



## HP Business PCs and Intel® Optane™ Memory — High Performance and Amazing Responsiveness for Any Budget

Seize your share of a large market opportunity and accelerate your business growth by combining the sales of HP business PCs with the performance acceleration of Intel® Optane™ memory.

Adding Intel Optane memory to a computer with a 7th Gen Intel® Core™ processor delivers an adaptable and amazingly responsive computing experience. Use this battlecard to share powerful benefits and details to help clients ramp up productivity and recapture valuable lost time.

**Find out more. Visit [intel.com/optane](http://intel.com/optane) to learn more about the power of Intel Optane memory technology.**



# HP EliteDesk 800 G3 Tower

## The Highly Expandable PC with an Impressive Memory Supplement

The HP EliteDesk 800 is a highly expandable PC that provides flexible connectivity options, strong security, and comprehensive manageability features. Combining this PC with Intel® Optane™ memory offers powerful and robust memory enhancements that are carefully designed to accelerate and optimize memory performance.

**HP ProDesk 600 G3 Tower** and **HP ProDesk 400 G3 Tower** are also available with Intel® Optane™ memory.

### PRODUCT FUNCTIONALITY

### CUSTOMER CHALLENGES AND PAIN POINTS

### SOLUTION TO CUSTOMER PAIN POINTS

Smart, adaptable system accelerator works seamlessly with the 7th Gen Intel® Core™ processor-based computer.	Want to capture a responsive computer experience that meets performance expectations.	Intelligent software provides personalized system acceleration.
Provides high performance across queue depths, both high and low.	Don't want to trade performance for storage capacity.	Storage performance is amplified — up to 14x faster. <sup>1</sup>
Immediately recognizes files needed for important tasks and accelerates those files via fast media.	Require an intuitive out-of-the-box experience without extensive ongoing maintenance.	Faster boot times. <sup>2</sup>

<sup>1</sup> **PCMark® Vantage** — Benchmark from Futuremark® that measures Windows® everyday computing performance. PCMark Vantage is made up of several benchmarking suites: PCMark Suite (produces \*PCMark\* Score), Memories Suite, TV and Movies Suite, Gaming Suite, Music Suite, Communications Suite, Productivity Suite and HDD Suite. The HDD Suite contains an operating system start-up workload that is sensitive to HDD versus SSD boot devices

<sup>2</sup> **OS Load Time Workload** — Workload developed by Intel® measuring the time elapsed from initiating power-on (from powered-off state) until the operating system has completed loading



## Robust Security, Excellent Memory Performance

Powered for the enterprise, HP Elite PCs are the world's most secure and manageable PCs. Advanced performance and configurability in conjunction with Intel® Optane™ memory provide uncompromising responsiveness that ensures that everything the customer does is faster, smoother, and easier.\*

HP ProDesk 600 Mini and HP ProDesk 400 Mini are also available with Intel® Optane™ memory.

### PRODUCT FUNCTIONALITY

### CUSTOMER CHALLENGES AND PAIN POINTS

### SOLUTION TO CUSTOMER PAIN POINTS

Files required for important tasks are immediately recognized and accelerated.

Users struggle with slow response times and long waits when completing routine tasks.

Higher productivity translates into time savings.

Setup is simple; once installed, Intel Optane memory takes care of the rest without the need for ongoing maintenance.

Disappointing transfer rates negatively affect speed and productivity.

Web browsers are launched up to 5x faster.<sup>1</sup>

No end-user file management is required.

Users have slow nonvolatile storage and DRAM memory.

Users can open large media projects up to 4.1x faster.<sup>2</sup>

<sup>1</sup> Browser Launch Workload – Workload developed by Intel® measuring the time elapsed to launch Google® Chrome

<sup>2</sup> Media Project Load Workload – Time elapsed to load a 500MB video project file in Adobe® Premiere Pro (CS6)



# HP EliteOne 1000 All-in-One PC



## Greater Functionality, Infused With a Powerful Memory Enhancement

The EliteOne 1000 is the world's most secure and manageable all-in-one desktop. The desktop delivers exceptional sensory experiences with a glare-free full HD touch screen and premium audio. When combined with the power of Intel® Optane™ memory, high-speed storage is accelerated without the worry of compromising capacity HDDs.

**HP EliteOne 800 G3 All-in-One, HP ProOne 600 G3 All-in-One and HP ProOne 400 G3 All-in-One** are also available with Intel® Optane™ memory.

### PRODUCT FUNCTIONALITY

### CUSTOMER CHALLENGES AND PAIN POINTS

### SOLUTION TO CUSTOMER PAIN POINTS

Intel Optane memory accelerates slower storage media<sup>1</sup> for a faster computing experience<sup>2</sup>.

Customers want a more efficient and responsive computing experience.

The speed is increased for routine tasks, such as email (launching is up to 5.8x faster<sup>3</sup>).

Greater scalability is provided with cross-point structure and 3D XPoint™ memory data.

They require higher speed without the risk of compromising valuable capacity.

Open large media projects up to 4.1x faster<sup>4</sup>; launch presentation files 3.8x faster<sup>5</sup>.

Intel® Rapid Storage Technology ensures that over time the files and applications most frequently used are accelerated for maximum performance.

Storage performance needs to be dependable and faster.

Installation steps are minimal, with no spare pre-fetch or cache warning steps, providing a great “out-of-the-box” experience for end users.

<sup>1</sup> **PCMark\* Vantage** – Benchmark from Futuremark\* that measures Windows\* everyday computing performance. PCMark Vantage is made up of several benchmarking suites: PCMark Suite (produces \*PCMark\* Score), Memories Suite, TV and Movies Suite, Gaming Suite, Music Suite, Communications Suite, Productivity Suite and HDD Suite. The HDD Suite contains an operating system start-up workload that is sensitive to HDD versus SSD boot devices.

<sup>2</sup> **SYSmark\* 2014 SE** – benchmark from the BAPCo\* consortium that measures the performance of Windows\* platforms. SYSmark\* tests four usage scenarios: Office Productivity, Media Creation, Data/Financial Analysis, and Responsiveness. SYSmark\* contains real applications from Independent Software Vendors such as Microsoft\* and Adobe\*.

<sup>3</sup> **Email Launch Workload** – Workload developed by Intel\* measuring the time elapsed to launch Microsoft\* Outlook 2016 and load with a 250mb local data file.

<sup>4</sup> **Media Project Load Workload** – Time elapsed to load a 500MB video project file in Adobe\* Premiere Pro (CS6).

<sup>5</sup> **Presentation Launch Workload** – Time elapsed to launch the Microsoft\* Powerpoint 2016 application with a 3.5MB presentation file.