

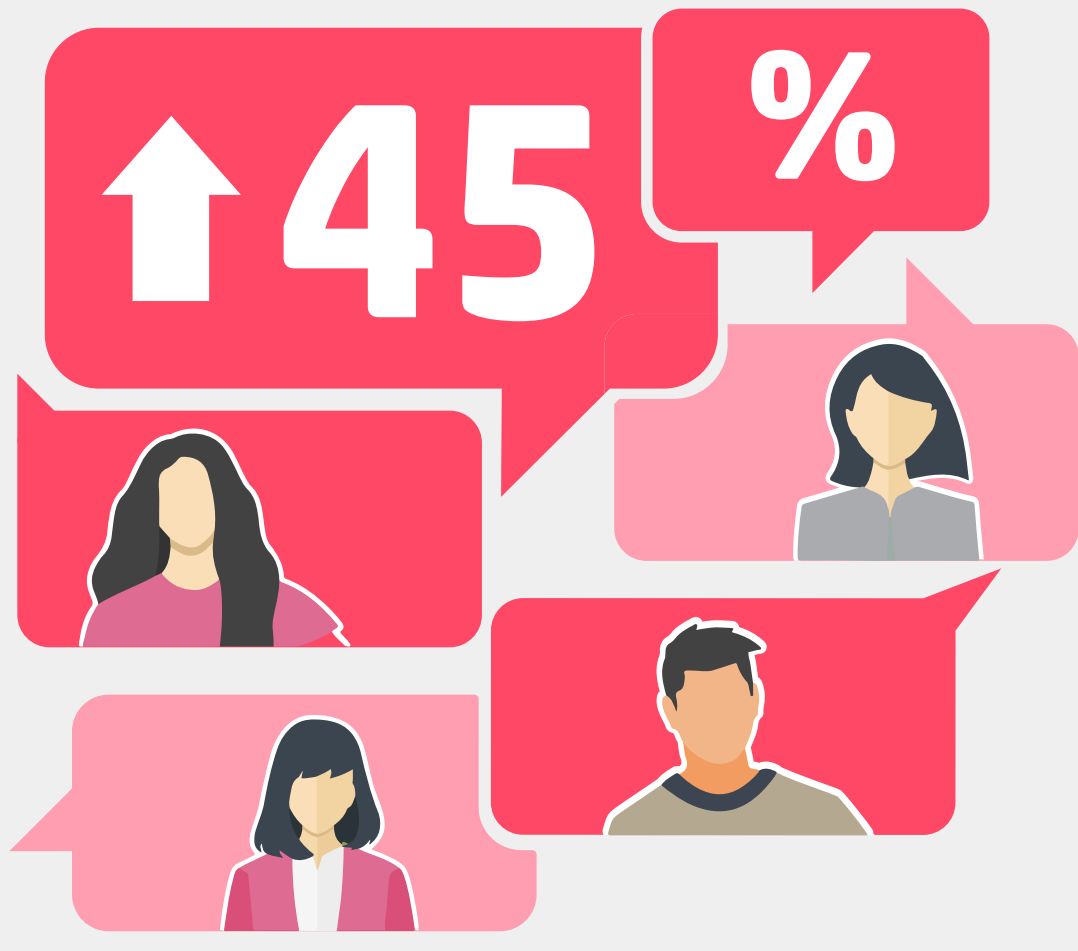


# As the workplace evolves, IT is leading the way.

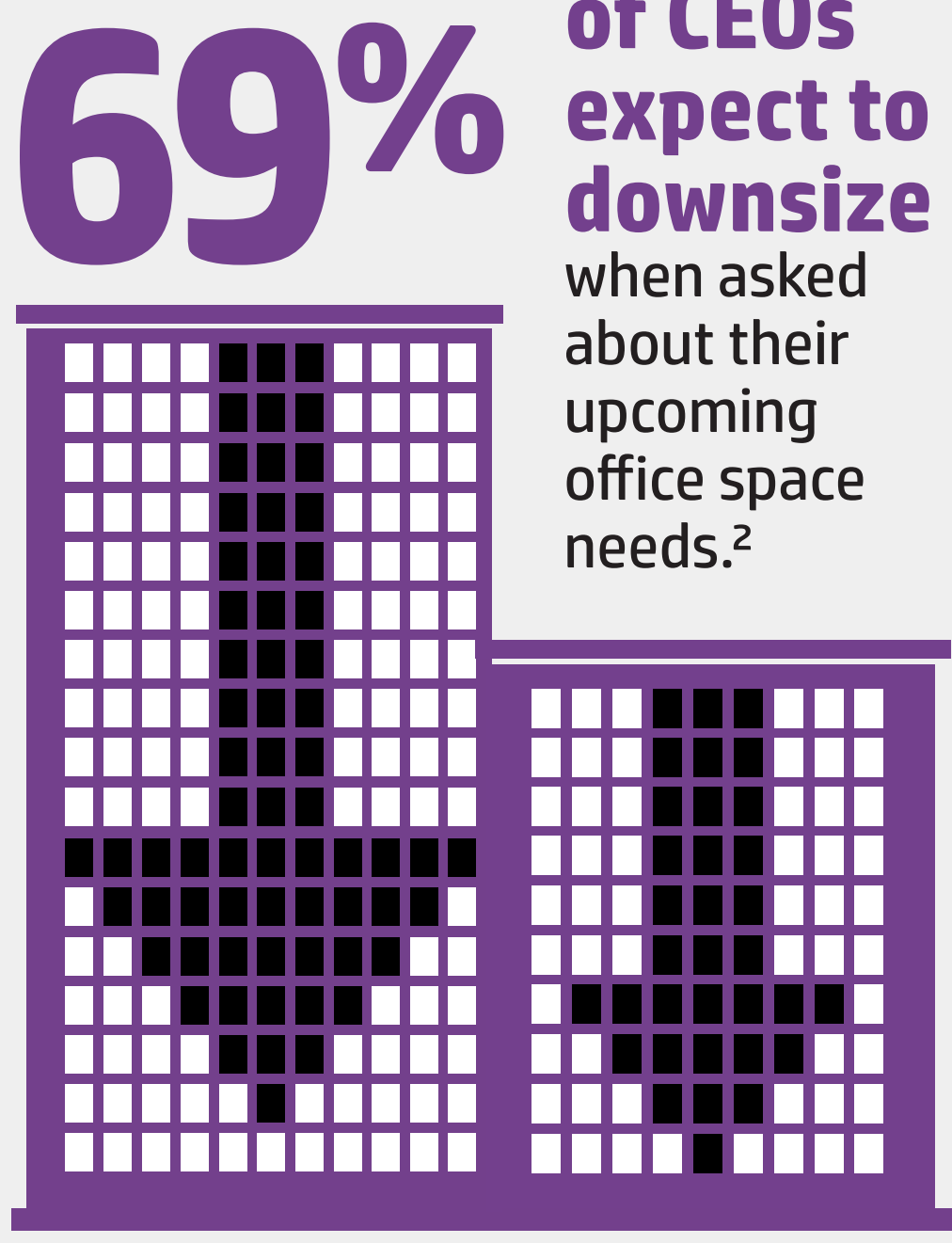
As the workplace evolves, IT is leading the way. And while the challenges of this moment may be unprecedented, so too are the opportunities. To make the most of them, **focus on the four key areas below.**

## Adapt, flex, be ready for whatever comes next

From the **home-office** to the traditional **office-office**, people are working anywhere and everywhere today. Which can get complicated. But when IT stays flexible, business just keeps humming along.

