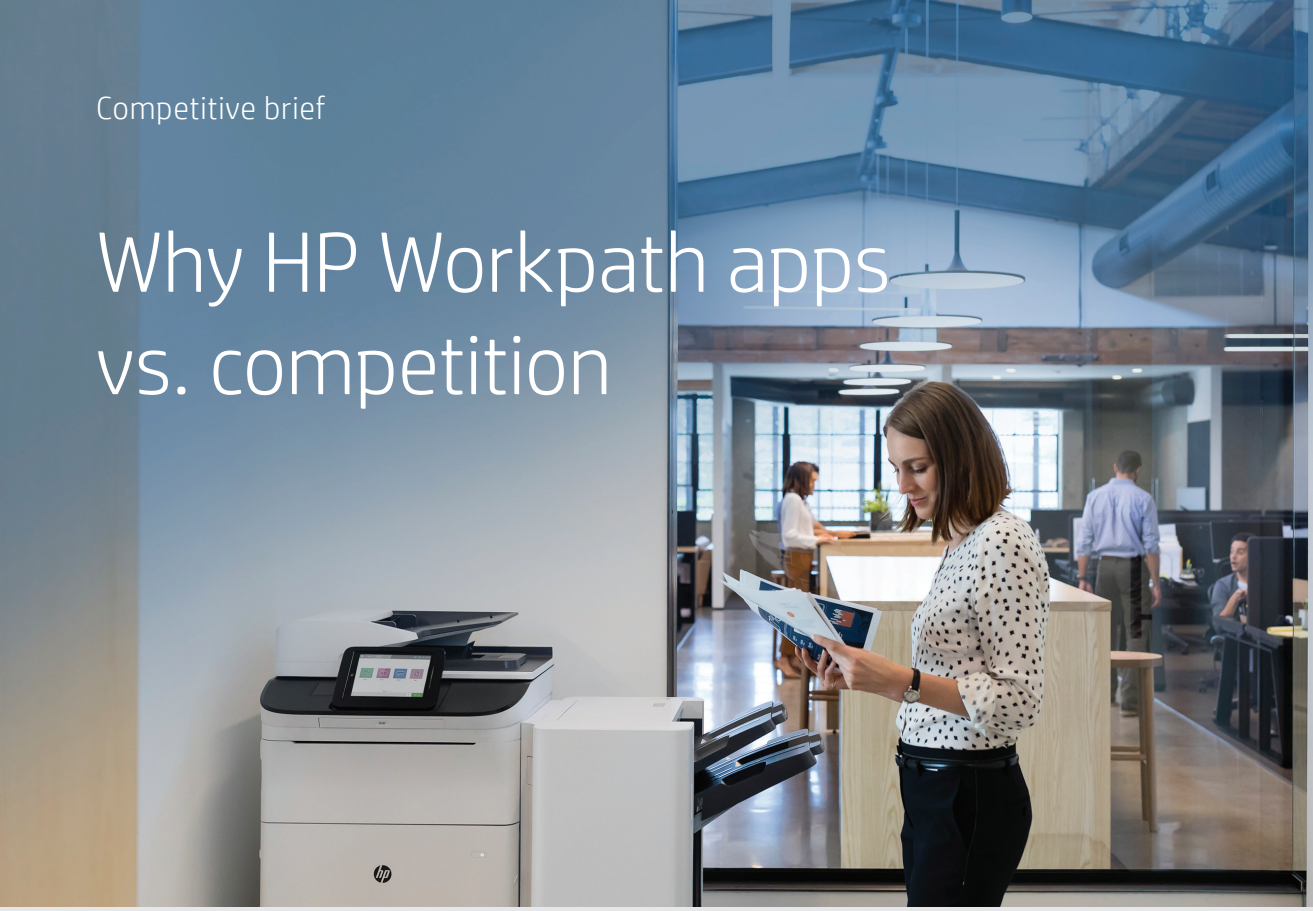
Competitive brief

Why HP Workpath apps vs. competition



HP Workpath delivers a secure remote management platform for workflow apps. HP Partners can deliver standard and customized MFP apps and are always in control of which ones are available on customer devices—helping Partners to both increase profit potential and keep support costs low.

Top four differentiators

Deliver standard and customized apps

HP Workpath enables Partners to deliver standard workflow apps, or build and customize apps for their customers' unique needs. Customization is easy using Android™ Studio, an industry-standard development platform that's widely adopted and cloud/mobile-friendly.

