

# **HP Desktop Mini: A Comprehensive Portfolio**

#### **Enterprise Level**



## EliteDesk 800 Desktop Mini

Engineered for enterprise grade performance and manageability. The EliteDesk range matches global need for mission critical business.







#### Commercial



#### **ProDesk 600 Desktop Mini**

A mainstream business PC that's the perfect combination of performance, enhanced manageability, and commercial level security.







#### **Growing IT**



#### **ProDesk 400 Desktop Mini**

Meet the everyday needs of your growing business with a smart financial investment designed with simple, business-class manageability and security capabilities.







#### **Non-Managed IT**



#### **260 Desktop Mini**

Reliable performance you can depend on at a budget-friendly price.







# Enterprise-ready Security.<sup>3</sup> **User-ready Performance.**





4th generation Intel® Core™ vPro™² processor



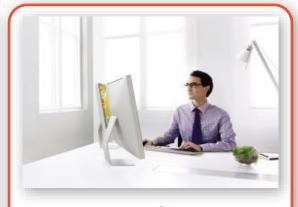
## **Embedded Security**<sup>3</sup>

Strengthen security across the enterprise with enhanced, built-in security features.



#### **Business Productivity**

Increase productivity with performance that keeps up with the way your users work.



#### **Manageability/ Automation**

Gain greater control with remote asset tracking and management capabilities.



# **Vertical Market Opportunities**

Mini PCs: All the Power without the Tower



medical staff)

Off-season

**Small Cubicles** 

# Why customers still choose Desktop PCs



#### **Low TCO**

- Price/performance
- Long life-span



## **High Performance**

- High computing power/ storage/graphics
- Large screens



#### **Most Flexible**

- Configuration options
- Easy to upgrade



## **Strong Security**

- Less likely to be stolen or broken
- Better data privacy than cloud solutions



Office

# HP Desktop Mini – Great performance in a small package

## Fits anywhere for Zero footprint

One of the Smallest full-function desktop PCs in the market. This versatile performer fits just about anywhere to make the most of small workspaces

Offers a variety of accessories for flexible deployment options including zero footprint, expandability and physical security



# Wide Range of Offerings:

A complete line of Desktop Mini models for enterprises, small business and education. Choose the one that best fits your needs and budget.

#### **Desktop Mini Accessories Ecosystem**

Options for mounting, security, expandability and legacy support compatible with all HP Desktop Minimodels.



**Expansion Modules** 



Legacy Ports



Secure Mounting



**Desk Productivity** 



# **Key Benefits – Desktop Mini Family**

#### **Small and Versatile:**

The ultra-small HP Desktop Mini fits in almost any space and accessory options<sup>3</sup> support a variety of use cases. **Built for business** with commercial design, service and OS options

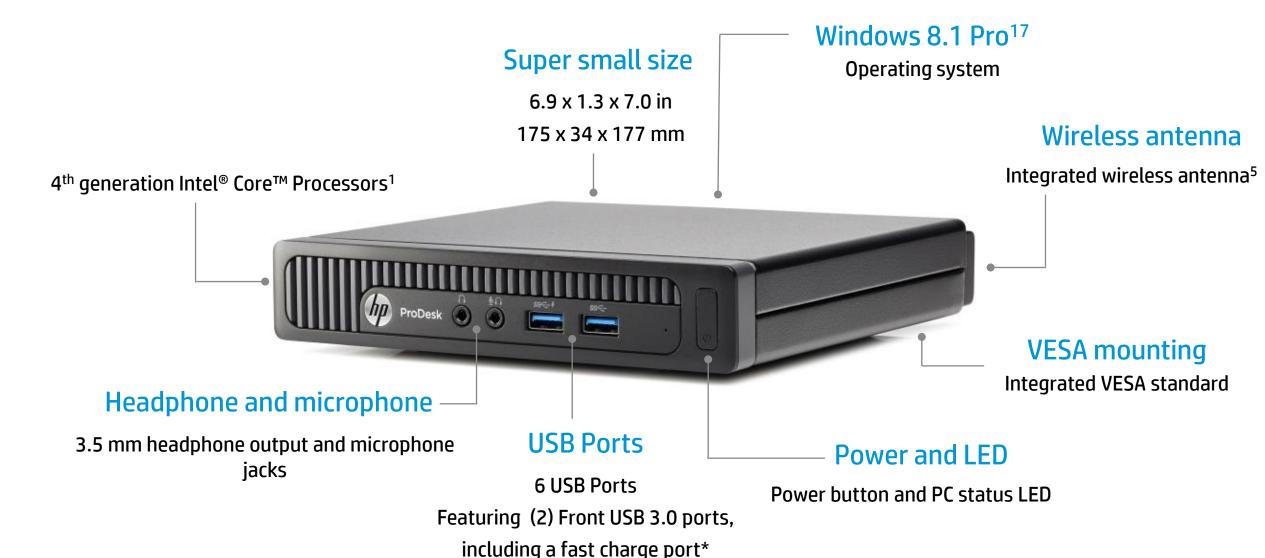
Just what you need from basic affordable productivity to highend power computing **Low TCO** delivered by energy-efficient processors