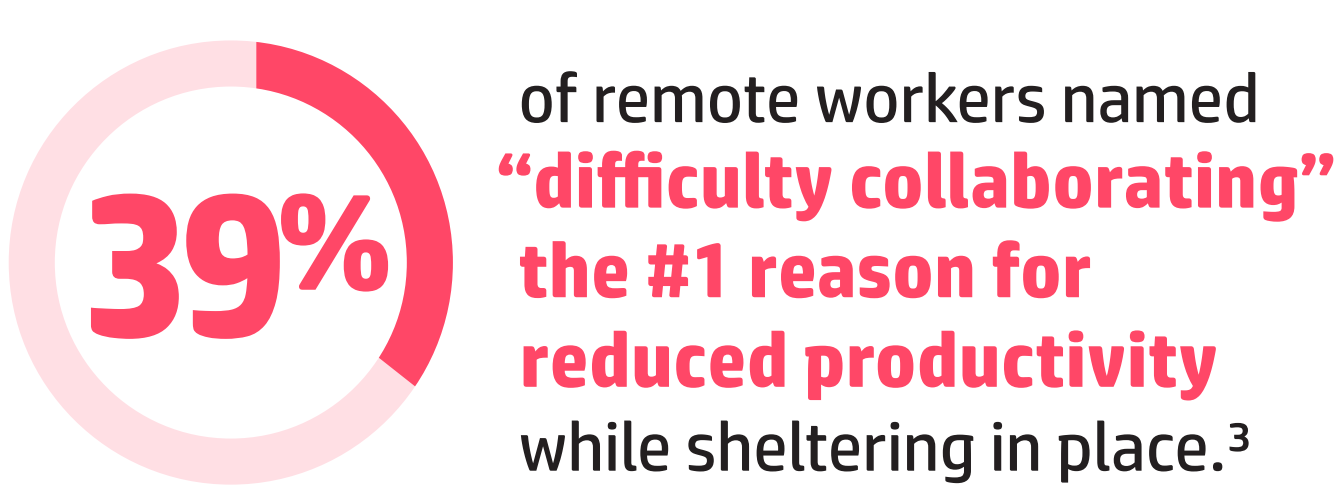
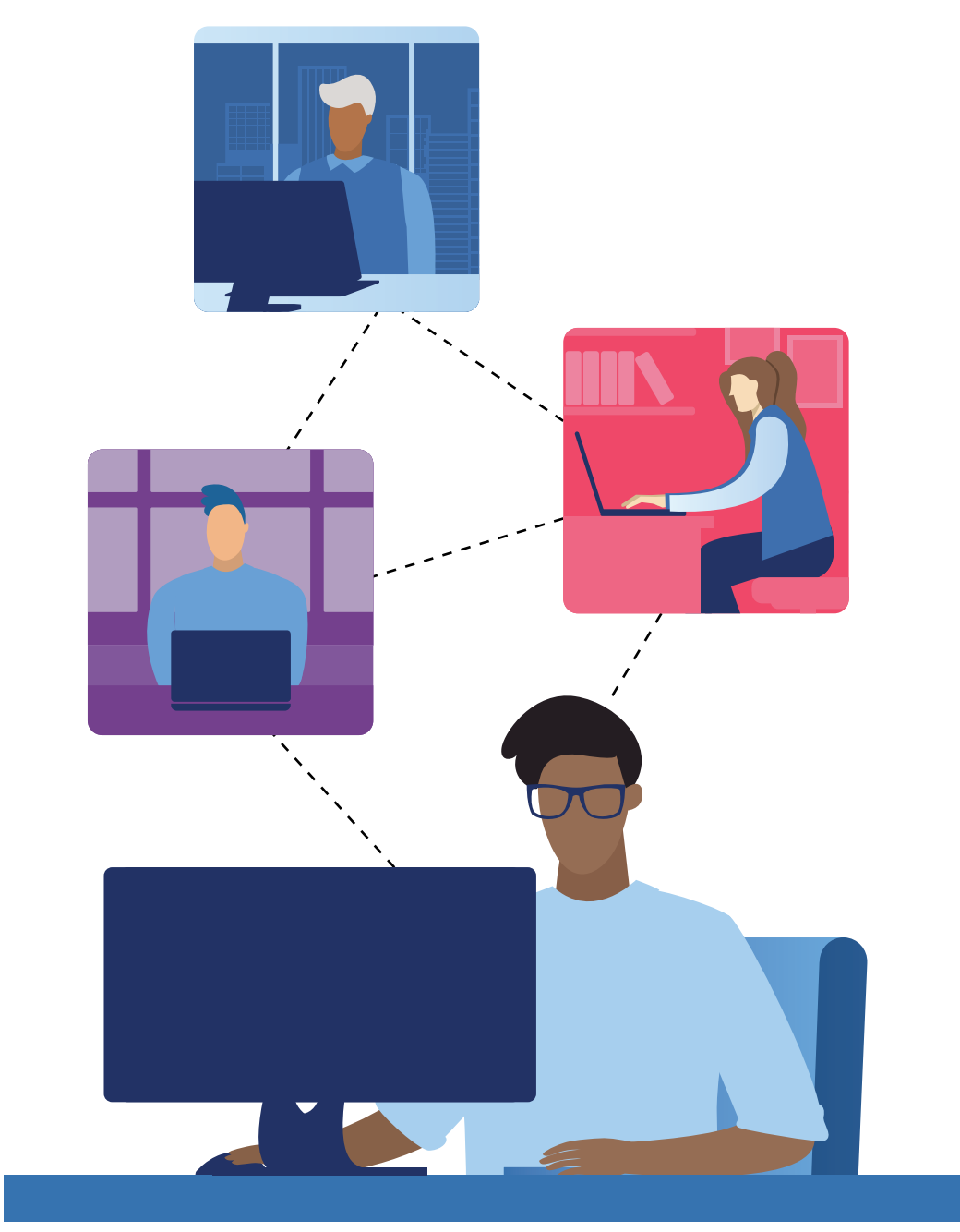


