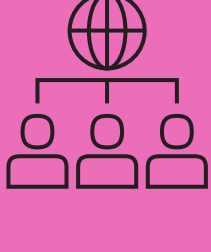


# Four Pillars for the New Kind of Business Blueprint

How is that five-year playbook you drew up in 2019 looking today? Chances are that your projections for facilities, IT, staffing, and the supply chain all turned to mincemeat. The reality is that you need a whole new kind of blueprint today—not one that attempts to dictate a fixed future but rather one that prepares your business to thrive in this era of uncertainty.

Here are four pillars that will help you prepare a blueprint for whatever the world throws your way.



## Stay connected: Take location out of the equation

The whole purpose of gathering people in offices is so they can connect and interact; replicating that became Job One for many companies in early 2020. Connectedness is about more than ongoing operations; it's also about getting and keeping the best people.



“The jury is out on which companies are going to take the silver lining out of the pandemic to once and for all recognize the fact that people don’t have to be in a specific ZIP code to get their job done.”<sup>1</sup>

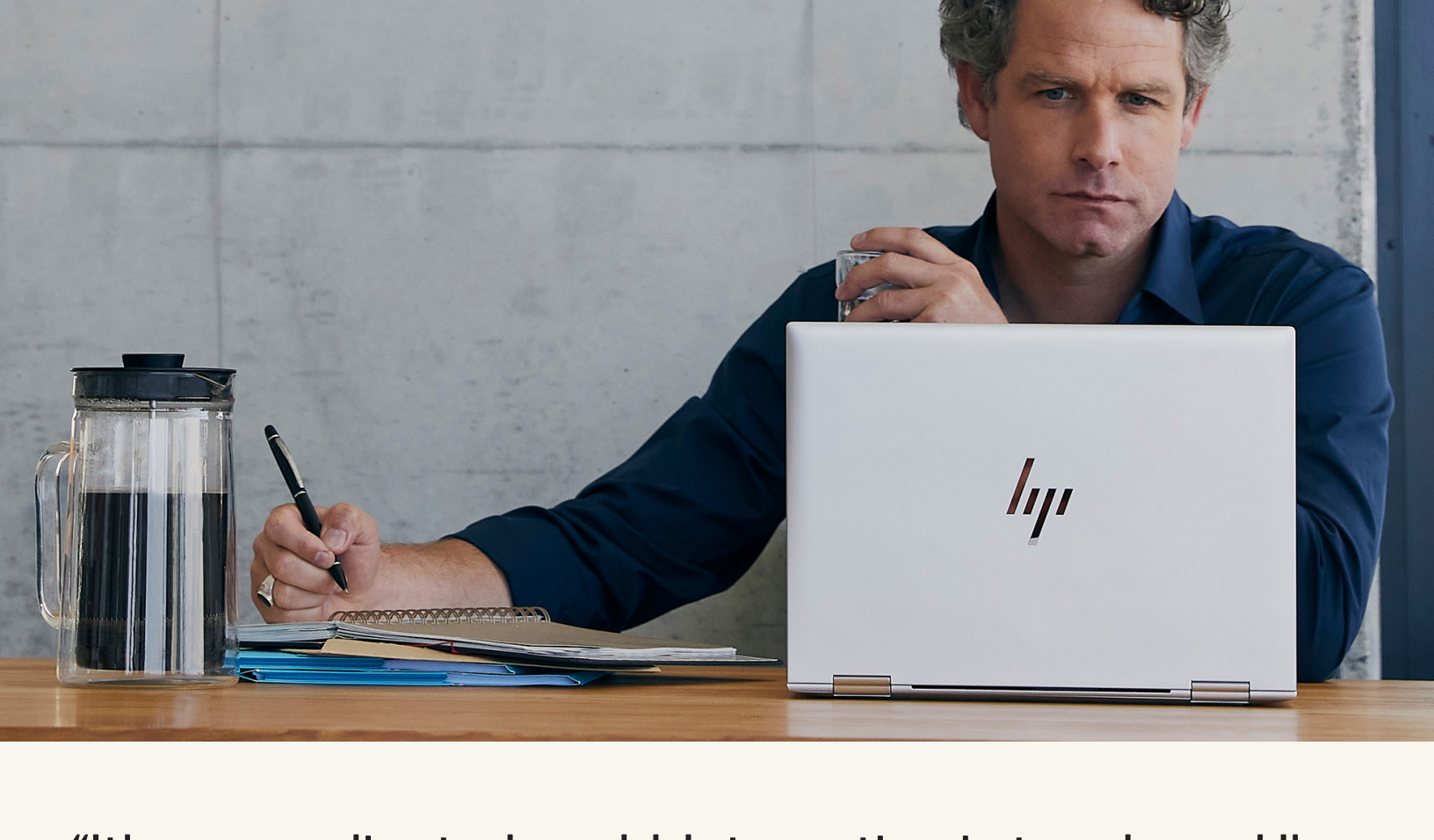


Lynne Labrador  
VP Global Product at Equifax



## Stay productive: Give the right gear to the right people

If the old style of blueprint was dogmatic, with a top-down structure offering little room to maneuver, the new style of blueprint must embrace change and put people at the center. Give your staff the tools they need or let them use the tools they're already comfortable with, whether that's a laptop, a tablet, or a workstation.



“It’s a complicated world. Integration is tough, and I’m not sure people know exactly what they’re buying all the time.”<sup>1</sup>



Ken Lamar  
Former Head of Data and Statistics at the Federal Reserve Bank of New York

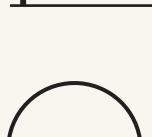


## Stay secure: Maintain peace of mind

Whatever your security blueprint is, ensure it acknowledges the very real threats that are already occurring and likely to become more intense. That means having endpoints with built-in protection against the biggest threats and ensuring you have a mechanism to keep those endpoints up to date wherever they may be.



“Stop worrying so much about what’s going to happen once they get in: Do everything you can to prevent them from getting in.”<sup>1</sup>



Dr. Rois Ni Thuama  
Head of Cyber Governance for Red Sift



## Stay flexible: Avoid business interruption

Nothing is more important than making sure that business can keep going whatever challenges arise. Over the past two years, enterprise IT’s mission has emerged not just as a vendor of services to internal corporate clients but as a full fledged partner in keeping the business running no matter where workers or customers may be.



According to Forrester Research, 55% of IT leaders consider the adoption of predictive analytics a top priority to be able to assess device performance, health, and security.<sup>2</sup>

### Sources

<sup>1</sup> Lynne Labrador, Ken Lamar, and Dr. Rois Ni Thuama, in discussion with the authors, 2021.

<sup>2</sup> Forrester Consulting, a commissioned study on behalf of HP, September 2020.



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