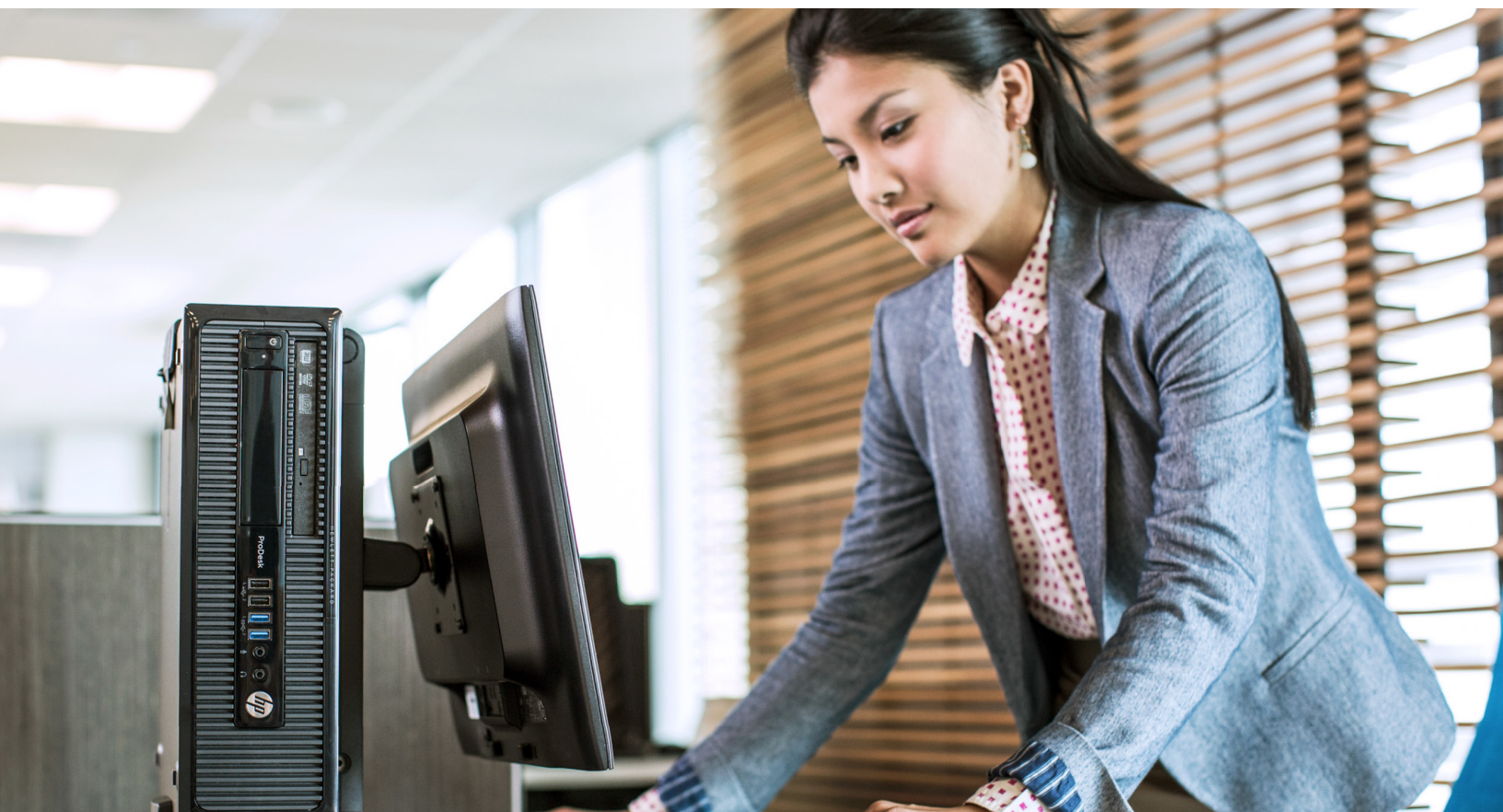




Power for everything you do with
10th Gen Intel® Core™ i7 processor



Know when a desktop is the smart choice.