Tailor a solution with custom-built Mini accessories including secure mounting options, external optical/hard drives and legacy port support





# **HP EliteDesk and ProDesk G1 Mini PC Features**





# HP EliteDesk 800 G1 Desktop Mini

Most performance packed in the smallest package

An enterprise class, powerful PC designed for business-critical environments, engineered in the smallest package with a variety of accessories for maximum productivity

## **Key Selling Points:**

- Clean, easily-serviceable design featuring integrated wireless antenna and VESA mount allow flexible deployments. HP accessories include zero footprint, expandability and physical security options.
- Full EliteDesk functionality and Business critical features included: 3 HD display outputs, integrated VESA mount, integrated WLAN antenna, many storage options, TPM 1.2, HP BIOSphere and Client Security.
- Built and tested for reliability: MIL-STD 810G tests and over 115,000 hours of HP testing and end-to-end diagnostics.
- US-based Elite Support: Talk to an agent anytime and get priority service at no additional charge.



#### **Use Cases**



#### Tight work spaces

Hosted apps, office suite and UCC tools

EliteDisplays, Security/ Dual **VESA** mount, Wireless Keyboard and mouse. headset



#### Trader/ Design

Office suite, LANDESK.

EliteDisplays, Integrated Work Centre, ODD Expansion Module

#### **Key Accessories**



- **Expansion modules**
- Security mounts and cables
- Display stands & Dual displays
- Rack mount kit
- CarePack services



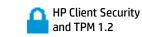














# **HP ProDesk 600 G1 Desktop Mini Business PC**

## Trusted & Proven Reliability

**The desktop has evolved** – HP ProDesk 600 G1 Desktop Mini PC is a smart investment efficiently crafted to fit almost anywhere. The latest PC technologies keep users productive and operating costs down.

## **Key Selling Points:**

- No-compromise full PC functionality built with the latest performance in a design smaller than some desk phones.
- HP Client Security to keep data secure and protected
- Energy consumption levels low enough to leave running 24/7
- Easy deployment: a compact design featuring M.2 wireless LAN options, multiple mounting options and accessories<sup>3</sup> that enhance productivity and security.<sup>3</sup>
- Boost productivity with 3 independent HD Displays.
- Configure your HP Desktop Mini PC with the processors, SSDs, accessories, security and manageability features your business needs.
- HP BIOSphere keeps data and systems protected with customizable security.<sup>4</sup>



#### **Use Cases**



#### **Back office Multi Tasking**

Hosted apps, office suite and UCC tools

3 ProDisplays, Wireless Keyboard and mouse



#### Analyst/Financial Trader

Office suite and UCC tools.

Dual display stand, Single Monitor Arm, and 3 24" **ProDisplays** 

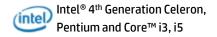
#### **Key Accessories**



- **Expansion modules**
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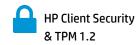


Windows 8.1 Pro. Win 7 Pro





**HP BIOSphere** 





# **HP ProDesk 400 G1 Desktop Mini Business PC**

Petit Powerhouse. Affordable, flexible functionality.

