://h22189.www2.hp.com/shared/folder/q5KhrqM=/aset/E7F0F6E1-CBAD-466D-B850-F2A0D2D9E12C>



# HP WOLF SECURITY BRAND SHOWCASE WEBSITE

Syndicate all the latest rich content from The Wolf campaign. Use deep links from social media, web banners, emails, and email signatures. Wrap promotions or other custom info around your showcase or use the embedded Contact Us feature.

Content is updated and always at no cost.

**Enroll at [www.hp.com/syndication](http://www.hp.com/syndication)**  
**Select Brand Showcase/enroll**



# APPENDIX

## HP WOLF SECURITY BRAND BOOK:

+ INTRODUCTION

+ MISSION + VISION

+ BRAND ARCHITECTURE

+ COLOR PALETTE

+ LOGO

+ TYPOGRAPHY

+ PHOTOGRAPHY TREATMENT  
· PHOTOGRAPHY  
· BEFORE & AFTER

+ WRITING MECHANICS

+ VISUAL EXAMPLES  
· SOCIAL POSTS  
· BANNER AD  
· PARTNER PROMOTION  
· POWERPOINT

+ DOCUMENT TEMPLATES



# WW MARKETING'S GUIDANCE FOR SHARING OF WOLF IV CONTENT AFTER MAY 12 LAUNCH:

## **Topline awareness assets (HP Wolf Security message): No co-branding allowed. Sharing is allowed, with restrictions.**

These assets include The Wolf IV films and the social/digital assets using footage from the films as well as OOH.

- + Partners may NOT co-brand these assets.
- + Partners and their employees may NOT post natively from their social media accounts.
- + Partners may NOT post to their websites unless it is within an HP-branded environment (e.g., HP showcase page).
- + Partners may NOT play at events unless it is within an HP-branded environment.
- + Partners may NOT leverage the film trailer — it is for internal use only.
- + After May 12, HP representatives may use any of the full films to train external partners: may show in meetings they are leading, etc. but cannot share external links for distribution.
- + Ways to share:
  - + eDM: HP will create an eDM containing the film, with an introduction to the new brand, that channel partners can send to customers.
  - + Social media: Partners & their employees may repost/share, and boost/promote from HP social channels (LinkedIn, Facebook, YouTube) any posts containing topline awareness assets. However, partners may not post natively.
  - + Digital banners: Partners are not allowed to leverage HP's banners. However, we can create additional banners for them to leverage using the broader HP Wolf Security image library.

## **Consideration, preference, and purchase assets: Partners may co-brand, and HP will provide partner versions with placeholders/a placeholder for the logo.**

These assets include:

- + **Omnichannel assets (product message):** Product videos, digital banners, and social posts for HP Wolf Pro Security Edition PCs, HP Wolf Pro Security Service
- + **Thought leadership:** White papers, reports, infographics, associated driver assets (social media, eDMs, infographics, digital banners)
- + **Sales enablement content (product message):** Solution briefs, customer presentations, data sheets



HP WOLF SECURITY

HP WOLF SECURITY

## INTRODUCTION

THIS MANUAL, ALSO KNOWN AS A BRAND STYLE GUIDE, GOVERNS THE COMPOSITION, DESIGN, WRITING STYLE AND VISUAL MECHANICS OF THE HP WOLF SECURITY BRAND. THIS GUIDE DEFINES AND PROVIDES EXAMPLES OF THE CORRECT USAGE OF EACH OF OUR BRAND ELEMENTS INCLUDING LOGO, ADVERTISING, MARKETING CONTENT AND COLLATERAL. ENSURING CONSISTENT COMMUNICATION ACROSS ALL REGIONS AND GEOGRAPHIC AREAS. AS WITH ANY BRAND MATERIALS, EVOLUTION AND ADAPTATION ARE PART OF THE PROGRAM AND NO RULES ARE CONSIDERED FINAL UNTIL THEY ARE PRESSURE-TESTED IN THE MARKET.

## MISSION + VISION

### BRAND VISION

Be recognized as the world leaders in end-point security.

### MISSION STATEMENT

Become the most trusted partner in end-point cyber protection solutions through Hardware, Software, and Services across PC and Print to provide the most effective digital attack surface defense in the industry.

