

# HP Workspace ProConnect - Product Dossier

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## Executive Summary

**"Always a working device, within 1 working day - no upfront investment, predictable monthly costs, proactive monitoring"**

### HP Workspace ProConnect: Eliminate Downtime, Work Carefree

Imagine a workday without IT worries. No crashing laptops, no frustration over updates, no stress about data breaches or costly downtime. Everything works, always. Is that realistic? With HP Workspace ProConnect, it's closer than ever.

### What is HP Workspace ProConnect?

This is device-as-a-service, but mature and human. You receive a premium HP notebook, always up-to-date, and pay a fixed low monthly amount. You never have to invest upfront or waste hours on repairs and support. Something goes wrong? Within one working day, a new, functional device is ready for you – immediately deployable with your software, passwords, and settings.

### Why Switch Now?

- **Immediate replacement laptop in case of failure** – no waiting times, no loss of productivity
- **Proactive hardware and software monitoring:** problems are automatically detected and resolved before they have an impact
- **Helpdesk and IT support six days a week**, including personalized onboarding and offboarding of every employee
- **Data security and cybersecurity at the highest level** – with encryption, automatic updates, and multi-factor authentication. Data security as foundation
- **Predictable costs, no hidden expenses.** Always a clear monthly invoice, no major investments or unpredictable spikes
- **Scalability:** easy to scale up (or down) per team or project. New employees are operational within one day

### Market Differentiation

Where traditional lease programs or in-house management get stuck in "hardware ownership," HP Workspace ProConnect goes further: you buy continuity, certainty, and peace of mind. Does everything always work? Yes. Does the workday start without stress? Yes. Is your data safe, even with hybrid work? Yes.

## Sustainable and Transparent

All devices are prepared for recycling and refurbishment at end of contract. You contribute to a circular IT environment without extra hassle.

With HP Workspace ProConnect, you choose security, continuity, and convenience. No time loss, no unexpected costs, no IT stress. The product does what it promises – and that's exactly what companies want, as customer research and interviews show. Work without worries, day in and day out.

**Do you also want IT to finally just work? HP Workspace ProConnect delivers it, every single day.**

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## Product Overview - Core Message & Value Proposition

### Product Features

**Product Code:** #182825

**Product Color Code:** HPWSPC

### Value Proposition

#### Built-in, Proactive AI Analytics and Monitoring

HP Workspace ProConnect integrates automated monitoring and analytics that detect problems before they affect users. Through the central portal and underlying services such as HP Proactive Insights (formerly HP TechPulse), AI is deployed for real-time device monitoring, automated hardware/software diagnostics, proactive alerts, and recommendations for IT action.

### **Ready-Made Security (Endpoint, Malware)**

HP delivers comprehensive endpoint security solutions such as HP Wolf Security, Sure Start, Sure Admin, and Tamper Lock, which are standard integrated. These provide protection against malware, ransomware, firmware/manipulation attacks, and other modern threats, with device control and proactive updates.

### **Comprehensive Lifecycle Services (World Class)**

With HP Workspace ProConnect, the complete device management in the lifecycle is arranged: professional installation, monitoring, support, insurance against damage/theft, remote management, fast replacement, and device recovery. HP ensures a seamless process from device onboarding, maintenance to sustainable device exchange.

### **Transparency in Device Management**

The platform offers a central portal with real-time insight into the entire device fleet, automatic reporting, and insight into hardware, software, performance, and security status via dashboards such as Workforce Experience Platform.

### **Integrated Security, Compliance, and Updates**

HP's security solutions are fully integrated, with automated BIOS updates, patch management, centralized compliance monitoring, and continuous firmware/software security updates via Microsoft Endpoint Manager integration and platforms such as HP Connect.

### **Very Fast Device Replacement & Support**

For defects reported before 4:00 PM, HP Workspace ProConnect guarantees device replacement by 11:00 AM the next working day. This includes insurance, on-site support, and related service for maximum device availability.

