

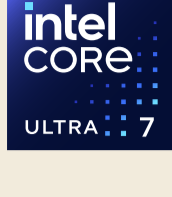


Empower your workforce to embrace AI and be a force for growth

Turn AI from a challenge to the way your people feel and work their best



with



Unlock the power of AI for business with Intel® Core™ Ultra processors

AI. It's a technology that's seemingly everywhere and that everyone's talking about. So why isn't AI already widely adopted for work? And how can you engage your workforce to embrace AI in their jobs?

Read on for insights from the "2024 HP Work Relationship Index" that decode the common challenges to AI adoption and show you how to cut through all the hype and empower your workforce to embrace AI.

Obstacle 1

People feel overworked and short on time

At a time when hybrid and remote work are blurring the lines between home and office, it's no wonder people are struggling to maintain work-life harmony. As workloads increase, they eat into the time we used to have to run errands and plan our lives.

64%

of employees struggle with having the time or energy to do their job¹

Leverage AI to save time

People shouldn't view using AI as one more thing on their to-do list. Instead, help them embrace it as a useful solution to work and personal lives that are becoming increasingly intertwined. Help people reclaim their time and focus on more meaningful work by encouraging them to use AI as their personal assistant for both work and life tasks. After all, AI is there to fuel personal productivity, using powerful performance to adapt workflows that create more time and space in the day to do more of the tasks that drive growth in a fulfilling way.

Obstacle 2

The idea AI may affect job security

Like with many new technologies—especially ones with this much media buzz—people worry that AI will be used to replace them. In fact, 36% of knowledge workers in mature economies worry AI will replace their job.² This is understandable, especially when AI's capabilities are viewed in broad terms such as, "It can write articles," or "It can carry on conversations with customers."

55%

of knowledge workers believe AI will open new opportunities to enjoy work²

Increase worker value with AI

First and foremost, communicate. Provide confident leadership and clear information about what your business hopes to gain from AI and how it can empower teams, not replace them. Help them view AI as a tool they can use to drive individual development as well as organizational innovation—to work better and more strategically. For example, by offloading tedious and repetitive tasks to AI, they can focus on the more meaningful and rewarding aspects of their work and life.

Obstacle 3

People aren't sure how or when to use AI

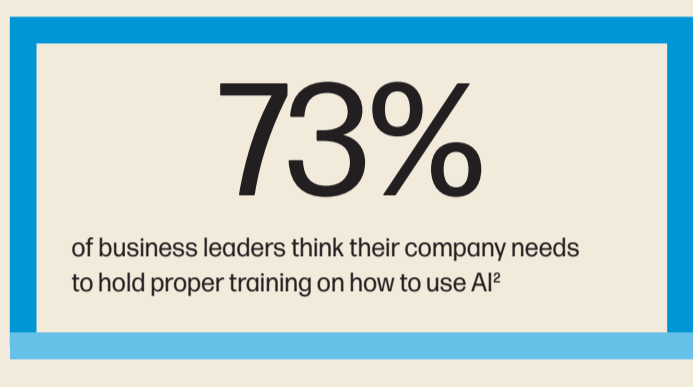
The potential for AI to make our jobs easier and more enjoyable hinges on one thing: being able to use it effectively in that capacity. Understanding how and when AI can enhance tasks alleviates concerns and builds confidence in its benefits.

42%

of knowledge workers don't know when to use AI³

Inspire an AI-savvy workforce

It's not enough for organizations to tell employees they can and should use AI. Clear guidance and training on how to apply AI need to come from the top. When polled, many business leaders agreed. AI has so many uses that drive creativity and enhance personalization, it's hard to know where to start. Creatives could use it to turn ideas into images or to easily edit photos. Marketing managers could use it to create frameworks or optimize campaigns. Analysts could use it to quickly process data and identify trends. It's best to set parameters and provide training.



Ways AI can be beneficial for work

SIMPLIFY

77% of employees would like AI to summarize meetings and action items and plan their day⁴

DISCOVER

86% of employees welcome AI to help them find the right answers and information⁴

CREATE

73% of employees would be comfortable using AI for creative work⁴

Obstacle 4

Older devices weren't built for new AI apps

A major constraint on widespread AI adoption is the computer itself. Devices built even in the last few years will struggle with today's AI features. They can't deliver the computing power to efficiently handle the enhanced applications that allow people to utilize AI to reclaim time and create meaningful moments.

HP AI PCs running Windows 11 with an Intel® Core™ Ultra processor feature three AI engines: a CPU, GPU, and NPU (neural processing unit), each providing specific AI benefits to extend battery life, boost productivity, and enhance collaboration. That includes running sustained AI tools, like Windows Studio Effects background blur during a video call, without taxing the CPU.