# LAUNCH NARRATIVE

## MESSAGING FRAMEWORK

DEFINITION	<p>HP Wolf Security is a new breed of endpoint security. Our portfolio of hardware-enforced security and endpoint-focused security services are designed to help organizations safeguard PCs, printers and people from circling cyber predators.</p>	
PROBLEM STATEMENT	<p>Cybercriminals are more sophisticated, organized, and determined than ever. They are increasingly exploiting vulnerabilities in the changing workplace, with their sights set on the ever-growing number of endpoints and IoT devices. As overstretched IT teams struggle to keep up, endpoint security has become increasingly critical as the first line of defense.</p>	
VALUE PROPOSITION	<p>From the maker of the world's most secure PCs and Printers<sup>1, 2</sup>, HP Wolf Security provides comprehensive endpoint protection and resiliency that starts at the hardware level and extends across software and services. We deliver a new breed of endpoint security, rooted in Zero Trust principles, that is continually evolving to help our customers stay ahead of modern threats.<sup>4</sup></p>	
BUSINESS AND TECHNOLOGY STORY	<p><b>BUSINESS ELEVATOR PITCH</b></p> <p>Companies face a growing dilemma: how do we build the distributed, hybrid workforce of the future, without exposing our enterprise to unprecedented levels of cyber risk? As the cyber world constantly transforms and evolves, so must cybersecurity. Security is not a destination; it's a journey. We must be constantly flexible, proactive, and reactive to be resilient.</p> <p>This is where HP Wolf Security comes in to help. Built on over 20 years of security research and innovation from the Security Lab at HP Labs, along with strategic acquisitions, HP Wolf Security unifies all of HP's endpoint security innovations to deliver comprehensive cyber-resiliency. Rooted in Zero Trust principles, HP Wolf Security helps customers to stay ahead of evolving modern threats, by protecting against both known and unknown threats, even from Zero Days. By starting at the hardware level and extending across software and services, HP Wolf Security will change how people buy, deploy and use endpoint security. It will help reduce the evergrowing pressure on IT teams and allow their users and customers to work more safety from wherever they choose.</p>	<p><b>TECHNOLOGY ELEVATOR PITCH</b></p> <p>Cybercriminals are increasingly exploiting vulnerabilities in the changing workplace and digital transformation is widening the attack surface. Overstretched IT teams are struggling to keep up. Endpoint security is more vital than ever as the first line of defense. Helping our customers safely navigate this dynamic ecosystem is what drives us at HP. Rooted in Zero Trust principles, HP Wolf Security enhances layered security defenses and enables seamless integrations with the wider security stack, by combining hardware-enforced software and security features with industryleading endpoint security services.<sup>3</sup></p> <p>From self-healing firmware and in-memory breach detection, to threat containment via isolation, HP Wolf Security reduces the addressable attack surface, enables remote recovery from firmware attacks, and delivers protection against known and unknown threats. Customers benefit from robust, built-in protection from the BIOS to the browser and cloud-based intelligence enhances threat data collection turning a traditional weakness – the endpoint – into an intelligence gathering strength. HP Wolf Security is here to help users and customers.</p>

# HP WOLF SECURITY



(note: will add Print detail next rev)

HP WOLF SECURITY-OFFERINGS ARCHITECTURE

	HP WOLF SECURITY		
	CONSUMER	SMB & MID-MARKET	ENTERPRISE
BUILT-IN SECURITY	HP WOLF SECURITY FOR HOME	HP WOLF SECURITY FOR BUSINESS	
SECURITY SOLUTIONS + SERVICES	HP WOLF ESSENTIAL SECURITY	HP WOLF PRO SECURITY	HP WOLF ENTERPRISE SECURITY

COLOR PALETTE

BRAND COLORS

SMOKY BLACK	HP BLUE	BEAU BLUE	MUTED FINCHER
	HEX: #009ED6 R: 0 G: 150 B: 214	HEX: #C0D0DB R: 192 G: 208 B: 216	HEX: #0B435C R: 11 G: 67 B: 92
HEX: #0E0905 R: 14 G: 9 B: 5	WOLF SILVER	WOLF PLATINUM	WOLF WHITE
	HEX: #A3A3A3 R: 163 G: 163 B: 163	HEX: #E3E1DC R: 227 G: 226 B: 220	HEX: #E3E1DC R: 239 G: 241 B: 249

