HP Inc. expands portfolio of next-generation A3 MFPs in ASEAN

Powerful multi-function printers deliver world-class security and accelerate office of the future

Singapore, June, 2017 — HP Inc. announced a strong line-up of next-generation A3 multifunction printers (MFPs) in ASEAN. The 54 new SKUs include enterprise-class A3 MFPs that are designed to protect themselves in the face of growing cyber attacks on businesses.

News highlights:

• HP launched new A3 MFPs that will transform today's copier experience by offering advanced security features, affordable color and longer device uptime with HP's Smart Device Services technology.
• In collaboration with Nanyang Polytechnic (Singapore) and Splunk, HP's enterprise-class MFPs are now integrated with Splunk® Enterprise for customers worldwide, enabling IT and security managers to receive comprehensive alerts of security events via a dashboard.
• HP launched The Wolf : Season 2 in a continued effort to grow awareness about the security risks of poorly secured printers and PCs.

According to the IDC IT Security MatureScape report 2017, 95.6% of organizations in ASEAN are operating with less-than-ideal IT security practices in place.

"We are living in a new world order, with connected devices and evolving attacks that often hit us when we least expect them. By integrating security in every stage of product development, we are reinventing security from protection to resilience, delivering highly secure A3 MFPs into the market to make life better and safer for our customers in ASEAN," said Koh Kong Meng, Managing Director, Southeast Asia, HP Inc.

The new A3 portfolio transforms today's copier experience for customers and service professionals by offering a combination of advanced security features unmatched in the marketplace , affordable color via HP's PageWide printing technology, and longer device uptime via HP's Smart Device Services technology.

"HP sets out to reinvent the print experience by bringing the intelligence of IT into our next-generation A3 MFPs. With Smart Device Services, we are reducing service cost for partners and raising the bar in customer experience," said Ng Tian-Chong, General Manager, Printing Systems, Asia Pacific and Japan, HP Inc.

HP has signed and on-boarded more than 500 resellers worldwide. The new partners will leverage HP's tools and infrastructure to provide a high-quality service experience. With the arrival of the A3 portfolio, partners now have new ways to grow revenue and margins in this $55 billion opportunity.

Advancing security and protecting networks

Embedded with advanced security features that are necessary to combat the growing number of threats targeting business MFPs, the new HP A3 printers are amongst the world's most secure

enterprise MFPs in the market2. Considering that modern MFPs now behave more like PCs, and the fact that less than two percent of the world's hundreds of millions of MFPs are properly secured, improving print security is a top priority for businesses. HP's enterprise-class MFPs incorporate a comprehensive suite of security features that protect devices, data and documents, creating a layered security approach needed to combat advanced attacks.

With HP Sure Start, whitelisting and run-time intrusion detection, HP enterprise-class MFPs are embedded with key security features that automatically trigger a reboot in the event of an attack. When an attack targets the BIOS, firmware or run-time memory, HP enterprise-class MFPs can generate alerts in syslog format and notify IT managers via Security Information and Event Management (SIEM) tools.

In collaboration with Nanyang Polytechnic and Splunk, HP is the first printing vendor to have an app built on Splunk® Enterprise that enables security and IT managers to receive alerts from Splunk via a dashboard when there are attempts to attack the network through HP printers.

"Splunk is the leading data platform for Operational Intelligence, providing insight into machine data generated from security and IT data sources, to enable rapid detection of anomalies and threats using machine-learning based analytics. Printers are a crucial component of an organization's IT infrastructure and are often overlooked as being a potential source of vulnerabilities in a company's network," said Yuh Woei Tan, Country Manager, South Asia, Splunk. "We are very proud to collaborate with Nanyang Polytechnic and HP to help security managers stay ahead of the rapidly-evolving attack surface via reporting and interactive investigation powered by Splunk Enterprise®."

Dennis Ang, Director, School of Information Technology, Nanyang Polytechnic, said: "You're only as secure as your weakest link. We don't immediately think about printers when we plan our cyber defence strategy, but they need to be secured in an era where entire networks can be brought down by malicious hackers. Nanyang Polytechnic is nurturing the next generation of cyber security talents through the Diploma in Cyber Security & Forensics and giving our IT students access to real world projects to hone their skill. The opportunity to collaborate with Splunk and HP has enabled our students to play a meaningful role in protecting critical operations from malicious attacks."

HP has launched a series of global initiatives to elevate awareness of the security risks facing businesses and consumers. In February, HP launched The Wolf web series to highlight how corporate networks can be hacked through overlooked vulnerabilities and poorly secured printers and PCs.

HP Studios' The Wolf: Season 2 builds on the dramatic first season starring award-winning actor Christian Slater as a fictional hacker targeting the healthcare industry's highly sensitive data records. Find out more from the online press kit.

Cloud-based innovation and reduced costs

HP's portfolio of A3 MFPs – including three PageWide platforms and 13 LaserJet platforms – benefit from the new, cloud-based proprietary service optimization platform, HP Smart Device Services (SDS). SDS can deliver maximum device uptime by integrating advanced diagnostics, device specific troubleshooting and remote remediation capabilities into the industry leading MPS tool sets resellers use today.

The HP PageWide Pro devices make color printing more affordable , while simultaneously providing best-in-class print speeds . The single and multifunction devices have print speeds ranging from 35 ppm to 60 ppm (up to 80 ppm in General Office mode). PageWide technology is also more energy-

efficient, consuming up to one-seventh the energy of competing color laser machines in the same class while producing significantly less packaging waste associated with supplies and long life consumables.

Availability

HP’s A3 MFPs are available through qualified channel partners, or directly through HP. More information can be found at www.hp.com/go/A3.

About HP
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