Goodbye XP.
Hello HP.

Windows XP support ends April 8, 2014

Are you ready? Upgrade now with the HP Elite series to protect your business and boost your bottom line—the clock is ticking.

XP Paralysis?

Businesses using only XP are less likely to be aware of the end of XP support than businesses using multiple OSs (including XP).

40% of Enterprise customers have not deployed any XP alternatives.

1 in 10 Enterprise customers are still not clear on what they plan to do.

51% of SMBs and 52% of LE are **not** aware that XP support is ending soon.

Top Three Reasons to Retire Windows XP

#1 – Get Value with Windows 7 and Windows 8 Today

Windows 7

- Proven customer benefits in mobility, productivity, security, and manageability
- High performance and responsiveness, along with modern UI, help to increase end user productivity

Windows 8

- "No-compromise" Tablet for Business Users & New Windows Enterprise apps
- New Possibilities in Mobile Productivity with WTG
- Enhanced End-to-End Security
- Management and Virtualization Advancements

Gartner. *"Windows 7 has gotten positive reviews, and many Gartner clients are now in the midst of their production deployments." - Gartner*

Top Three Reasons to Retire Windows XP

#2 – Eliminate Risks of Windows XP End of Support

Risks

- Lack of support from ISVs and OEMs for the new applications and PC hardware
- Security and compliance issues running unsupported software
- Need to purchase expensive custom support
- Office 2013 does not work with Windows XP

"Security holes can never be eliminated from a product and new vulnerabilities are likely to be found in the future. A vulnerability Microsoft fixes in versions of Windows (i.e. Windows Vista, Windows 7 and Windows 8) that will still be supported after XP support ends can make it easier for hackers to find the bug in Windows XP, if it exists."

- Michael Silver, Stephen Kleynhans (Jan 2013)

Top Three Reasons to Retire Windows XP

#3 – Deployment is Easier Than You Think

Leverage Available Resources

• HP Partner end-to-end migration services ensure the data and applications you depend on will be transitioned seamlessly, so employees don't miss a beat

Take advantage of high compatibility between Windows 7 and Windows 8

• Windows 7 apps run on Windows 8

• Windows 7 devices perform with Windows 8 faster than with Windows 7

• Windows 8 works well with customers' existing Windows 7 infrastructure

Why Migrate Now?

Mobility

Touchscreen devices make it easy to keep up with the speed of today's business. With the sleek design of HP's touch-enabled devices, users get seamless connectivity and an intuitive interactive experience.

Productivity

By switching from XP, your employees will experience less boot time, less down time, and fewer IT issues, increasing productivity.

Security

Without support for XP, your business will not receive security patches, hot fixes, or incident reports, leaving the business open to a greater risk of hacking. By switching from XP you will ensure both your business's regulatory compliance and the safety of your systems.

Savings

Supporting older systems is expensive. By switching from XP, your business could save up to $700 per PC per year[1] with Windows 7 through lower maintenance and support costs.
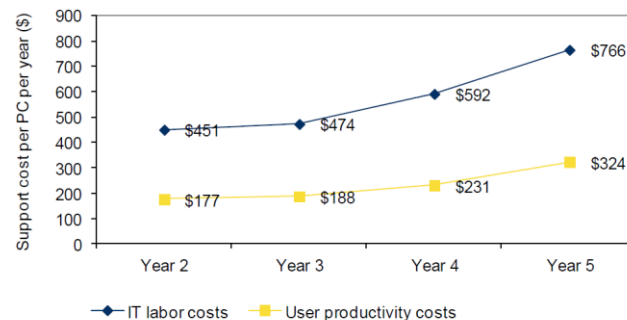
Plus, migrating from XP yields a 137% ROI over 3 years[1].

Save up to $700 per PC per year with Windows 7

137% ROI over 3 years

The High Cost of Supporting Older Systems

IT labor costs: $451 (Year 2), $474 (Year 3), $592 (Year 4), $766 (Year 5)

User productivity costs: $177 (Year 2), $188 (Year 3), $231 (Year 4), $324 (Year 5)

Source: IDC, 2012

Organizations that continue to retain a Windows XP environment not only are leaving themselves exposed to security risks and support challenges but also are wasting budget dollars that would be better used in modernizing their IT investments." - IDC Whitepaper (May 2012)

[1]IDC White Paper, sponsored by Microsoft, *Mitigating Risk: Why Sticking with Windows XP is a Bad Idea,* May 2012.