Take back your desk! Compact yet powerful, this mini PC packs the commercialgrade performance and industry leading security software you need to work efficiently and safely—at a great price.

## **Key Selling Points:**

- Easy deployment: a compact design featuring wireless LAN options, multiple mounting options and accessories<sup>3</sup> that enhance productivity and security.<sup>3</sup>
- Help reduce energy use and costs with processors that consume less.
- Maximize productivity on dual full HD displays with DisplayPort 1.2 and VGA outputs.
- Power up directly from the keyboard when it's out of reach or in an enclosure.
- Six USB ports (two USB 3.0) enable the peripherals you need.
- HP BIOSphere keeps data and systems protected with customizable security.4
- Give your IT team the tools they need to efficiently manage your fleet.
- Use a standard hard drive or choose from a full range of SSDs.



#### **Use Cases**



#### Multi-tasking

Hosted apps, office suite and UCC tools

**Dual Display Stand** webcam and headset



#### **Student Computing lab**

Office suite, HP Classroom Manager, LANDESK.

**ProDisplay Companion** Stand and webcam

Mini Rack mounting

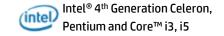
#### **Key Accessories**



- Expansion modules
- Security mounts and cables
- Display stands & Dual displays
- Rack mount kit
- CarePack services









Windows 8.1 Pro. Win 7 Pro





**HP BIOSphere** 





# **HP 260 Desktop Mini PC**

Small size, big performance, affordable price.

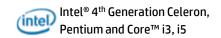
The fully functional HP 260 Desktop Mini PC delivers the benefit of space saving design that can grow with your business. Equip yourself with the essential tools you need at an affordable price.

## **Key Selling Points:**

- Reduce energy use and costs with processors that help consume less than half the energy of those in other mini PCs.
- Compatible with HP mini accessories. Expand storage options, add legacy ports with expansion modules, help secure your device with security mounts, or take back your desk space with stands and integrated work centers.3
- Power up directly from the keyboard when it's out of reach or in an enclosure.
- Do more on dual full HD displays with DisplayPort 1.2 and VGA outputs.
- 6 USB ports (four USB 3.0) enable all the peripherals you need.
- Configurations available with standard hard drives or speedy and reliable solid state drives.<sup>3</sup>
- No cart needed! At less than 2 lbs, this desktop is easy to carry, deploy and store.









Win 8.1 Pro, Win 7 Pro



#### **Energy Efficient**







#### **Use Cases**



#### **Bullpens/Call Centers**

Hosted apps, office suite and **UCC** tools

Integrated Work Center Stand and headset



#### **Student Computing**

Office suite, specialized software, cloud access

**ProDisplay Companion Stand** and webcam



#### **Key Accessories**

- Expansion modules
- Security mounts & cables
- Display stands
- **Dual displays**
- CarePack services