### **Vendor-Independent Monitoring**

HP Proactive Insights supports monitoring and management of multi-vendor, multi-OS devices via a single dashboard, and integrates non-HP hardware into management. This makes it possible to manage different brands within one organization.

### **Focus on Modern Workplace, Diversity & Innovation**

HP has a strong focus on modern, hybrid workplaces, AI-driven devices, and diversity. The platform supports employees with different needs, hybrid working, and provides resources for innovation and optimal employee experience.

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## **Personas & Hardware - User Profiles & Specifications**

### **User Personas**

<b>Perso na</b>	<b>Cate gory</b>	<b>%</b>	<b>Work place</b>	<b>Tech - Sav vy</b>	<b>Work Focus</b>	<b>Primary Need</b>
Supp ort Pro	Routi ne Work er	6 %	Office	Very Low	- Support tasks - 1-on-1 collabor ation - Custome r contact	Ease of use – simple, reliable tools
Office Colla borat or	Kno wled ge Work er	26 %	Prima rily Office	High	- Analytic al work - Task manage ment - Internal & external collabor ation	Efficiency & control – smooth collaboration and oversight
Remo te Colla borat or	Kno wled ge Work er	7 %	Prima rily Home	Med ium	- Internal collabor ation - Concept ual work - Focus work	Efficiency & control – stable connection and good collaboration tools

<b>Perso na</b>	<b>Cate gory</b>	<b>%</b>	<b>Work place</b>	<b>Tech - Sav vy</b>	<b>Work Focus</b>	<b>Primary Need</b>
Road Warr ior	Kno wled ge Work er	6 %	On the Road	Med ium to High	- Custome r interacti on - Face- to-face meeting s - Concept ual work	Mobility & professional image – lightweight, well-connected devices
Mode rn Lead er	Speci alize d Work er	11 %	Flexib le (Hom e & Office)	Very High	- Strategi c tasks - Custome r interacti on - Practica l manage ment	Professional image & portability – status, efficiency, and connection
Tech Expe rt	Speci alize d Work er	11 %	Home & Office	Very High	- Softwar e develop ment - Data analysis -	Power & reliability – strong performance for data & software

Perso na	Cate gory	%	Work place	Tech - Sav vy	Work Focus	Primary Need
					Enginee ring	
Creat ive Expe rt	Speci alize d Work er	8 %	Home & Office	Very High	- Graphic design - Concept ual and analytic al work	Self-expression & creativity – powerful hardware and creative freedom

### Reseller Persona

**Bas van der Meer (42)** is Commercial Manager at IT4Business, a mid-sized IT reseller with 25 employees. The company sells hardware, software, and complete workplace solutions to SMB customers in the Netherlands. Bas manages a small sales and account team and decides which products are included in the assortment. He is not technical himself but relies on his account managers and distributors to evaluate new solutions.

Bas is results-driven, pragmatic, and dislikes vague marketing language. He wants to know: "What does it deliver, how easy is it to sell, and who supports me if something goes wrong?" HP is for him a strong brand that automatically inspires customer confidence.

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## Pricing & Scenarios - Financing Models

*[Pricing details not included in source document]*

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## Sales Arguments - Per Stakeholder

*[Detailed sales arguments structure outlined in source document]*

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## FAQ & Objections - Frequently Asked Questions

Sales Script for FAQ

**"My IT works fine now, why should I change?"**

Customers only think about direct consequences, but what if something unexpected happens – hidden costs and stress. Downtime and data breaches cost directly in money and reputation.

**"What if we rarely or never have hardware problems, why would I pay a monthly amount?"**

Many companies forget the hidden time and costs they spend on 'just keeping things running': internally switching devices, IT staff time, reinstalling, support tickets, checking, data migration, reserves...

More than 60% of companies see that data breaches and cyber risks don't come from hardware failure, but from outdated software, forgotten updates, or user errors.

Most disruptions don't appear out of nowhere: they smolder and escalate. Through active monitoring, small issues don't grow into expensive disasters.