DT are simply better for some jobs.

As more work is in & out of office it's important to recognize that not all employees need the same devices/solutions. Get know which employees would be best served by desktop distinctions like power and performance.

Why a desktop

1

Meets demand for power and performance

2

Allows for a customized, dedicated workspace

3

Easy upgrades and expansions

4

Lower total cost

How to spot a DT candidate

POWER USERS

Power users deal in graphics, video, audio, and interactive technologies. They design products, communications, architecture, experiences, and more.

Telltale programs:

- Adobe Creative Suite: Photoshop, Illustrator, Premiere, After Effects, InDesign, Acrobat
- Autodesk: AutoCAD, Revit
- Final Cut Pro
- Sketch
- SketchUp
- VEGAS

Upgrade-able

Power users are more apt to need or want upgrades before they need a complete replacement. Desktops make that easier.

DATA CRUNCHERS

Data crunchers harken back to those Turing-esque code crackers who invented the computer. They run enormous spreadsheets and crunch numbers so massive they unlock the secrets of genes and stars.

Telltale programs:

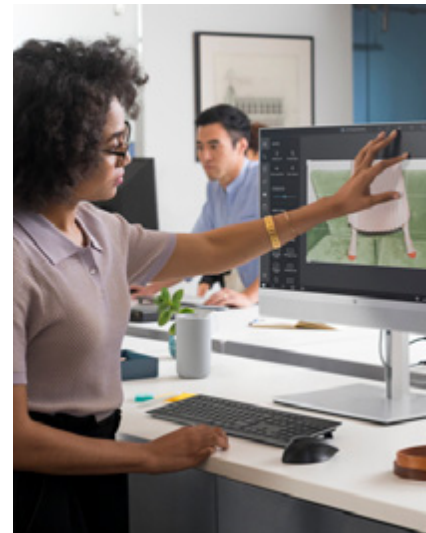
- Accounting software
- Microsoft: Excel, Access, Skype

HOME OFFICE EXECS

Execs who want a permanent, ergonomic home office set up. They need more screen space to review spreadsheets. They want better, immersive, collaboration tools to make their home office function like corporate headquarters.

Telltale programs:

- Accounting software (non-specified)
- Adobe Creative Suite: Photoshop, Illustrator, Premiere Pro, After Effects, InDesign, Acrobat
- Microsoft: Excel, Access, Skype



Dedicated workspace

Not all remote is mobile. Work-from-home does not equal on-the-move. While there are those WFH setups at the dining room table which must give way to actual dining each evening, plenty of WFH setups remain just as stationary as the typical office workspace.



The perks of a stationary workspace:

RECLAIM YOUR DESK

- Most desktops are kept (ironically) under the desk, reducing clutter and freeing up space for things like the popular multiple-monitor setup.

PLENTY OF PLUGS

- Desktops usually have more places to plug in all the gadgets like multiple monitors and speakers.

TYPE WITH EASE

- With a desktop, you choose the keyboard you want, and it doesn't need to fit into a small configuration.

ERGONOMIC

- A dedicated workspace can be set up properly creating comfort and a better work experience.

All-in-one

One exception to the desktop below the desk is an all-in-one. It merges the monitor and computer to keep desk space free.