# **HP Desktop Mini Family - Specs to Specs comparison**

	HP 260 G1 DM	ProDesk 400 G1 DM	ProDesk 600 G1 DM	EliteDesk 800 G1 DM
Chipset & CPU	Intel Mobile U processor 4 <sup>th</sup> Gen up to core i3 (15w)	Intel H81 & 4 <sup>th</sup> Gen CPU (35W)	Intel Q85 & 4 <sup>th</sup> Gen CPU (35W)	Intel Q87 & 4 <sup>th</sup> Gen CPU (35W)
Size & Volume	175 x 34 x 177 mm – 0.7 kg	175 x 34 x 177 mm – 1.3 kg	175 x 34 x 177 mm – 1.3 kg	175 x 34 x 177 mm – 1.3 kg
Video Ports	(1) VGA & (1) DisplayPort 1.2	(1) VGA & (1) DisplayPort 1.2	(1) VGA & (2) DisplayPort 1.2	(1) VGA & (2) DisplayPort 1.2
Bays	(1) Internal 2.5" HDD (or 32GB SSD)	(1) Internal 2.5" HDD; (1) M.2 SSD	(1) Internal 2.5" HDD; (1) M.2 SSD	(1) Internal 2.5" HDD; (1) M.2 SSD
Memory	2 SODIMM, dual-channel, 16GB max	2 SODIMM, dual-channel, 16GB max	2 SODIMM, dual-channel, 16GB max	2 SODIMM, dual-channel, 16GB max
Expansion slots	PCIe Mini for WLAN & internal Antenna	(1) M.2 for WLAN & internal Antenna	(1) M.2 for WLAN & internal Antenna	(1) M.2 for WLAN & internal Antenna
I/O ports	Front (2) USB 3.0 Rear (2) USB 3.0 & (2) USB 2.0 (no fastcharge). Power On from USB keyboard. USB Support for 2 expansion modules.	Front (2) USB 3.0 Rear (4) USB 2.0 (no fastcharge). Power On from USB keyboard. USB Support for 2 expansion modules.	Front (2) USB 3.0 (Fastcharge) Rear (2) USB 3.0 & (2) USB 2.0	Front (2) USB 3.0 (Fastcharge) Rear (4) USB 3.0
ТРМ	TPM 1.2 enabled	TPM 1.2 enabled	TPM 1.2 enabled	TPM 1.2 enabled
VESA Mount	Integrated	Integrated	Integrated	Integrated
Manageability	Wake on LAN	Wake on LAN	Intel Standard Manageability	Intel vPro Manageability
Base Warranty	1 year, 3yr optional	3 years 3 years		3 years
Global	No	No	Yes	Yes
Power Supply	External 65W with 89% High Efficiency; Energy Star 6	External 65W with 88% High Efficiency; Energy Star 6	External 65W with 88% High Efficiency; Energy Star 6	External 65W with 90% High Efficiency; Energy Star 6
TAA	No	Yes	Yes	Yes
Communications/Net working	Realtek non-managed LOM, WLAN Single-band PCIe	Intel Clarkville i217LM GbE LOM	Intel Clarkville i217LM GbE LOM	Intel Clarkville i217LM GbE LOM



# **HP Desktop Mini Comparison**

Features	HP ProDesk DM 260	HP ProDesk DM 400	HP ProDesk DM 600	HP EliteDesk DM 800
HP BIOSphere		✓	✓	✓
HP Client Security		✓	✓	✓
US-Based Elite Support				✓
Processor/Chipset Manageability	Haswell-U/SoC (Wake On Lan	Haswell-T/H81 (Wake on Lan)	Haswell-T/Q85 Intel Standard Remote manageability	Haswell-T/Q87 Intel vPro
Mil-Standard 810G Spec Tested				✓
HP's Total Test Process: Reliability testing exceeding 115K testing		✓	✓	✓
Multiple Independent Displays (Outputs)	2 displays: VGA / DP 1.2	2 displays: VGA / DP 1.2	3 displays: VGA / (2) DP 1.2	3 displays: VGA / (2) DP 1.2
USB Outputs	6 total: 4 (3.0)/2 (2.0)	6 total: 2 (3.0)/4 (2.0)	6 total: 4 (3.0) one with fast charge/2 (2.0)	6 total: (3.0) one with fast charge
Power On from Keyboard and Support for 2 Expansion modules	✓	✓		(Gen 2, 2015)
Communications/Networking	Realtek non-managed WLAN Single-band PCIe	Intel Clarkville i217LM GbE LOM	Intel Clarkville i217LM GbE LOM	Intel Clarkville i217LM GbE LOM
Global Series			✓	✓
Stable Lifecycle	~12 month	12+ month	18 + month	24-30 month
Chassis Materials	High-strength polycarbonate/ABS blend	metal	metal	metal
Onsite Limited Warranty Standard	1/1/1, (3 yr. option)	3/3/3	3/3/3	3/3/3