LOGO COLORS

WHITE	WOLF OG	WOLF BBG
HEX: #FFFFFF R: 255 G: 255 B: 255	HEX: #C7C7C8 R: 199 G: 199 B: 198	HEX: #C0C0C0 R: 205 G: 205 B: 216
WOLF WDG	WOLF BDG	SMOKY BLACK
HEX: #6D6E71 R: 109 G: 110 B: 113	HEX: #565451 R: 86 G: 84 B: 81	HEX: #0E0905 R: 107 G: 109 B: 112

## LOGO MARK

The HP Wolf mark immediately communicates the brand attributes. Its sharp, abstract lines, vigilant head-on stare, and hints of a battle helmet convey seriousness of task, while the circle marries it to the HP brand family.

With stroke-only and solid-fill versions of the Wolf badge, the brand can be conveyed clearly in all settings.

\*The solid badge version should only be used in cases where the standard stroke-only version would be too small to be clearly visible. e.g., product UI

---

The solid-fill badge is the same diameter as the outer edge of the stroke-only version. The wolf head remains the same size, so there is a bit more negative space around the wolf head in this version.

HP WOLF SECURITY

STROKE-ONLY



HP WOLF SECURITY

SOLID-FILL BADGE\*



HP WOLF SECURITY

HP WOLF SECURITY LOCK UP  
SHARP GROTESK BOOK 25

LOGO+COLOR APPLICATION

The brand name (HP WOLF SECURITY) is set in Sharp Grotesk Book font in all caps.

The Wolf can be used in 2 color variations. Smoky Black and White.

The words below the logo are at 100% of the chosen color.

\*The solid badge version should only be used in cases where the standard stroke-only version would be too small to be clearly visible. e.g., product UI

HP WOLF SECURITY

SMOKY BLACK  
HEX: #0E0905  
R: 14 G: 9 B: 5

STROKE-ONLY



HP WOLF SECURITY



SOLID-FILL BADGE\*



HP WOLF SECURITY

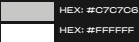


WHITE  
HEX: #FFFFFF  
R: 255 G: 255 B: 255

STROKE-ONLY



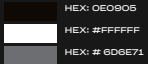
HP WOLF SECURITY



SOLID-FILL BADGE\*



HP WOLF SECURITY



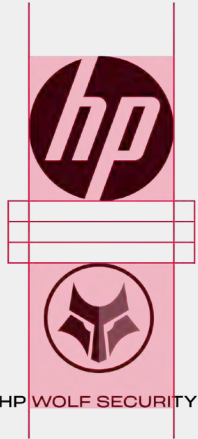
STACKED LOGO LOCKUP  
FIXED HEIGHT

(FOR SIZING ONLY)



WOLF LOGO + TEXT SIZED TO HEIGHT OF HP LOGO.

HP WOLF SECURITY



STACKED USING FIXED HEIGHT.  
THIS IS THE ONLY LOCKUP WE ARE USING.



HP WOLF SECURITY LOCK UP  
SHARP GROTESK BOOK 25



HP WOLF SECURITY

SMOKY BLACK

HEX: #0E0905  
R: 14 G: 9 B: 5



HEX: #0E0905  
HEX: #565451

USE THE STROKE-ONLY VERSION WHEN  
PAIRED WITH THE HP LOGO.



HP WOLF SECURITY

WHITE

HEX: #FFFFFF  
R: 255 G: 255 B: 255



HEX: #C7C7C8  
HEX: #FFFFFF

HP WOLF SECURITY

LOGO MARK + TYPE INSTANCES

Over Image/Video



Dark Backgrounds



Light Backgrounds

HP WOLF SECURITY

## LOGO DON'T

WHILE THIS MANUAL PROVIDES ALL THE GUIDANCE YOU NEED TO USE THE WOLF BRAND MATERIALS CORRECTLY, THERE ARE ALWAYS THOSE INDUSTRIOUS DESIGNERS WHO TRY AND PUT THEIR UNIQUE SIGNATURE ON THINGS. HOWEVER, NO ALTERATION OF THE BRAND ART IS PERMITTED:

DO NOT USE THE WOLF HEAD WITHOUT THE CIRCULAR BADGE.