Since COVID, **unplanned business discussions have jumped** thanks to now ubiquitous remote meeting apps.<sup>1</sup>



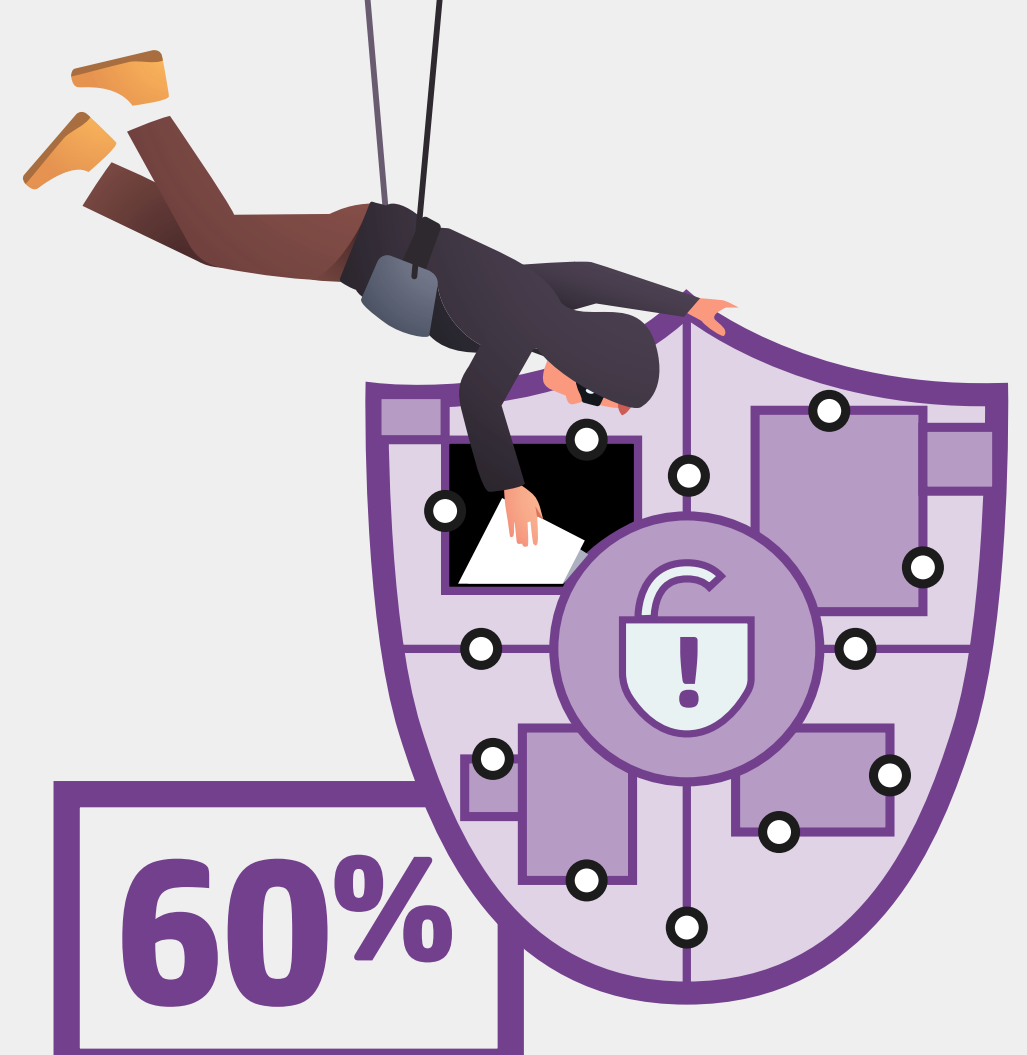
## Plan for collaboration, not chaos

Even as people head back to the office, many will continue WFH, which will make working together a little tricky. Therein lies the opportunity for IT...



## Strategize remote management now—pat yourself on the back later.

Unexpected spikes in remote endpoints can put unnecessary pressure on IT. But not if you've created a strategy for the long haul. And the best time to do that is now.



