

# HP Protect and Trace with Wolf Connect






## Overview




The dispersed workforce has made managing and securing a fleet of PCs harder than ever. HP Protect and Trace with Wolf Connect (P&T/WC) makes it easier for IT to manage and protect remote PCs. Wolf Connect provides a low-cost, highly available connection to PCs using the GLOBAL CELLULAR NETWORK.

Using new hardware in supported G10 models, IT WORKS EVEN WHEN DISCONNECTED FROM THE INTERNET OR WHEN THE PC IS POWERED DOWN. It delivers the following benefits to customers:

### Today (current capabilities)

-  Find a PC
-  Lock a PC if it has gone missing, so that it can't be used
-  Erase a PC if you'll never get it back (or just want to wipe the drive)

### Futures

-  The HP vision is to offer additional subscription offerings (unrelated to find/lock/erase) over the cellular Wolf Connect connection over time.
- By investing in P&T/WC, the customer has investment protection over the PC lifetime, because the cellular card will be installed in the PC.

If you're familiar with Absolute Software, P&T/WC offers similar Find/Lock/Erase capabilities, but with added ability to work even if the PC is shutdown.

HP Protect and Trace with Wolf Connect is sold on a subscription basis and **MUST BE PURCHASED WITH A COMPATIBLE HP PC**. There are two options for cellular hardware: You can either leverage a WWAN (4/5G broadband card), or a new narrowband card (MNB) that only supports Wolf Connect.

## Protect and Trace with Wolf Connect: Cellular Options and How to Choose

	BROADBAND (WWAN)	NARROWBAND (MNB)
How to choose cellular option	Customer wants Internet access over cellular for the end user (so they don't have to tether to a phone hotspot), or they just want to invest in WWAN cards in case they may need Internet access later.	Customer doesn't need end user Internet access, nor do they want the expense of putting WWAN cards in their laptops. This option is cheaper than the WWAN option.
How to order it	Order 4G or 5G WWAN card, and "WWAN" P&T/WC subscription SKU (see next line for duration options)	Order "MNB" P&T/WC SKU (which includes the narrowband card and the software subscription)
Supported PCs	<a href="#">Click here</a> for the list of supported PCs	
When can it be purchased	Only available as part of new PC purchase (no after-market option)	
Subscription duration	1, 3, 4, 5 years	
When does subscription start?	When the service is deployed and activated (not when the PC is built)	

# Selling Tips & Strategy

✓ TARGET MARKET SEGMENTS:  
**SMB, Enterprise**


✓ ROUTE TO MARKET:  
**Direct & Channel**

✓ GEOGRAPHIC DEPLOYMENT STRATEGY:  
**Worldwide**  
Except where service isn't supported - [see this list](#).

WHEN SELLING:

 Direct to Customer:  
**Target the ITDM, not Security**

Aim broadly, everyone needs to get a handle on their PC fleets. Try to find a use case (see below) the customer cares about.

 To a Partner / aaS (as a service) Provider:  
**P&T/WC is a win-win scenario for these companies**

They care about getting the most revenue out of their PC assets. P&T/WC both improves asset management and supports higher-value service offering to end customers.

## Use Cases and Benefits



**ASSET MANAGEMENT**  
Track PCs more efficiently and reliably



**FINANCIAL**  
Squeeze more use out of PCs over their lifetime



**SUSTAINABILITY**  
Reduce waste from replacing PCs because you lost track of them



**THEFT OR MISUSE OF PCS**  
Ensure they're recovered and re-used when someone leaves



**LOWER RISK OF DATA LOSS**  
Keep sensitive data on PC from falling into the wrong hands



**MEET SECURITY AUDIT AND COMPLIANCE REQUIREMENTS**  
Asset tracking and data protection are fundamental security controls

## Discovery Questions / Possible Customer Pain Points

● Do you struggle to maintain accurate asset tracking (asset management) of your PC fleet?

● Do you have concerns about sensitive data loss due to PCs being lost or stolen?

● Do you have issues with PCs being stolen, misplaced, or simply forgotten about?

● Are you using Absolute Software and seeking an alternative?

● Do you want to make better use of your PCs for either financial or sustainability reasons?

● Do you want to be able to lock a PC that's gone missing, or erase the drive if you won't get it back?

