

# HP For Business

## Target Audience

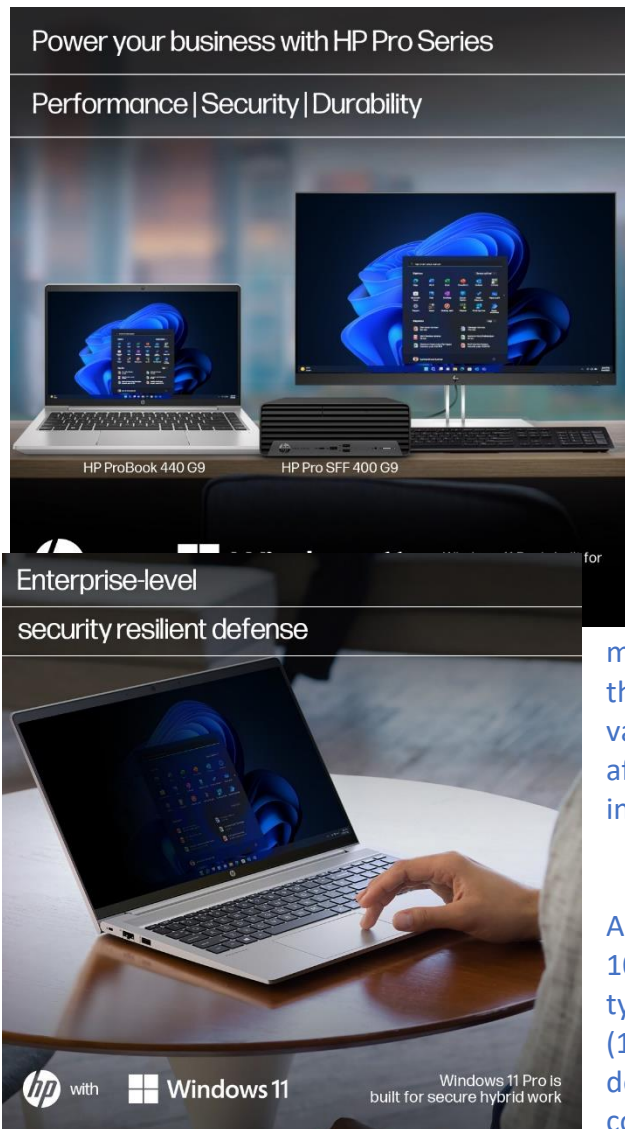
Small to mid-sized businesses and companies that have between 10-499 employees.  
IT Department Directors, Small Business Owners, Entrepreneurs, Finance Directors, Procurement Officers, Startup Owners.

## KV Headline

**Enhance your Business's Digital Transformation with HP**  
Upgrade your tech infrastructure and bring your business into the hybrid world

## Main Body

In the Twelfth Malaysia Plan<sup>1</sup>, SMBs are encouraged to adopt digital technologies in production, processes and business services, mainly in the back-end of business operations to allow them to participate in bigger markets and expand their businesses internationally. In 2021, SME Corp Malaysia shared insights that 77% of SMBs<sup>2</sup> are in the infancy stage of their digitalisation process. Studies have shown that SMB technology investments will create opportunities to boost growth, expand jobs and accelerate innovation. Increased productivity is especially apparent when SMBs venture into data analytics (60% increase), e-commerce (27% increase), and social media marketing (26% increase)<sup>3</sup>. SMBs can attain higher productivity levels by harnessing the power of technology further.



A key challenge many businesses encounter in this rapidly changing, digitally integrated world is the inability to upgrade their aging technology due to a lack of capital for new technology investment. Ageing, near-obsolete infrastructure creates a security-risk, while being slow and unreliable. These barriers in capital prevent essential infrastructure upgrades and updates to hardware and software. Printers, servers, POS terminals, office devices and more pile up as they become inoperable, affecting productivity and the bottom-line in the long run. Strengthening technological capabilities will be critical to ensure sustained business growth.

By upgrading to a modern tech portfolio, which includes more power-efficient, better designed and more powerful and reliable devices – SMBs can prepare their business for any situation. Businesses can expect vastly improved security, reliability, and performance after upgrading their tech infrastructure to HP’s innovative new offerings.

As reported by CyberSecurity Malaysia (CSM), more than 10,000 cases were reported in 2021. Of those, the main types of cases reported were fraud (7,098); intrusion (1,410) and malicious code (648). Every technology decision counts in the battle to keep businesses and consumers secure.

In today’s hybrid world, employees want the ability to work and collaborate easily wherever they go. However, keeping them connected, productive, and secure remains a central challenge for IT.

By upgrading to a modern tech portfolio, which includes more power-efficient, better designed, higher performance and reliable devices – SMBs can prepare their business for any situation. HP’s Pro G9 series is the latest line-up of commercial-grade PCs and laptops catered towards the demands of today’s growing business needs. The HP ProBook 440 G9 and Pro Mini 400 G9, equipped with the latest Intel® processor, is focus on security, flexibility and most importantly, high-performance to ensure enhanced productivity.

With technology that is catered towards today’s hybrid workforce, the HP Pro G9 series merges business class performance and style with essential security for growing businesses. With the world’s most secure PC, protect sensitive company data by creating a hardware-enforced, always-on resilient defence to protect your PC from modern threats.

Prepare your business for digital transformation amidst the new hybrid working culture by upgrading older hardware and expanding your tech infrastructure.

The HP Usage Subscription Plan gives your business the much-needed financial flexibility to acquire the HP Pro G9 series from as low as RM95 a month, complete with a 1-year warranty to cover your needs\*. Find out more today on how you can empower your digitalisation journey with HP.

Learn more: <https://reinvent.hp.com/HP-for-Business>

\*Terms and conditions apply

\*Upgrade to 3-year warranty at only RM173

#### References

1. Twelfth Malaysia Plan 2021-2025, September 2021.
2. SME Corp Malaysia, Challenges in digital adoption, October 2021.
3. SME Corp Malaysia, Acceleration Malaysian Digital SMEs: Escaping the Computerisation Trap, May 2021