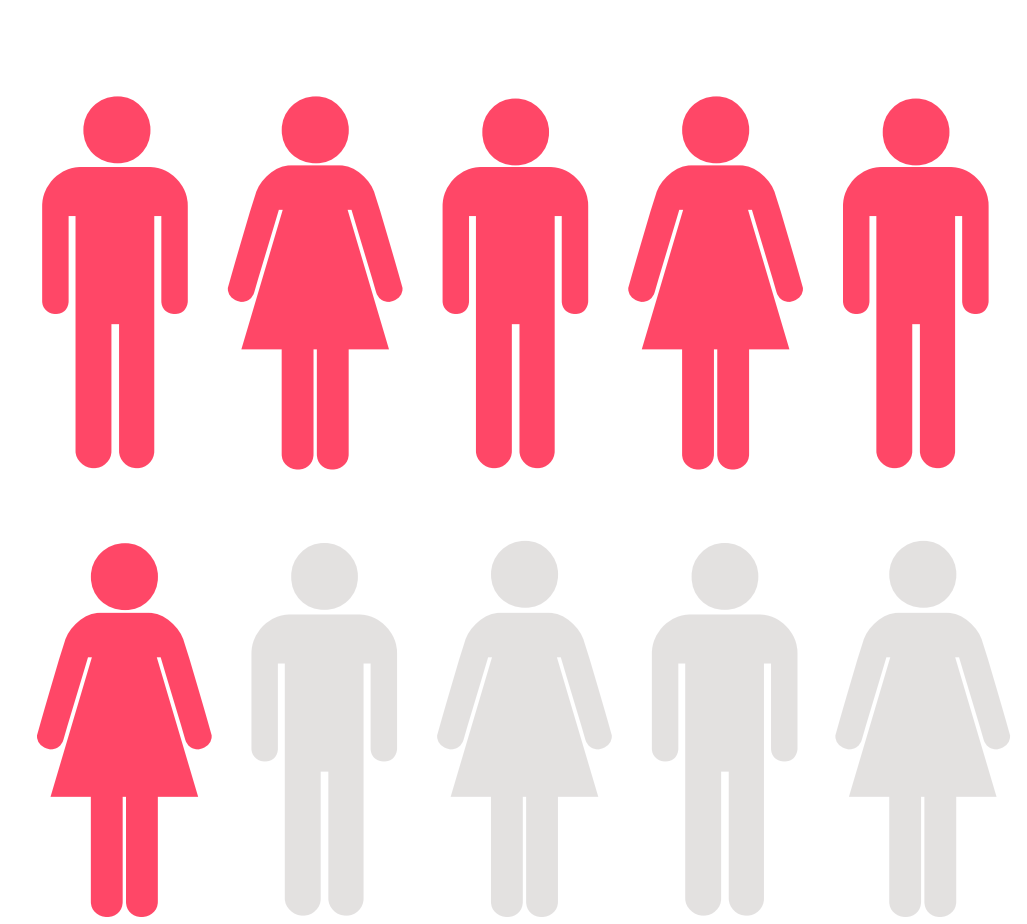
**60%** of endpoint breaches in a recent study were linked to a known vulnerability where an available patch was not applied.<sup>5</sup>



**69%** of IT pros say **physical access is required to secure a BYOD device**—a big problem when most workers are remote.<sup>4</sup>

## Stay awake, stay vigilant, stay secure

As the workplace evolves, new security challenges are inevitable—but not insurmountable. New or old, threats you're aware of are threats you can do something about.



**Over 50%** of remote workers have not received any new security policy info about working securely from home.<sup>6</sup>



The number of phishing attacks referencing COVID grew by more than 195K between February and April 2020.<sup>7</sup>

## We'll get through this. And everyone will thank IT.

It's a year like no other. But business won't just survive, it will thrive—thanks to dedicated professionals who live and breathe innovation and companies like HP who provide it.

[Download the full article on workplace evolution.](#)



1. HP Virtual Meetings study, 2020, US, UK and China, ITDMs and End Users  
 2. "KPMG 2020 CEO Outlook: Covid-19 Special Edition," KPMG, July/August 2020  
 3. "When everyone can work from home, what's the office for?" PwC, June 2020  
 4. "Organizations' security measures failing to keep pace with BYOD use," Infosecurity, July 2020  
 5. "Costs and Consequences of Gaps in Vulnerability Response," Ponemon Institute, December 2019  
 6. "Work From Home Study," June 2020  
 7. "Cyber Attack Trends: 2020 Mid-Year Report," Check Point, July 22, 2020