DO NOT CHANGE THE CIRCLE-TO-LOGO RATIO.

DO NOT APPLY ANY ROTATION.

DO NOT USE THE WOLF LOGO WITH OUT THE TYPE "HP WOLF SECURITY"

DO NOT CHANGE THE COLOR TO BE 100% A SOLID COLOR.

IT MAY BE TEMPTING, BUT DO NOT CHANGE THE WOLF DESIGN.

DO NOT REPOSITION, RESIZE, OR OTHERWISE ALTER THE TYPE TRACKING.

DO NOT USE THE HP BLUE ON A LOGO.

HP WOLF SECURITY



HP WOLF SECURITY



HP WOLF SECURITY



HP WOLF  
SECURITY



HP WOLF

SECURITY



HP WOLF SECURITY



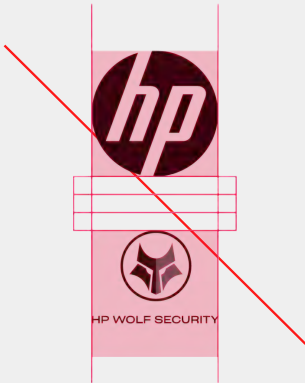
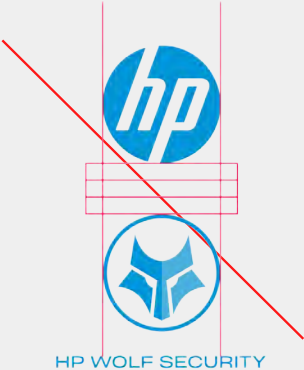
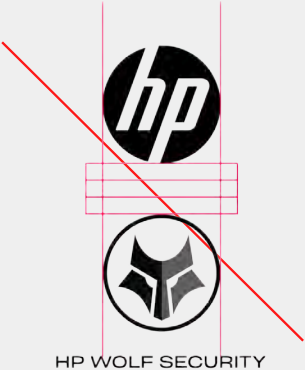
HP WOLF SECURITY



HP WOLF SECURITY

LOGO DON'T

- DO NOT USE THE HP BLUE ON A LOGO.
- DO NOT REPOSITION & RESIZE THE WIDTH OF THE WOLF LOGO TO MATCH THE WIDTH OF THE HP LOGO.
- NO HORIZONTAL LOCKUP.



HP WOLF SECURITY

## TYPOGRAPHY

## SHARP GROTESK BOOK 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@%&

HEADLINES AND SUBHEADS ARE SET  
 IN ALL CAPS SHARP GROTESK BOOK  
 25 AT OEM, TRACKING SET TO 20,  
 OPTICAL KERNING

All Body Copy are set in HP Simplified Light  
 at 0em, tracking set to 0, optical kerning

Footnotes are set in HP Simplified Light at 0em, optical kerning

REFERENCE BELOW



## HP SIMPLIFIED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@%&

SPACING BETWEEN  
 HEADLINE AND BODY  
 COPY IS EQUAL TO  
 HEADLINE FONT SIZE

**HARDWARE-ENFORCED SECURITY**

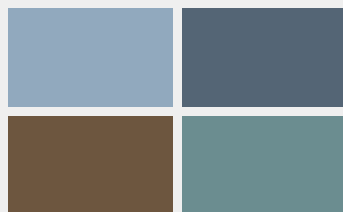
We build security into every layer, from hardware to  
 BIOS to OS, across all business-critical endpoints.

