



Trends

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The Next Normal: More remote, more digital

Consumer

- ↑ Remote working & learning
- ↑ Technology & Digital adoption
- ↑ Adoption of A-Brands



Business

- ↑ Digitization of customer interactions
- ↑ Share of offerings that are digital
- ↑ Distributed workforce

Trends Impacting Print Landscape

85%
of organizations
expect to have the
majority of their
workloads on the
cloud by 2020*.



Work From Home
& Office

71%
of organizations
expect an
increase on
cloud print
management
solution*.



Secured Cloud printing
with HP Secure Print

86%
of organizations
changed their
working procedures
indicating working
from home becomes
the new normal.**



600%
increase of cyber
threat indicators
related to
Coronavirus
pandemic.



Monitor & Assess with HP
Security Manager



Thank you