Service model increases control and profit potential

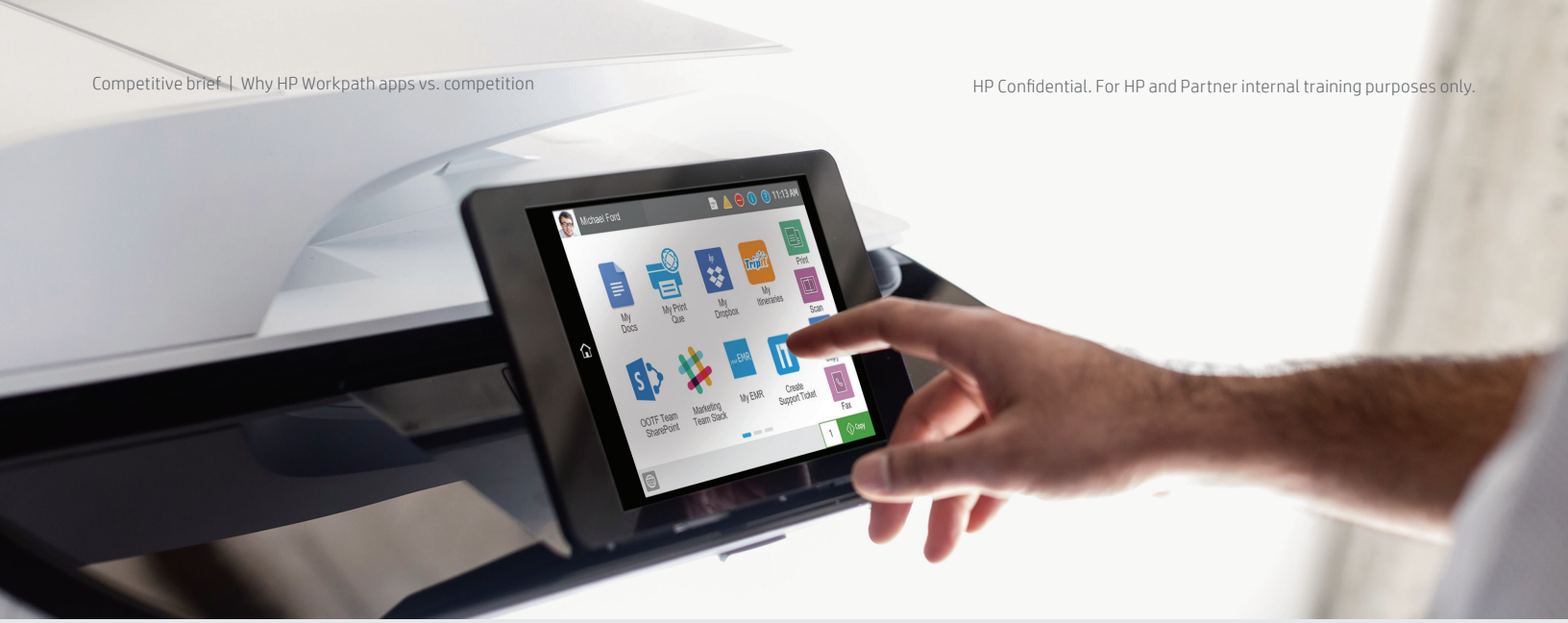
Realize a new revenue stream from the cloud services enabling Workpath apps. With full control of the apps loaded on their printing devices, Partners can manage customer experiences to reduce support issues and maximize profit potential.

Cloud-simple, remote management

Workpath enables easy, remote installation and management of apps on printing devices. Partners can effortlessly deliver on-demand access to any app, from simple scan-to solutions to complex digital workflows.

Get enterprise-class security for all apps

Count on Workpath apps to deliver the same enterprise-class security that garners HP printers and MFPs the title of world's most secure printers.[1] HP leads the way in continuously monitoring the entire ecosystem, both apps and devices, for potential malicious activity.



HP Workpath wins against the competition with the most secure[1] and easy to manage app platform.

● Complete ◐ Lacking ⊘ Absent

	HP Workpath apps	Xerox ConnectKey App Gallery	Ricoh Smart Integration Platform[2]	Konica Minolta MarketPlace
Easiest services platform to manage				
Deliver standard apps, or easily build and customize apps for unique customer needs	●	◐	⊘	⊘
Control support costs by managing installation of apps on customers' printing devices	●	⊘	●	⊘
Remotely install and manage apps—no onsite access required[3]	●	◐	●	◐
Allow users to only pay for the ones they need	●	●	⊘	●
Most secure app ecosystem				
Whitelist app at time of submission to the app catalog	●	●	●	●
Continuous monitoring of apps on the cloud platform for potentially malicious tampering	●	⊘	⊘	⊘
Monitor all outbound communications from any app on the printing device	●[4]	⊘	⊘	⊘
Monitor printer memory for malicious activity from apps	●[5]	⊘	⊘	⊘

[1] Based on HP review of 2018 published security features of competitive in-class printers. Only HP offers a combination of security features that can monitor to detect and automatically stop an attack then self-validate software integrity in a reboot, and only HP offers a combination of security features that continuously monitor apps in the cloud as well as runtime memory and outbound traffic to guard against malicious code. For a list of printers, visit: hp.com/go/PrintersThatProtect. For more information, visit: hp.com/go/printersecurityclaims.

[2] Ricoh App Packages available in sample regions as of October 16, 2019, ricoh-usa.com/-/media/Ricoh/Common/PDFs/Brochures/Software/Ricoh_Cloud_Workflow_Solutions_brochure_element0119.pdf, ricoh-americalatina.com/en/products/rsi, ricoh-europe.com/products/software-apps/mobile-apps/workflow-apps/ricoh-smart-integration.html #QRCodePackagecomingsoon.

[3] App installation claims per HP internal testing and vendor support sites as of October 16, 2019, download.support.xerox.com/pub/docs/APP_GALLERY/userdocs/any-os/en_GB/XeroxAppGalleryApp_QSG.pdf, us.konicaminoltamarketplace.com/support/faq.

[4] HP Connection Inspector inspects outgoing network connections to stop suspicious requests like malware.

[5] Run-time intrusion detection continually monitors activity to detect and stop attacks, then automatically reboots.

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