(TAGLINE IS SAME  
 FONT SIZE AS HP  
 WOLF SECURITY)

**HP WOLF SECURITY  
 A NEW BREED OF ENDPOINT SECURITY**



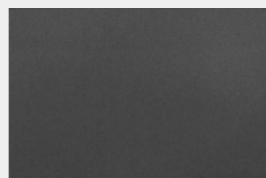
## PHOTOGRAPHY TREATMENT



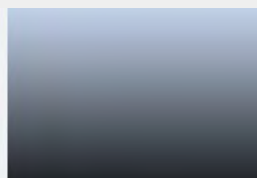
COLOR PROFILE

### SELECTIVE COLOR:

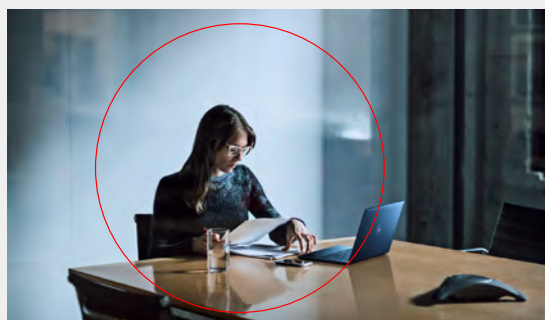
- DIAL UP CYAN AND BLUES
- CRUNCH THE BLACKS WHILE TARGETING NEUTRALS



FILM GRAIN  
SOFT LIGHT BLEND MODE



GRADIENT MAP  
MULTIPLY BLEND MODE



### BRIGHTNESS & CONTRAST

- PULL BACK ON CONTRAST
- DIAL UP BRIGHTNESS ON AND AROUND SUBJECT TO CREATE A PROTECTIVE HALO EFFECT



ORIGINAL IMAGE



FINAL RESULT

## PHOTOGRAPHY

## STYLE:

Using natural lighting, we'll create contrast between light and dark — capturing the evolution of the Wolf aesthetic from cool, stark blues on the edges of the scene to warmer hues as we get closer to the subject. Using shallow depth of field, we'll obscure certain elements outside the subject's immediate perspective, adding a sense of uncertainty and unease for the viewer. We'll allow the camera to be omnipresent at times, shooting from angles that create the feeling that someone is watching, observing the action anonymously.

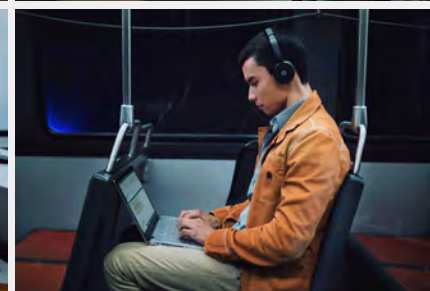
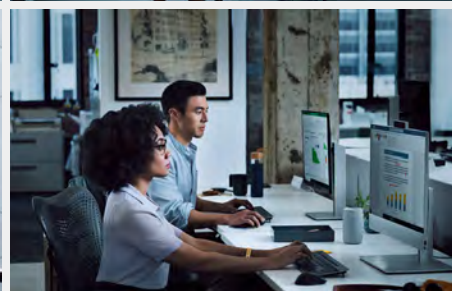
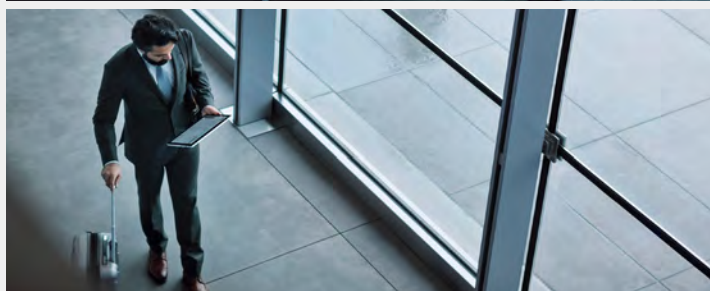
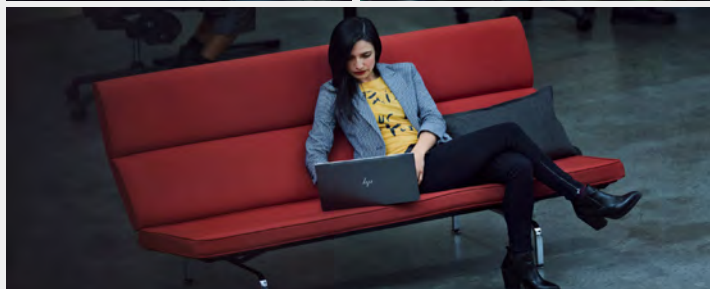
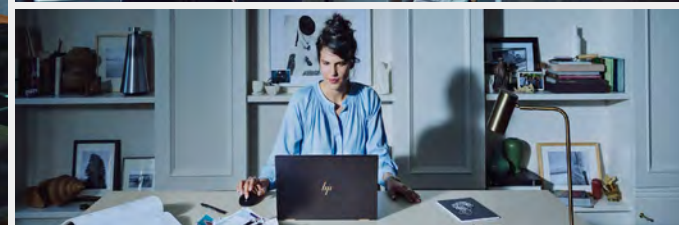
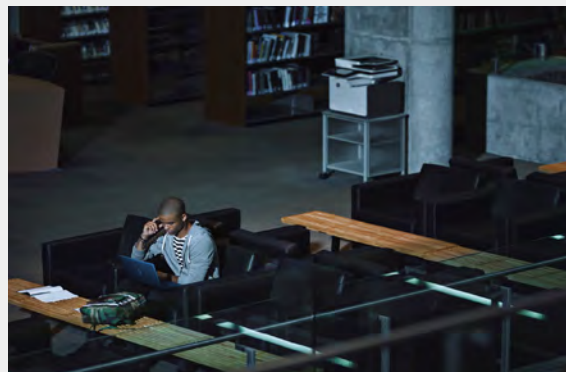
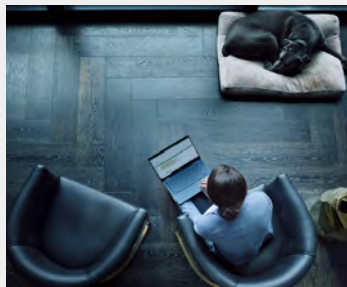
## PEOPLE:

Productive and protected. Our subjects display confidence in the many places people work and do business today. On-the-go, at home, or a hybrid of the two, we show HP users in realmoments of everyday life.

## SITUATIONS:

- Working from home (new normal)
- Working on-the-go (public settings)
- Small to mid-sized business/office
- Enterprise and government office
- Services, monitoring, response

The following images are approved for use and can be downloaded from the image library.



## HP WOLF SECURITY



BEFORE & AFTER

BEFORE



AFTER

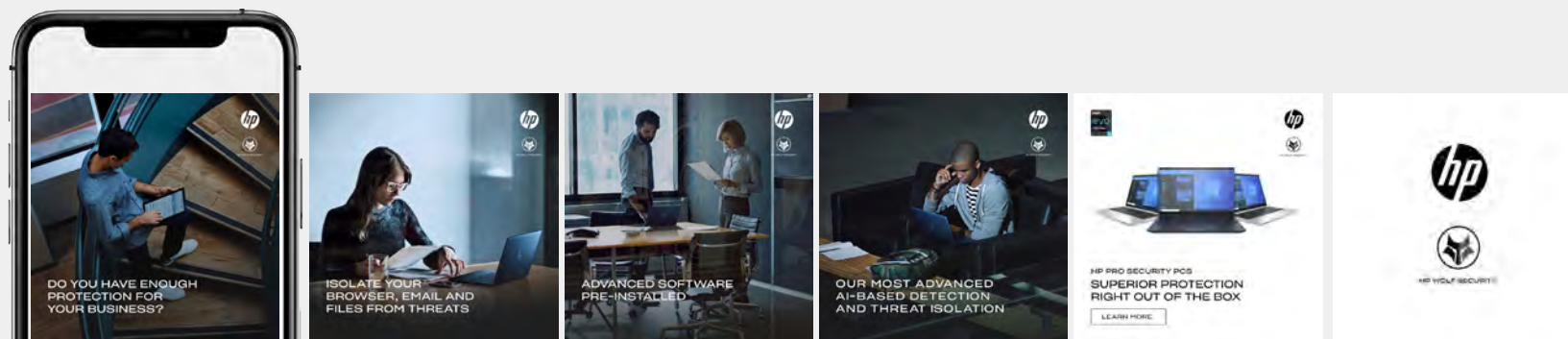


## WRITING MECHANICS

REMAIN CONSISTENT WITH HP BRAND COPY RULES.  
WHILE WOLF SECURITY SHOULD HAVE A DISTINCT  
VOICE, THE GRAMMATICAL STYLE OF COPY SHOULD  
REMAIN CONSISTENT WITH THE HP BRAND  
COPY APPROACH.