**"How quickly do I really have a working device in case of failure? And is that fast enough for my operations (within a day versus within an hour)?"**

Swap within one day, so delivered the next day immediately. With HPWSPC, no own inventory is needed.

It's difficult to beat the speed of on-site replacement (if they have their own devices in stock). Is the computer also immediately ready for use and can the employee continue working right away?

**"Is your security demonstrably better than what we currently have? What does that prove?"**

HP's proactive monitoring, automatic software updates, built-in encryption, multi-factor authentication, and biometric security.

**"Is the service scalable for my specific situation (number of devices, locations, onboarding speed)?"**

For rapid growth and downsizing, DaaS works perfectly: you can quickly scale up/down per participant or device. Scalability and onboarding are considered important by larger organizations, but with smaller companies, monthly adjustments are rarely needed.

**"What do you do for integration with existing systems, for example Azure, MDM tools, industry-specific applications?"**

HP Workspace ProConnect supports ready-made integration with Microsoft Azure, other cloud platforms, and MDM tools.

**"How do you make it financially clear 'what I really save per month' compared to direct purchase, leasing, or self-management?"**

Use the ROI calculator based on real costs: downtime, internal IT hours, inventory management, and hidden risks; not just direct device prices.

"Which parts of the service are optional or mandatory, and what does it cost if my situation changes mid-term?"

The basic contract includes device, monitoring, support, swap, security, and onboarding/offboarding. Everything beyond this (extra software, special SLAs, additional hardware, or recycling) is optional and possible upon consultation.

The monthly amount always remains transparent; only with structural changes (more/fewer users or device class upgrade) does the price change.

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## Stakeholders - All Contact Persons & Strategies

*[Contact details and strategies outlined in source document]*

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## Technical Details - Extended Specifications

### HP Proactive Insights

#### **Monitoring, Analysis, Maintenance, Fleet Management**

HP Proactive Insights is an IT tool that, through artificial intelligence and dashboards, provides insight into the health, performance, and lifespan of all devices within an organization. This allows IT to proactively prevent problems by replacing or updating hardware before downtime occurs, improving productivity and satisfaction.

### WXP (HP Workforce Experience Platform)

#### **Employee Experience, AI, Device Management, Scalable**

WXP is an AI-driven platform from HP that integrates devices, workflows, and employees for an optimal digital work environment. It offers in-depth insights, preventive workflows, and connections with IT systems so that IT can automate processes and employees are more productive and satisfied.

#### **What is WXP?**

WXP positions itself as the HP Workforce Experience Platform and revolutionizes Digital Employee Experience (DEX) with in-depth insights into device health, security, application usage, and employee engagement.

The platform offers organizations a central environment in which all relevant fleet management statistics are brought together. Think of metrics such as Device Sentiment Scores, Scripts Performance, Security Policies, System Health, Employee Engagement, OS Performance, and more. WXP works with extensive dashboards and analytic tools so organizations can steer in real-time on optimizing their digital infrastructure and directly detect deviations that could affect productivity or security. This includes the use of Pulses, Analytics, and practical Labs for facilitating continuous improvement of the digital workplace experience.

## **Why Do Companies Choose WXP?**

WXP offers control and overview by bringing all crucial parameters of the IT environment together in one platform, resulting in increased reliability and productivity of the digital workplace.

The platform continuously monitors security status (such as BitLocker encryption across the entire fleet), automatically executes system and BIOS updates, and provides insight into the current system health of the equipment. With a clear dashboard, WXP signals in time when interventions are needed – such as restarting devices that haven't been restarted for a long time or updating outdated systems. Through this proactive approach, downtime and disruptions are minimized and technology remains state-of-the-art.

## **What Does WXP Do Automatically?**

WXP performs automatic detection and remediation of hardware and software issues, implements security measures, and integrates analytics to optimize management processes.

The platform automates tasks such as enabling BitLocker encryption, rolling out updates, monitoring system reliability, and policy configurations. Through the use of scripts and policies, deviations are directly tracked and resolved. In the last 7 days, for example, 1,700 devices were provided with BitLocker encryption as part of a security initiative, and 6,100 systems were tagged for improved OS reliability. Through automated fleet monitoring, all changes are recorded and reported.