# Mini Accessories ecosystem

# 

## **Expansion Modules**







## **Security and Mounting Kits**







## **Display Productivity**







Pro Display Companion Stand and HP **ProDisplays** 





# **Target Customer Segments**

	Elite Desk 800 Desk			
	HP 260 Desktop Mini	ProDesk 400/600 Desktop Mini		
	OWNER MANAGED	PARTNER MANAGED	MIXED MANAGED	FORMAL IT MANAGED
Company Size	<ul> <li>Most from companies with less than 20 employees</li> </ul>	• Tend to be smaller, but even mix across size ranges	• Larger, many with 50+ employees	• Tend to be largest compared to other segments
IT Management	<ul> <li>Owner/Manager is         <b>primary buyer</b> </li> <li>Focused on running the business vs. running IT</li> </ul>	<ul> <li>3rd-party has strong influence on IT</li> <li>More tech awareness, yet Owner/Manager keeps basic</li> </ul>	<ul> <li>Blend of influences on IT</li> <li>Increasing focus on advanced tech evaluation &amp; emerging standardization</li> </ul>	<ul> <li>In-house IT staff drive purchase decisions</li> <li>Centralized focus on users, IT policy &amp; tech deployment</li> </ul>



# **Target End-User Segments**

				Segments	Mix
			More	Mobile Professional	14%
X S			mobile	Executive	16%
Elite Desk 800 DM	800 DM ProDesk 400/600 DM HP 260 DM		Less	Knowledge Worker	22%
			mobile	Domain Specialist	20%
ProDesk HP 260 DM			Task Worker	18%	
			Do not target	Basic User	10%

Typical roles	Keys to their success
Sales/Business Development, Ops	Mobility that ensures reliable productivity with credibility and connectivity
C-Suite, Strategy, Consultants	Stylish , high- end tools that provide connectivity & collaboration
Technologists, Marketing, Legal	Computing power to create & share with stylish, high-end tools
HR Compensation, Designers, Lab techs	Focused computing performance with reliability
Admin, Customer Service, Data entry	Reliable, value and appropriate processing power
Varied	Don't place high importance /demands on IT



# **HP EliteDesk 800 DM – Customer Solution Scenarios**

## **Enterprise: Financial Trader**

A trader needs to have access to high processing power and maximize his desk space that is filled with other equipment. The trader is using 6 HP EliteDisplay E241e to project his HP EliteDesk 800 DM that is mounted behind with an HP Desktop Mini Security/Dual VESA Sleeve, along with the HP Desktop Mini 500GB HDD/ I/O Expansion Module. He is using his HP USB Graphics Adaptor to expand his display capabilities. This solution frees up valuable desk space, better manages his cables, and powers his mission-critical information necessary to his daily work tasks.









# HP Dual USB Graphics Adapter (C5U89AA)

Add up to six monitors (one per USB port and adapter) to one computer.



# HP Single Monitor Arm (BT861AA)

Mount your monitor with a flexible monitor arm to free up more space on your desk.

# **HP ProDesk 400 DM – Customer Solution Scenarios**

## **Healthcare: Hospital – Mobile cart**

A nurse in a busy hospital floor needs a mobile PC solution that doesn't interfere with her work. She uses an HP ProDesk 400 DM mounted behind her monitor. She ensures that is physically secured with her HP Desktop Mini Security/Dual VESA Sleeve that she can also use to mount her HP Desktop Mini I/O Expansion Module. She can roll her PC solution from room to room without worrying about getting tangled up in a clutter of cables with her HP Wireless Keyboard and Mouse.



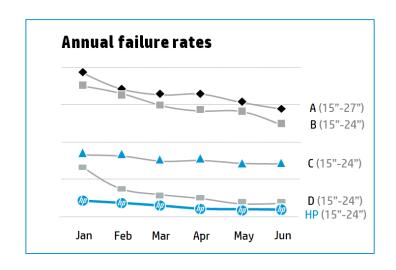








# **HP Commercial "Better Together" Features**







- Design and compatibility integration testing from product inception
- Multi-phased reliability testing and verification together with PCs
- LCD component specification guidance for optimal eco-system performance and reliability