Select a PC that protects your business

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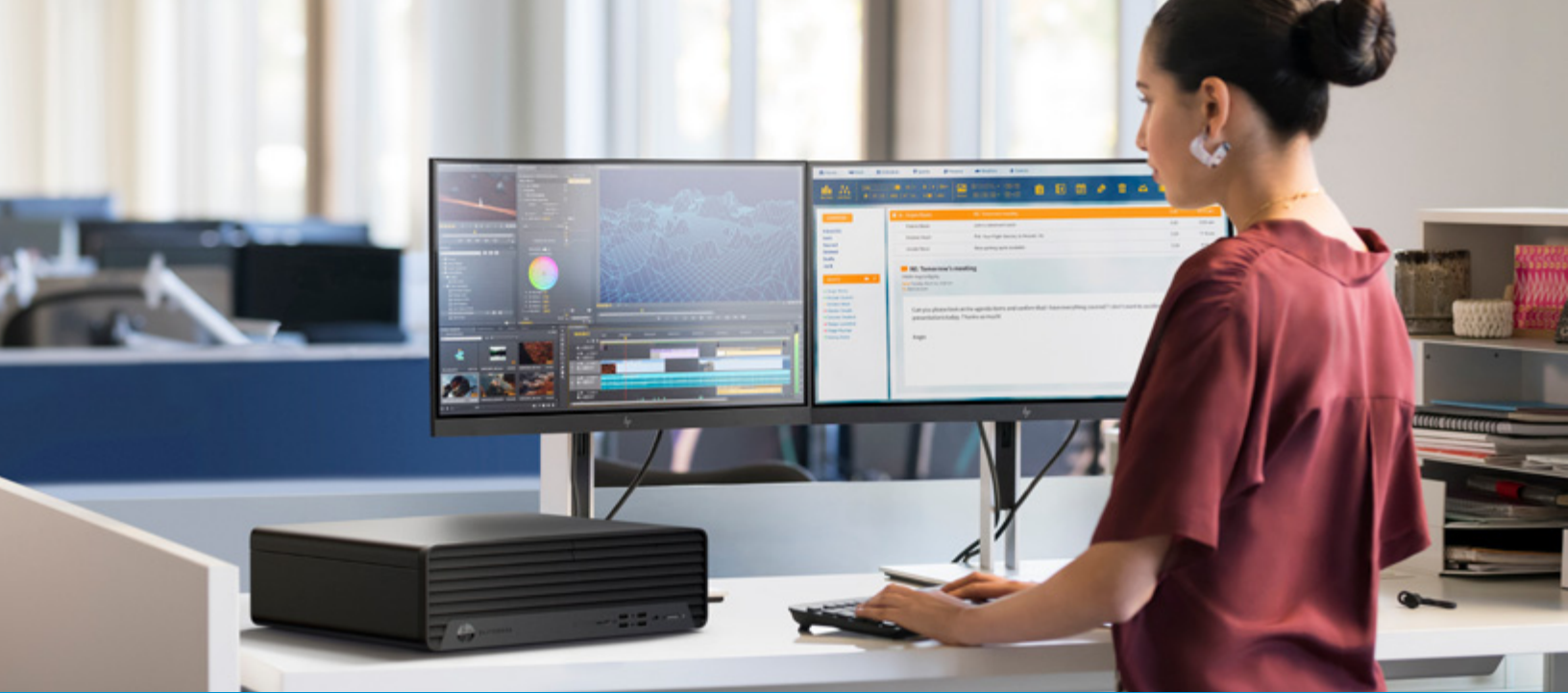


HP ProDesk 400 Series

Designed to fit the modern workspace, the small, reliable and secure HP ProDesk 400 G7 Small Form Factor is a powerful PC with performance that's scalable to grow with your business.'

[Learn more >](#)

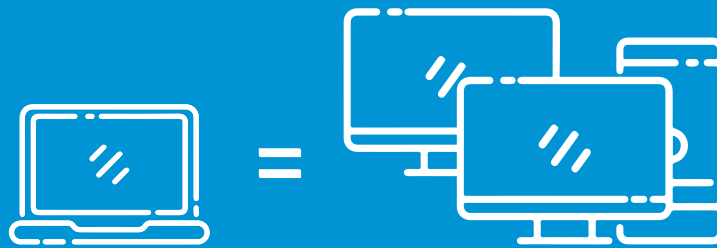




A smart value

According to a recent PC World article, “At the same price point, a typical laptop might have less RAM and a smaller hard drive than a similarly priced desktop PC, and it will also have a less powerful graphics card.”¹ When you have a set amount to spend on a specific worker you have the opportunity to offer more with a desktop configuration.

For the price of a laptop, you can provide an equivalent desktop, full keyboard and two large monitors.



For help providing the right fit, contact your HP rep today.

¹ PC World, 2019: https://www.pcworld.idg.com.au/article/360605/buying_guide_desktop_pc_vs_laptop/?pp=3

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