## **What Variants Are There of WXP?**

WXP is available in multiple experience levels, each offering different depth and functionality depending on complex IT requirements. Depending on the desired management and service type, an organization can choose from a basic level to an Elite level, which includes in-depth analysis, reporting, and support. The different versions support, for example, multi-layered analytics, different management functions, and provide access to automatic incident response and advanced support care packs. There's always a suitable model, from simple monitoring to complete digital employee experience optimization.

## **What Makes WXP Unique?**

WXP distinguishes itself through the integration of advanced analytics, continuous monitoring, and proactive support that together guarantee maximum Digital Employee Experience.

The platform enables organizations to manage all relevant indicators regarding device condition, security, performance, and user experience from one environment. Through the combination of real-time fleet overview, direct interventions for deviations, and data-driven insights, companies can minimize risks and continuously optimize toward a future-proof, productive digital workplace.

Intune

Device Management, Cloud, Security, Applications

Microsoft Intune is a cloud-based solution that allows organizations to centrally manage devices, applications, and security. IT can use it to set policies, distribute apps, and secure access to company data on both corporate devices and BYOD devices.

The Laptops

HP EliteBook X G1i 14 inch

Mobile Trailblazer

*Frequent traveler, lightweight devices, long battery life*

SKU: B69D6ET

Price excl. VAT: €1,575

Key Specs: Lightweight, long battery life, mobile professional

Specifications

Feature	Details
CPU	Intel Core i5/i7 (depending on configuration)
RAM	16 GB
Screen	14 inch Full HD
Storage	512 GB SSD
Battery	Long battery life (>12 hours practical)
Weight	Approx. 1.3 kg
Other	Thunderbolt, WiFi 6E, TPM chip, fingerprint scanner, aluminum chassis
Extra	Premium 3-year Carepack, 3-year Workforce Experience Pro license

HP EliteBook 8 G1i 14 inch AI

Office Navigator

Office worker; flexible workplaces, complete workplace experience

SKU: AD3S5ET

Price excl. VAT: €1,224

Key Specs: All-round business use, comfortable workspace, docking support

Specifications

Feature	Details
CPU	Intel Core i5/i7
RAM	16 GB
Screen	14 inch Full HD with anti-reflective coating
Storage	512 GB SSD
Network	LAN + WiFi 6E
Docking	Compatible with HP USB-C docking
Extra	3-year Carepack, 3-year Workforce Experience Pro license

HP ProBook 4 G1i 14 inch AI

Cloud Native

Works at least 4 hours/day in web browser; virtual workplace

SKU: B9YJ3ET

Price excl. VAT: €892

Key Specs: Affordable, lightweight, optimized for cloud and virtual desktop

Specifications

Feature	Details
CPU	Intel Core i5
RAM	8 GB
Screen	14 inch Full HD
Storage	256 GB SSD
Application	Optimized for cloud/web apps
Other	TPM, WiFi 6
Extra	3-year Carepack, 3-year Workforce Experience Pro license

**HP EliteBook X Flip G1i 14 inch**

**Creative Pro**

*Content creators, designers, specialist software*

**SKU:** B69DYET

**Price excl. VAT:** €1,706

**Key Specs:** Convertible, touchscreen, high resolution, powerful graphics support

**Specifications**

Feature	Details
CPU	Intel Core i7
RAM	32 GB
Screen	14 inch multitouch (360-degree flip), high resolution
Graphics	Intel Iris Xe
Storage	1 TB SSD
Design	Convertible (laptop/tablet), stylus support
Weight	Approx. 1.4 kg
Extra	3-year Carepack, 3-year Workforce Experience Pro license

HP ZBook Power 16 inch G11

Power User

Data scientists, high CPU demand, big data and AI

SKU: A3YX5ET

Price excl. VAT: €2,164

Key Specs: 16 inch display, powerful CPU/GPU, suitable for heavy computing and analysis tasks

