

Productivity Without Pause

HP PCs, Support and Security for SMB customers

SMB customers need technology that helps their people work reliably, securely and with fewer interruptions. By bringing together HP Commercial PCs, HP Premium Support Services and HP Wolf Security, partners can offer SMB customers a more complete solution centred on productivity, protection and ongoing support.

For partners, it creates a clear opportunity to move beyond a single device sale and open more valuable conversations around support, security, renewals and long-term customer relationships.



A Combined HP Proposition Designed for SMB Customers

HP Commercial PCs

Reliable devices designed to support everyday work across different workstyles and environments.

HP Premium Support Services

Enhanced support that goes beyond standard warranties with proactive monitoring, predictive detection of PC issues, advanced remote support and rapid onsite response to help minimise downtime.

HP Wolf Pro Security

Endpoint protection using hardware-enforced isolation to help defend against threats such as phishing, ransomware and zero-day attacks, without impacting user productivity.

Together, these solutions help SMBs work efficiently and securely from anywhere, while giving partners a simpler, outcome-led sales story.

Core Value Proposition

Productivity Without Pause enables you to help your customers reduce disruption, protect devices and data, and get more value from their HP investment throughout the device lifecycle. It also helps partners attach support and security to hardware opportunities, strengthen customer relationships and create more reasons to re-engage at renewal.

At a Glance

Customer need	HP solution	Partner opportunity
Reliable technology for everyday work	HP Commercial PCs	Lead with devices that support productivity from the start
Faster, more proactive support	HP Premium Support Services	Upsell from basic coverage into support that helps reduce disruption
Stronger endpoint protection	HP Wolf Pro Security	Attach security to new hardware deals
Device and data protection	HP Wolf Protect & Trace	Position find, lock and erase as a valuable add-on for mobile and hybrid teams
A simpler IT experience	Combined HP PC, Support and Security offering	Sell a complete SMB-ready solution, not separate products

Industry Challenges

SMBs rely heavily on technology to support growth, flexibility and day-to-day operations. When devices fail, support is slow or security issues occur, productivity suffers. Many SMBs also lack the time, budget or internal IT resources to manage multiple tools, respond quickly to issues and defend against evolving threats.

Key customer challenges include:

- Device downtime that interrupts employees and creates pressure on IT teams.
- Ageing devices that become harder to support and more likely to experience performance issues.
- Security threats such as phishing, ransomware and zero-day attacks that target users and endpoints.
- Limited IT capacity, especially in SMB environments where teams may not have dedicated security or support specialists.
- Hybrid and remote working, where employees need support wherever work happens.

Use Cases

01 The customer is buying new HP PCs

Position Productivity Without Pause as the natural add-on to the device sale. Attach support and security at point of purchase to help customers protect productivity from day one.

02 The customer already has Essential coverage

Do not position this purely as a replacement. Reframe the conversation around what has changed: older devices, higher support expectations, greater pressure on IT and the need for proactive protection.

03 The customer has remote or hybrid employees

Lead with support wherever work happens. Premium and Premium+ Support include remote support and onsite support for employees outside the traditional office environment.

04 The customer is concerned about security risk

Position Productivity Without Pause as the natural add-on to the device sale. Attach support and security at point of purchase to help customers protect productivity from day one.

05 The customer has lost, misplaced or mobile devices

Position HP Wolf Protect & Trace as a practical way to locate, lock or erase HP PCs to support asset management and data protection.

Value Mapping

Customer pain point	What to say	Value to customer	Value to partner
"Our devices are working fine."	As devices age, the risk of issues increases. Support helps customers stay ahead of disruption rather than waiting for problems to happen.	Fewer interruptions and stronger continuity	Opens a renewal or upgrade conversation
"We already have Essential coverage."	Essential provides a useful support foundation. The opportunity now is to look at whether the customer needs more proactive support, stronger security and broader lifecycle value.	More complete protection for productivity, devices and data	Creates an upsell path into Premium Support Services and security
"We have our own IT team."	HP Support Services can help reduce pressure on internal IT by supporting device health and helping resolve issues faster.	Less time spent on reactive support	Positions the partner as a strategic support advisor
"Security is already covered."	HP Wolf Pro Security adds hardware-enforced isolation to help defend against threats such as phishing, ransomware and zero-day attacks.	Stronger endpoint protection without adding user friction	Creates a security attach opportunity
"Budget is tight."	The cost of support should be weighed against the disruption, employee frustration and business impact of unexpected downtime.	More confidence in device lifecycle planning	Helps justify support and security as value protection, not cost

Upsell Opportunities

New hardware purchase

Attach HP Premium Support Services and HP Wolf Security to new HP Commercial PC deals.

Warranty or support renewal window

Start the conversation before coverage expires and help customers evaluate Essential, Premium and Premium+ options. The support playbook recommends reaching out before expiry and presenting the available support options, including opportunities to upsell into Premium Support Services tiers.

Ageing device estate

When devices are being kept for longer, position support as a way to help keep PCs running optimally and reduce pressure on IT.

Remote or hybrid workforce

Position support and security together to help employees work efficiently wherever they are based.

Security risk or compliance concern

Introduce HP Wolf Pro Security and HP Wolf Protect & Trace as practical add-ons for customers who need stronger endpoint protection and better device control.

Discovery Questions

Use these questions to uncover customer priorities, identify gaps in their current approach and guide conversations towards the most relevant HP PC, Support and Security solutions. The goal is to understand where downtime, support challenges or security risks may be affecting the business. These questions align with the campaign focus on productivity, device reliability and endpoint protection.

Productivity & Device Performance

How important is it that employees can work without technology interruptions, wherever they are based?

What impact does device downtime have on employee productivity and day-to-day operations?

Have you noticed any increase in performance issues as devices get older?

How are you currently planning for device lifecycle management and refresh cycles?

If an employee's device stops working unexpectedly, what is the business impact?

Support & IT Resources

How do you currently support employees when device issues arise?

How quickly can employees typically get back to work when they experience a PC problem?

How much time does your IT team spend troubleshooting and resolving endpoint issues?

Are you supporting remote or hybrid workers, and if so, how do you deliver support when they're not in the office?

Would your IT team benefit from greater visibility into device health before issues affect users?

Security & Risk

What are your biggest concerns when it comes to endpoint security?

How are you currently protecting users against phishing and ransomware attacks?

How confident are you that your security tools can stop threats without impacting employee productivity?

Have you experienced any security incidents involving lost or misplaced devices?

How do you currently protect company data if a device is lost or stolen?

Renewal & Growth Opportunities

What level of support coverage are you using today, and does it still align with your business needs?

If support could help reduce downtime and improve employee productivity, how valuable would that be for your organisation?

Are you looking for ways to simplify technology management while maintaining security and performance?

What would an ideal technology support experience look like for your business?

Help SMB customers get more from their HP technology with Productivity Without Pause

By combining PCs, support and security, you can help customers reduce disruption, strengthen protection and stay productive wherever work happens. It is a clear opportunity to attach more value to every HP PC sale, create stronger customer relationships and build more renewal conversations over time.

Buy now



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