# Enhanced display management and productivity

- Display Assistant SW Exclusive when used with HP PCs: customizable DT partition, extended taskbar
- Display Remote Management manage entire fleet, remote query and config
- Future investigations: Bios design for improved performance, power and boot-up, pre-boot visuals



# Designed for seamless compatibility and integration

- Video connector inputs complement HP Commercial PCs
- ID Design provides overall system look/feel
- 2015: out of box mounting support for DT mini on back of all Pro Displays
- Future: embedded out of the box wireless display compatibility

## HP ProDesk 400 G1 Mini vs Dell OptiPlex 3020 Micro & Lenovo ThinkCentre M73 Tiny

## **Competitive Assessment**



- > **Secure, Reliable** and **Scalable** PC designed for small spaces
- **Business-class Manageability** features for SMBs

#### ✓ Competitor Positioning

- > **Dell:** Essential performance and best-in-class security, offered in Dell's smallest form factor
- Lenovo: Micro, mountable PC with essential security and manageability features

#### ✓ Why HP Wins

- HP BIOSphere provides a customizable security solution to protect mission-critical data and systems
- ➤ HP's integrated WLAN helps customer to further **minimize the clutter.** Dell & Lenovo require external antennas for WLAN
- ➤ Integrated VESA mount Dell & Lenovo only offer VESA mount as an option at additional cost
- > Smaller in volume







ProDesk 400 G1 Mini	OptiPlex 3020 Micro	ThinkCentre M73 Tiny	
\$529 i3 / 4GB / 500GB / 3yrs / Win7P / MS Security Essentials	<b>\$539</b> i3 / 4GB / 500GB / 3yrs / Win7P / McAfee 12 months	<b>\$549</b> i3 / 4GB / 500GB / 3yrs / Win7P / Norton Internet Security 30days	
Intel Celeron, Pentium, 4 <sup>th</sup> Gen Core i3, i5, i7	Intel Celeron, Pentium, 4 <sup>th</sup> Gen Core i3, i5	Intel Celeron, Pentium, 4 <sup>th</sup> Gen Core i3, i5, i7	
<b>1L / 2.9lbs</b>	1.2L / <b>2.82lbs</b>	1.1L / 2.9lbs	
Integrated VESA mounting	Opt. VESA mount (additional cost ~\$30)	Opt. VESA mount bracket kit (additional cost ~\$10)	
Upto 1 TB SSHD, 500GB SED SSD, SED HDD, 256 GB SSD, M.2 SSD	Up to 1TB HDD, SSHD, SSD, SED, M.2 SSD, Supports <b>Cloud Desktop</b> 1	Up to 500GB SSHD, HDD, 256GB SSD	
TPM 1.2, Security Lock Slot, Just-In-Time USB Authentication	TPM1.2*, Chassis Lock, Chassis Intrusion Switch	Chassis Lock Slot, Individual USB port disable, Opt. Chassis Intrusion Switch	
HP Client Security, HP BIOSphere, HP Client Management Solutions, Opt. HP Touchpoint Mgr	<b>Dell Data Protection<sup>2</sup>, KACE</b> Security	ThinkVantage Security, Lenovo Solution Center	
HP advantage	Competitor advantage		