HP Client Migration Services

Upgrade without downtime

HP offers a full suite of migration services to make the switch fast, easy, and worry-free, with zero downtime. As your trusted migration partner, HP can assist in application migration, protection against data theft, and any other issues that may arise. Plus, with their migration expertise, HP maintains business continuity in the process.

Financing Options

HP Financial Services can simplify your migration with integrated financing strategy that includes hardware, software, and services.

- **Integrated solution** – Simplify your XP migration with the ease of a complete financing solution for your business, including hardware, software, and services with a single monthly payment.

- **Global capabilities** – Expand your global reach by leveraging ours. We support HP in over 50 countries, and can provide you with a consistent experience around the world.

- **Expertise in asset management** - Manage the risk of dealing with older or surplus equipment with our HP Asset Recovery Services. Remarket assets for maximum resale value, or responsibly recycle no longer useful equipment.

The HP Elite Promise

HP Elite
Ultimate performance and business-grade security and management features,
for maximum productivity on the go.

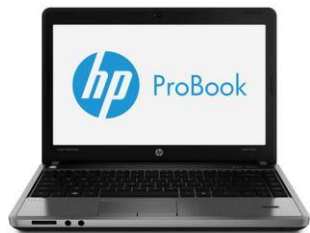| EliteBook | EliteBook Revolve | ElitePad | EliteDesk | EliteOne | Elite Displays |

Elite Services

The HP Pro Series Promise

HP Pro Series
Productive, durable, stylish business PCs that combine advanced technology with maximum value.

ProBook Series

ProDesk Series

HP Financial Services current offers

1% Cash back (US only)
- Qualifying transactions between $10k – $250k USD
- 36-month FMV lease
- Bundle solution (Hardware, Software and Services)
- Software and services can be included in the base for rebate calculation (up to 30% of total solution amount)
- Expiration date July 31, 2013

1-2-3 Deferral (US only)
- Months 1-3 at 1% of Original Equipment Cost (OEC)
- Months 4-6 at 2% of OEC
- Months 7-36 at 3% of OEC
- 36 month lease with FMV purchase option
- Qualifying transactions above $250,000

90 Day Deferral offer (NA & EMEA)
- Up to 90 days of no payments
- 36-month FMV lease
- Qualifying transactions above $1,500 USD

EliteMatter (UK & EMEA)
- Fair Market Value (FMV) lease structure for 24 or 36 months[1]
- Qualifying minimum transaction size €75000 (or local currency equivalent)
- Buy-back option for no longer useful tablets provides additional discount for first installment
- Eligible equipment includes tablets
- Bundled solution under one HP Financial Services contract (hardware, Asset Recovery Services, and HP Care Pack Services)[2]
- Available to qualified enterprise customers only in the United Kingdom, Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Luxembourg, Netherlands, Portugal, Romania, Spain, Sweden, Czech Republic, Italy, Norway, Poland, Switzerland

Full legal disclaimers included in notes below

Asset Recovery - More than just IT removal

HP Asset Recovery Services delivers an enterprise-wide strategy to optimize and manage the physical, financial and contractual aspects of all IT assets from implementation to retirement (and your next IT refresh)

With a programmatic approach to asset recovery, HP Financial Services can help customers optimize the entire IT lifecycle, improving:

- **Governance**
  - Company-wide framework for improved processes and procedures
  - Asset tracking
  - Enterprise and PC assets (HP and non-HP)
- **Global scope and capabilities**
  - Consistent practices across sites, regions, countries and continents
  - Assistance with ever-changing international data security and environmental legislation
- **Credibility with HP as a Trusted Adviser**
  - Partnership with HP – a global brand known for trustworthiness, integrity and quality
  - HP – a top brand signifying environmentally sound practices

Bundles (region specific)

Services (region specific)

For more information

Attend these sessions

- BB3418, Maximize IT with automated client management solutions from HP
- BB3416, Drop. Bake. Freeze. Repeat. HP PCs: torture-tested for your peace of mind.
- BB3414, The death of the desktop is highly exaggerated
- BB3412, Stemming the BYOD tide with consumer-inspired PC designs IT can endorse

Visit these demos

- Mobility Product Solutions and Business Desktop Solutions in the PPS Pavilion

After the event

- Contact your sales rep
- Visit the hp Client Migration Services website at **http://www.hp.com/go/migratenow**
- Download the whitepaper at **http://www.hp.com/go/migratenowwhitepaper**