10%

of global PC shipments in 2023 were AI-capable. By 2027, this is expected to grow to 60%.⁵

Upgrade your OS and devices to future-proof for AI

Microsoft released Copilot in Windows in late 2023—making Windows 11 the first PC platform to provide centralized AI assistance for things like idea generation, advanced data analysis and reporting, workflow optimization, and task automation. That makes now the perfect time to upgrade—well before Microsoft ceases support for Windows 10 in October of 2025.

When looking at your device fleet, consider accelerating your timeline for upgrades so you can get HP AI PCs out to as much of your workforce as possible and as quickly as possible. Turn to HP to provide you with a wide range of AI devices that include Intel® Core™ Ultra processors featuring CPU, GPU, and NPU engines for better AI productivity. This covers everything from AI PCs for everyday workers to AI workstations for the heavy demands of your power users. We also offer all the support services you'll need to transition to Windows 11 and to HP AI PCs with Intel® Core™ Ultra processors.

Obstacle 5

AI is raising the stakes around endpoint security

AI can be used for bad just as it can be used for good. It's helped raise the value of information at the endpoint, accelerate the volume and sophistication of attacks, and make seemingly benign data a target for attack.

85%

of security professionals seeing a rise in cybercrime attribute it to the weaponization of AI⁶

Protect against new attacks with new technology

With the speed of advances in AI, it's important to fortify against ever-evolving AI-based cyberthreats. HP addresses this with business PCs that protect firmware against quantum computer hacks.⁵ It's driven by the built-in security of Endpoint Security Controller (ESC), a dedicated chip that validates the integrity of the BIOS and other firmware to enhance the security of every HP business-class PC. This delivers always-on protection to keep devices resilient against quantum computing attacks. Layer on the full-stack security of HP Wolf Security⁶ to fortify your device's defenses from hardware to cloud.



Adopt AI with confidence

Let HP help you understand how to maximize the potential of AI for your workforce and future-proof your fleet with an extensive portfolio of AI PCs that feature Intel® Core™ Ultra processors and an unwavering dedication to protecting you and your organization.

EXPLORE HOW HP AI PCs CAN EMPOWER YOUR WORKFORCE TO THRIVE IN WORK AND LIFE



HP Services are governed by the applicable HP terms and conditions of service provided or indicated to Customer at the time of purchase. Customer may have additional statutory rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service or the HP Limited Warranty provided with your HP Product.

¹ Microsoft, "Will AI fix work? Work Trend Index annual report," May 9, 2023, <https://www.microsoft.com/en-us/worklab/work-trend-index/work-will-ai-fix-work/>

² HP, "Work Relation Index: AI in the Workplace Report," March 2024, https://publish-pro.hp.com/content/dam/sites/worldwide/apps/work-relation-index/reports/ai-in-the-workplace/us-en_ai-in-the-workplace.pdf

³ Canalis, "Canalis projects 60% of PCs shipped in 2027 will be AI-capable," September 18, 2023, <https://www.canalis.com/insights/canalys-projects-60-of-pcs-shipped-in-2027-will-be-ai-capable>

⁴ Gallagher, "AI: Keeping Pace With the Cybercriminals," November 2023, <https://www.aij.com/insights/ai-keeping-pace-with-the-cybercriminals/>

⁵ Based on HP's internal analysis of business PCs with preinstalled encryption, authentication, malware protection, BIOS-level protection, and passing MIL-STD testing, finding that no other in-class PC implements a quantum-resistant cryptographic scheme to protect the integrity of UEFI BIOS firmware as of February 2024.

⁶ HP Wolf Security for Business requires Windows 10 or 11 Pro and higher, includes various HP security features and is available on HP Pro, Elite, RPOS, and Workstation products. See product details for included security features.

For more complete information on configurations or workloads, visit www.intel.com/PerformanceIndex. Intel technologies may require enabled hardware, software or service activation. No product or component can be absolutely secure. Your costs and results may vary.

© Intel Corporation. Intel, the Intel logo, and other Intel marks are trademarks of Intel Corporation or its subsidiaries. Other names and brands may be claimed as the property of others.

Copilot in Windows (in preview) is available in select global markets and will be rolled out to additional markets over time. Learn more. Copilot with commercial data protection is available at no additional cost for users with an Entra ID with an enabled, eligible Microsoft 365 license.

Not all features are available in all editions or versions of Windows. Systems may require upgraded and/or separately purchased hardware, drivers, software or BIOS update to take full advantage of Windows functionality. Windows is automatically updated and enabled. High speed internet and Microsoft account required. ISP fees may apply and additional requirements may apply over time for updates. See <http://www.windows.com>.

© Copyright 2024 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.