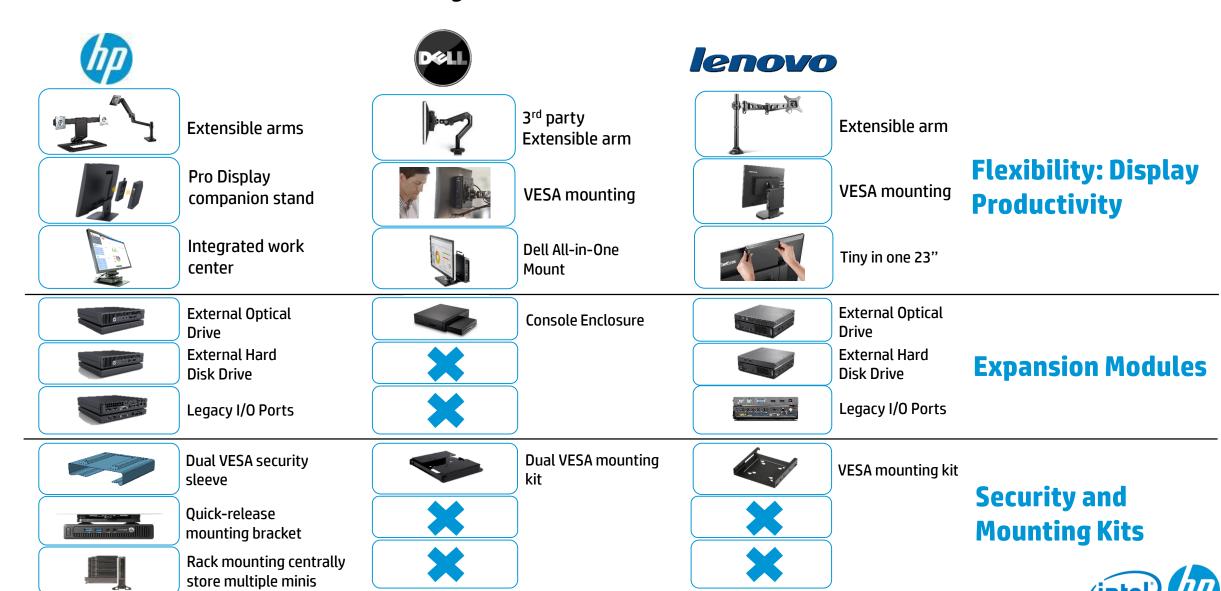
IP advantage

Competitor advantage

SOURCE: Dell, Lenovo US Website



# **HP Mini Accessories Ecosystem vs Lenovo/Dell**



## **HP Client Security**

## Hassle-free, multi-layered security options to fit your business

## **Hardware-based security**

Data protection



**Device protection** 



## **Software-based security**

## **BIOS-based security**

- Hard drive locking
- Permanent, full drive data disposal

- Malware protection/recovery
- Automated updates/configuration
- Master boot record protection/recovery
- Pre-boot user authentication

- Full volume encryption
- Select file disposal
- File-based encryption
- Device access controls
- Malware protection/recovery
- Remote lock/data wipe
- Enhanced authentication
- End-user credential management

- Self-encrypting hard drive
- Certified TPM
- Data disposal
- Chassis/port locks and sensors
- Security kits
- Cables
- Integrated Smart Card/ fingerprint readers

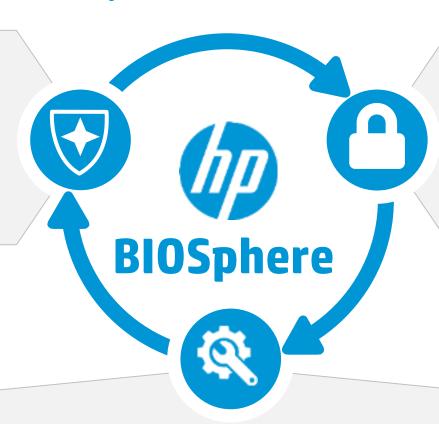


# **HP BIOSphere**



## HP's industry-leading firmware ecosystem

Simplify client management with automatic, secure BIOS updates from HP or the customers own servers to keep PCs in top condition and employees productive.



Protect mission critical data with customizable BIOS level features, including monitoring and restoring the BIOS in the event of corruption or attack.

Streamline client deployment and maintenance with the ability to remotely configure BIOS settings and provide proactive device health alerts to IT.



# Key selling points – HP Desktop Mini Family

## **Built for business**



Fits in almost any space and the accessory options<sup>3</sup> support a variety of use cases from traditional desktop to digital signage



Scalable commercial-grade Desktop Mini computers help you create the perfect workspace



HP Desktop Mini computers come loaded with your choice of powerful fourth-generation Intel<sup>®8</sup> processors<sup>9</sup>



Compatible with the HP Desktop Mini ecosystem<sup>3</sup>



Low TCO delivered by energy-efficient processors





# Thank you