# Key Selling Points



## CELLULAR CONNECTION (WOLF CONNECT)

Can connect to a PC, even when powered down, not booted to Windows, or offline!



## SIMPLE TO OPERATE

TechPulse console is easy for IT operations staff to use to find, lock, or erase a PC.



## ADVANCED LOCATION FUNCTION

Location function uses a combination of GPS, cellular, Windows Location Service and IP address to pinpoint PC location.



## WORKS BELOW THE OS

Unlike most solutions that work at the OS (Windows) level, P&T/WC works at the BIOS level. This makes it more reliable, and harder to circumvent.



## ADVANCED SECURITY

P&T/WC includes a dedicated "Approver application" to provide enhanced security and separation of duties. Lock and Erase commands are requested by the IT Administrator, but must be approved by one or more approver staff using this application.



## UNIFIED MANAGEMENT

HP Protect & Trace with Wolf Connect shares the TechPulse platform with ActiveCare and Proactive Insights, providing a single console for unified fleet management.

Advanced threshold cryptography is used for added protection. By splitting responsibilities across multiple devices and staff, the risk of accidental or malicious compromise is vastly reduced.



## WORLDWIDE CELLULAR COVERAGE

P&T/WC works in most countries. For the non-supported country list - [click here](#).

## Why HP Wins

Virtually all PC management offerings will NOT work if the PC is powered down, disconnected from the Internet, or unable to boot the Operating System.

HP Protect and Trace with Wolf Connect continues to function even if the PC is turned off, not on the Internet or will not boot. It can be combined with ActiveCare and Proactive Insights using a unified operational model.

## Ordering Information<sup>2</sup>

SKU	DESCRIPTION	SERVICE SKU SELLING PRICE
U60X0Z	Protect and Trace-Wolf Connect MNB 1YR	\$50
U60X1Z	Protect and Trace-Wolf Connect MNB 3YR	\$125
U60X2Z	Protect and Trace-Wolf Connect MNB 4YR	\$155
U60X3Z	Protect and Trace-Wolf Connect MNB 5YR	\$180
U60WQZ	Protect and Trace-Wolf Connect WWAN 1YR	\$40
U60WRZ	Protect and Trace-Wolf Connect WWAN 3YR	\$105
U60WSZ	Protect and Trace-Wolf Connect WWAN 4YR	\$130
U60WTZ	Protect and Trace-Wolf Connect WWAN 5YR	\$150

WHAT ABOUT THE OLD "WiFi ONLY" HP WOLF PROTECT AND TRACE?

That offering is still available but in limited circumstances.

Refer to the Saba training (see below) for more information.

# Competitive Overview

Absolute Software offers Absolute Data Protection, a premium 3rd Party solution that is resold by HP. Absolute also provides Find, Lock, and Erase capabilities, and has these key advantages:



OPTIONS FOR ADVANCED SECURITY CAPABILITIES, though at a premium price point



ADVANCED FEATURE SET, in particular for enterprise requirements



WORKS ACROSS ALL PC BRANDS (including HP, Dell, Lenovo)

## When to sell...

### ...HP Protect and Trace with Wolf Connect?

- Upsell opportunity on all new PC sales, focusing on “always-on” Wolf Connect advantage

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- Customer is HP PCs only, or is okay with HP-only solution

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- Customer buys into Wolf Connect vision and wants to invest in narrowband cellular (MNB) option to take advantage of future capabilities

### ...Absolute Software?

- Customer has a mixed fleet of PCs (HP +Non-HP) and insists on a solution that supports non-HP PCs

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- Enterprise class features required

Want to know more?  
Take the Saba training here:

1. HP Protect & Trace with Wolf Connect is planned to be available on select HP commercial G10 laptops and mobile workstation devices. Devices with Cat-M module do not support Internet access. Internet service for devices with 4G LTE and 5G modules is not included and must be purchased separately. Wolf Connect Service not available in all countries. Other restrictions/limitations apply, please see data sheet for complete details.

2. Note that the WWAN options do NOT include the 4G or 5G WWAN card, but the MNB versions DO include the narrowband cellular card.

Visit the following links to learn more about additional [Technical Requirements](#), [Cellular network coverage](#), supported [HP Platforms](#), and the [Terms of Service](#).

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