Specifications

Feature	Details
CPU	Intel Core i7/i9, Xeon option
RAM	32-64 GB
Screen	16 inch UHD (3840x2160), 400 Nits
Graphics	Nvidia RTX A2000/A3000
Storage	1/2 TB NVMe SSD
Other	Thunderbolt, ISV certification
Extra	3-year Carepack, 3-year Workforce Experience Pro license

HP EliteBook 6 G1i 16 inch AI

Frontline Hero

Frontline employees, reception, sales, service

SKU: AD3Q3ET

Price excl. VAT: €1,038

Key Specs: Robust, large screen, simple operation, suitable for public/customer-facing environments

Specifications

Feature	Details
CPU	Intel Core i5
RAM	8 GB
Screen	16 inch Full HD (for simple operation, large screen)
Storage	256 GB SSD
Robustness	Spill-resistant keyboard
Network	WiFi 6E
Extra	3-year Carepack, 3-year Workforce Experience Pro license

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## Implementation - Onboarding & Processes

*[Implementation details outlined in source document]*

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## Competition - Positioning & Battle Card

### Lenovo TruScale DaaS

#### Built-in, Proactive AI Analytics and Monitoring

Lenovo TruScale DaaS utilizes AI-based tools such as Lenovo Device Intelligence Plus (LDI+) and the Care-of-One platform for proactive monitoring, device health checks, and predictive maintenance. This delivers in-depth device insights and minimal downtime, regardless of device brand, through device-agnostic monitoring. This prevents problems before they occur.

#### Ready-Made Security (Endpoint, Malware)

End-to-end security is an integral part of TruScale DaaS, including ThinkShield for advanced endpoint security, encryption, IoT security, and integrated malware protection. Additionally, they collaborate with partners such as Veeam for backup and rapid disaster recovery in case of cyber attacks.

#### Comprehensive Lifecycle Services (World Class)

Lifecycle services cover Consulting, Implementation, Support, Management, Decommissioning, and Renewal. Lenovo takes everything off your hands: procurement, rollout, configuration, maintenance, and secure device returns per asset recovery; refurbishment and recycling are also possible. All of this is supported with copilot tools, AI, and a simple portal for transparency and reporting. In practice, TruScale can deliver up to 35% savings in IT costs, in addition to direct efficiency and downtime reduction.

## **Transparency in Device Management**

Device management is fully transparent thanks to a single monthly fee policy and a real-time Carbon Impact Portal (for ESG accountability and compliance). Users can easily add, replace, or pause devices and immediately gain insight into costs and environmental impact.

## **Integrated Security, Compliance, and Updates**

Security and compliance are built in, with automatic patching, updates, encryption, device policy management, and standard compliance with regulations such as GDPR and NIS2 (for Europe). Monitoring and reporting on security events and compliance are included.

## **Very Fast Device Replacement & Support**

Device replacement occurs through a fast service window, supported by global support and asset recovery. Device rollout or replacement can be up to 98% faster than traditional processes and support is always available.

## **Vendor-Independent Monitoring**

Device health and performance are not exclusively monitored for Lenovo devices but broadly, thanks to AI platforms and device-agnostic tools in the portfolio, combinable with existing third-party systems.

## **Focus on Modern Workplace, Diversity & Innovation**

TruScale DaaS is focused on a modern digital workplace, with strong emphasis on hybrid working, user experience, rapid adoption of new technology, and inclusive solutions (including ENERGY STAR, circular economy, and carbon footprint management).

## **Dell PCaaS**

### **Built-in, Proactive AI Analytics and Monitoring**

Dell offers "APEX AIOps Infrastructure Observability" under its DaaS solutions, providing proactive monitoring, AI analytics, and insights for cybersecurity and sustainability. This system detects problems before they escalate, predicts hardware failures, and provides powerful reporting to optimize management.