## HP WOLF SECURITY

## VISUAL EXAMPLES: SOCIAL POSTS

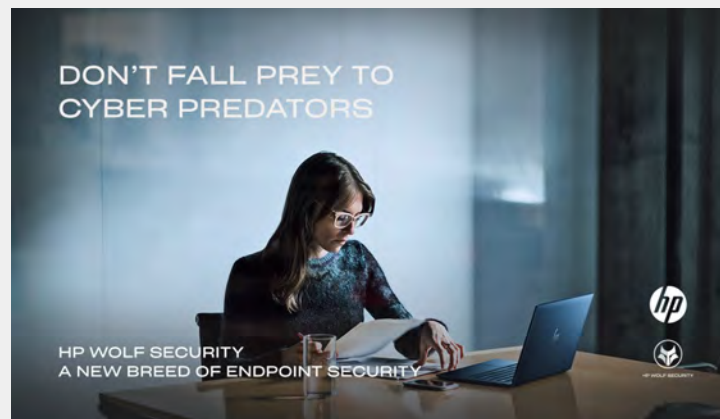


## LAYOUT MECHANICS:

The following pages contain guidance on creating original HP Wolf Security materials. These techniques, templates and best practices will ensure that all materials created for the Wolf Security brand maintain a consistent tone, look, and feel.

For social media posts on LinkedIn, for example, the creative should feature the Wolf Security logo with copy beneath, a headline, and a .5pt keyline divider between them.

For sizing, build the key art to the specifications of the target publication/platform.





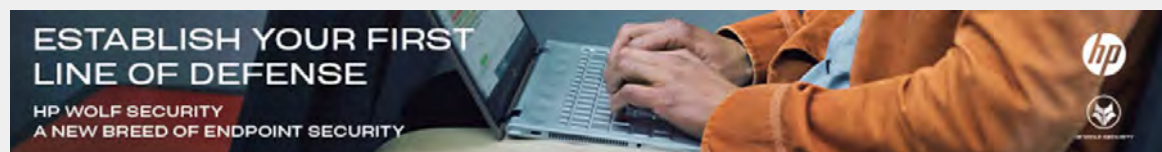
## VISUAL EXAMPLES: BANNER AD

BRAND IDENTITY GUIDE 2021  
HP CONFIDENTIAL. FOR HP INTERNAL USE ONLY

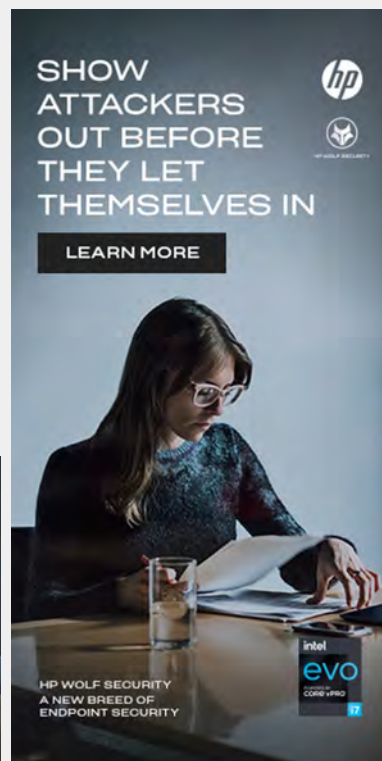
For banner ads, follow the design and photography guidelines spelled out in previous pages of this guide. Always include the full HP/Wolf lockup with descriptor copy beneath it.