Your feedback is important to us. Please take a few minutes to complete the session survey.
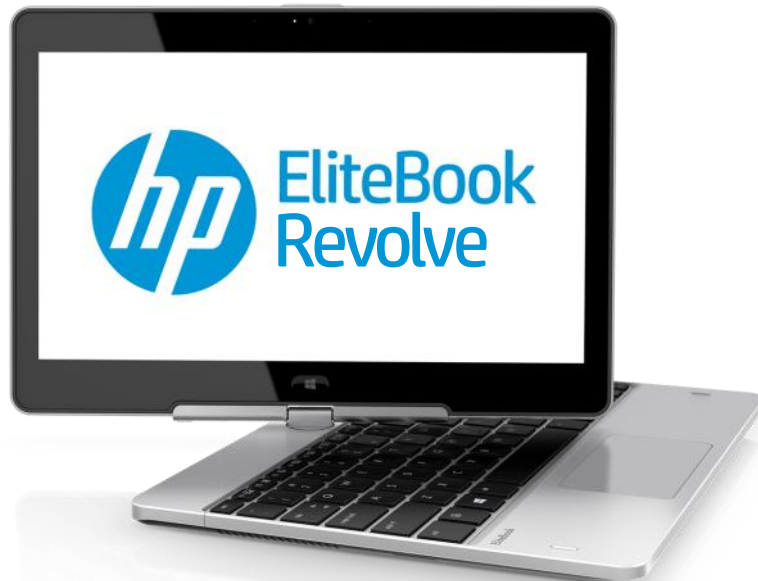
Thank you

Appendix

Exclusive Windows 7 and Windows 8 HP Tablets

Engineered for business. Designed for business users. **Not available with XP**.

- Sleek, consumer-inspired design
- Easy to deploy. Effortless to manage. Simple to secure.
- Intuitive user experience

HP ElitePad

The true tablet for business.

- Premium, world-class design
- Optimized for Windows 8
- Secure and manageable
- Fully serviceable
- Enterprise-class components, lifecycle stability
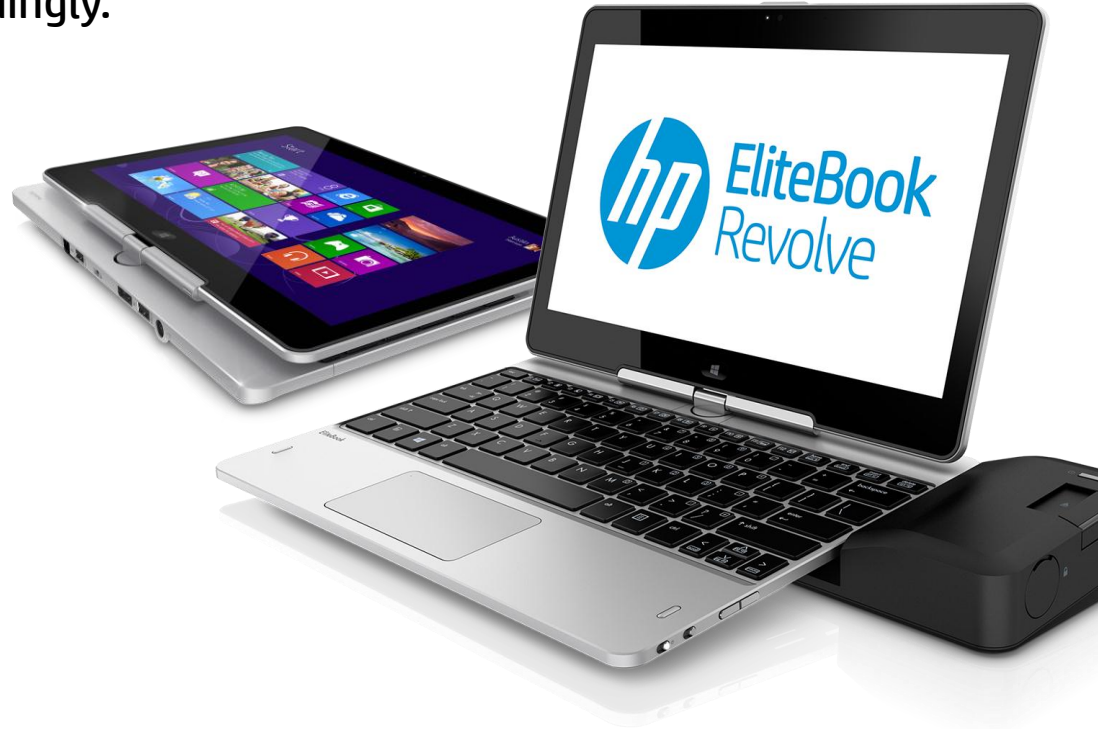- Expandable accessory ecosystem

9.2 mm thin

Under 1.5 lbs.