### **Ready-Made Security (Endpoint, Malware)**

Dell's DaaS includes comprehensive endpoint security such as SafeBIOS (firmware verification), SafeID (hardware-bound credential protection), and collaboration with security platforms such as Microsoft Intune, CrowdStrike, and Absolute. Security is built in by default, including hardware and software protection, automatic updates, and incident response.

### **Comprehensive Lifecycle Services (World Class)**

Dell DaaS provides all phases of the device lifecycle: acquisition, deployment, maintenance, repair, device swapping, asset recovery, and sustainable disposal/reuse. Dell Lifecycle Hub ensures rapid delivery, device replacement within 48 hours, and automated processes for onboarding, offboarding, and recycling.

## Transparency in Device Management

With MyService360 dashboard, Distributed Device Management Platform, and real-time monitoring via AIOps/CloudIQ, Dell offers extensive data visualization, transparent reporting, and management across the entire device fleet, including user roles and access control.

## Integrated Security, Compliance, and Updates

Dell combines security solutions (SafeBIOS, SafeData, SafeID) with automatic updates, compliance monitoring, and centralization of vulnerabilities via platforms such as Dell Automated Asset Discovery and Device Manager. Regular audits, GDPR/ISO compliance, and continuous patching are integral components.

## Very Fast Device Replacement & Support

Dell Lifecycle Hub and PCaaS offer replacement and repair usually within one working day, including pre-configured replacement devices and support to the door worldwide. Self-service with parts, AR assistance, and proactive support are also part of the service.

## Vendor-Independent Monitoring

While Dell's DDM platform offers a plug-and-play architecture with which external or partner devices could be managed, explicit vendor-neutral monitoring is not always standard; Dell focuses primarily on its own ecosystems, but partners can play a role via open platforms. Not every component is fully vendor-independent.

## Focus on Modern Workplace, Diversity & Innovation

Dell invests heavily in modern, flexible workplaces with AI-ready devices, sustainable device choices, mobility, and support for hybrid working. The Modern Workplace portal emphasizes diversity, personal device choice, and end user experience as core values.

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# Comparison: HP Workspace ProConnect vs. Competitors

## Vendor-Independent Monitoring

**HP Workspace ProConnect:** Supported. HP Proactive Insights monitors multi-vendor, multi-OS devices via a single dashboard.

**Lenovo TruScale DaaS:** Platform primarily supports Lenovo devices; explicit vendor-neutral monitoring is not consistently standard.

**Dell PCaaS:** Dell focuses primarily on its own ecosystems; not fully vendor-independent.

## Very Fast Device Replacement & Support

**HP Workspace ProConnect:** Defects reported before 4:00 PM guaranteed replacement by 11:00 AM next working day.

**Lenovo TruScale DaaS:** No hard, publicly available SLA on timely replacement device delivery. Only generic "fast support" mentioned, no guaranteed time.

**Dell PCaaS:** Usually within one working day; no specific contractual guarantee like HP offers.

## Focus on Modern Workplace, Diversity & Innovation

**HP Workspace ProConnect:** Strong focus on modern, hybrid workplaces with measurable tools for employee experience and diversity tracking.

**Lenovo TruScale DaaS:** Emphasizes hybrid working but no dedicated employee sentiment analysis or diversity tools.

**Dell PCaaS:** Modern Workplace portal emphasizes diversity but less dedicated tooling for employee experience measurement.

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## Conclusion

HP Workspace ProConnect represents a mature, human-centered approach to device-as-a-service. By combining proactive AI-driven monitoring, comprehensive lifecycle services, rapid replacement guarantees, and vendor-independent monitoring capabilities, HP delivers a compelling value proposition for organizations seeking to eliminate IT downtime and stress.

The platform's transparent pricing, integrated security features, and focus on employee experience differentiate it from competitors. Whether you're a small business concerned about unexpected IT costs or a large enterprise managing diverse device ecosystems, HP Workspace ProConnect provides the continuity, certainty, and peace of mind that modern organizations demand.

**Work without IT worries. Choose HP Workspace ProConnect.**