**ProTip:** When creating display advertising, default to the reverse HP + Wolf lockup in White whenever possible.

HP WOLF SECURITY



## VISUAL EXAMPLES: PARTNER PROMOTION

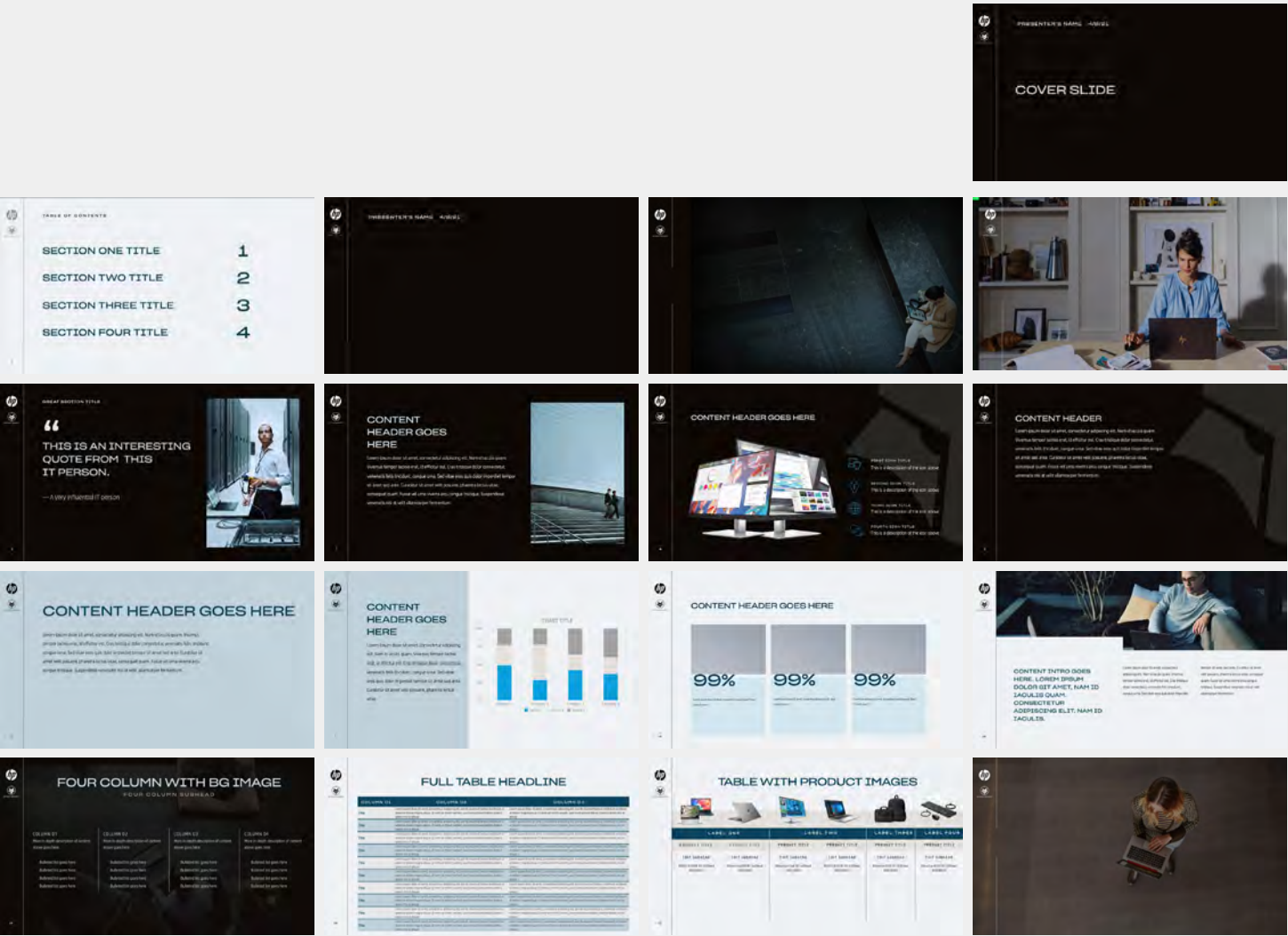


Situations where partner logos are required, position the HP + Wolf Security lockup in the opposite corner. Always make sure to respect partner logo sizing and safe-zone values.

For banners, always make sure to follow the partner guidance regarding size and safe area. For materials with a CTA, use HP Blue for Screen Blue themes and Vermilion for Street Light Orange.

HP WOLF SECURITY

VISUAL EXAMPLES: POWERPOINT



PRESENTATION MATERIALS:

A Powerpoint template in the Wolf brand style can be downloaded for use in your presentations.