HP EliteBook Revolve Tablet

Notebook meets tablet. Choose accordingly.

- EliteBook heritage and engineering
- 11.6" diagonal touch-enabled display
- Starting at 3.08 lbs., 22 mm
- Windows 7 or Windows 8 Pro
- Common docking
- Business-grade security, manageability, serviceability

HP EliteBook Folio

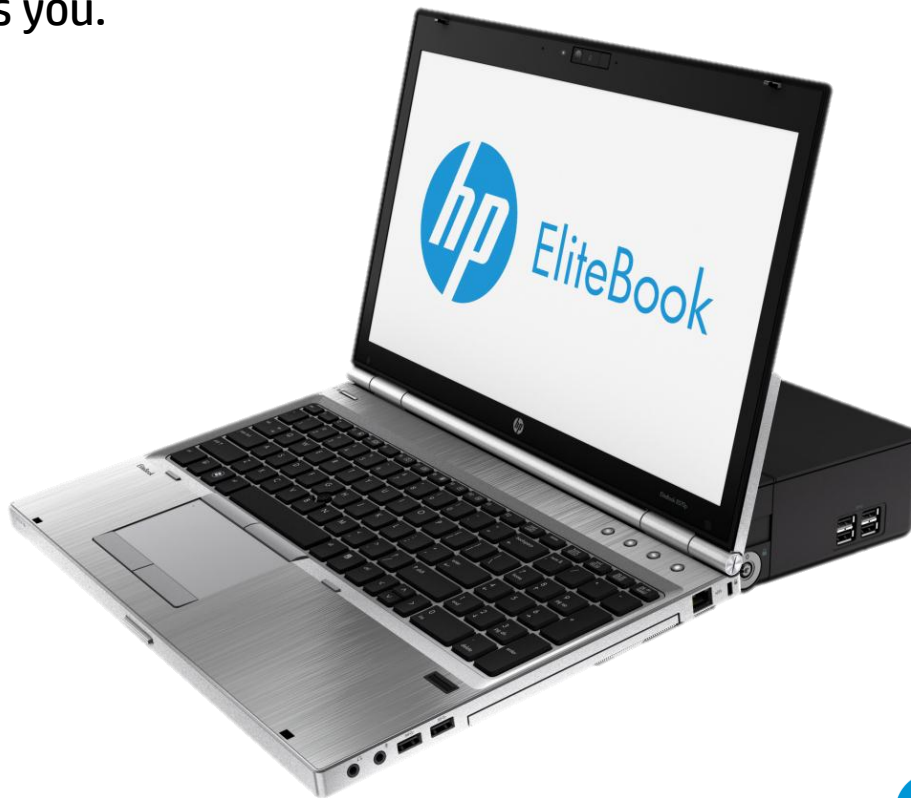## Everything a business Ultrabook™ should be.

- Our thinnest HP EliteBook
- Full suite of built-in connectivity ports
- Business-rugged, MIL-STD 810G tested
- End-user replaceable, long-life batteries
- Enterprise-class docking
- Elite security and manageability

HP EliteBook 8470p and 8570 Notebook PCs

Tackle the workday from wherever it takes you.

- Business-rugged reliability
- Battery life among the best in its class
- Full suite of security and manageability features
- Enhanced system and graphic performance

EliteOne 800 All-in-Ones

Impressive performance that fits right in.

- Sleek new designs: 23% reduction in thickness, edge-to-edge glass
- Windows 7 or Windows 8
- Connect and power up quickly with optional NFC, fast-charging USB, and HP Wireless HotSpot app
- HP Elite manageability and security with optional vPro[1]

Announced at HP Discover

EliteDesk 800 Series

Business demands confidence. Here's yours.

- Pervasive, consistent ID
- Affordable responsiveness with new solid state hybrid drives
- Windows 7 and Windows 8
- HP Elite manageability and security with optional vPro[1] support
- Up to 30-month platform stability

1. Some functionality of this technology, such as Intel® Active management technology and Intel Virtualization technology, requires additional 3rd party software in order to run. Availability of future "virtual appliances" applications for Intel vPro technology is dependent on 3rd party software providers. Microsoft Windows required.