

A DAY IN THE LIFE OF POWER USER, ALEX

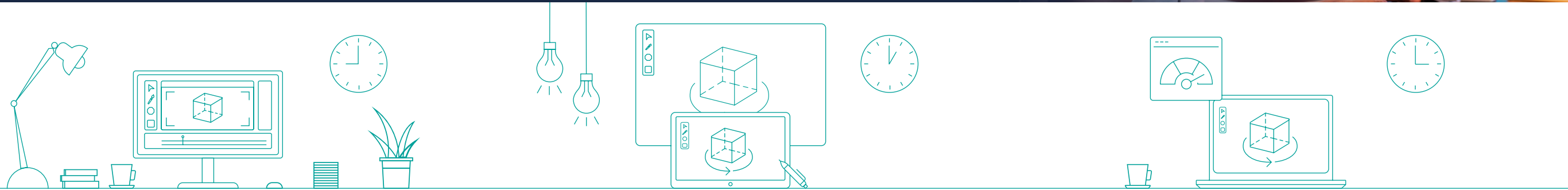
See how HP Anyware drives performance

Hybrid work has lots of benefits, but data security, technology integration, and IT maintenance can be a challenge. HP Anyware is a digital workspace solution that overcomes these obstacles. This document explores its practical features for **Power Users and Creative Professionals**, so you can confidently sell HP Anyware to customers with this user type.

Meet Alex, a Senior Visual Effects Artist

Alex designs intricate visual assets for movies and gaming projects. He needs access to graphics-intensive applications and team collaboration tools to help him meet tight deadlines.

See how HP Anyware supports Alex's typical day:



Home working: 9:00 AM–11:30 AM

From a personal device, Alex remotely accesses his high-performance office desktop.

- He enjoys **seamless, low-latency interaction** with resource-heavy software, like Adobe After Effects
- **PCoIP protocol** ensures creative rendering with precision
- **No raw data is transmitted**, ensures creative rendering with precision

Client office: 1:00 PM–2:30 PM

Alex attends a hybrid idea-generation session with clients.

- **Multi-device compatibility** allows him to log in using his tablet
- **Screen sharing and collaboration tools** enable real-time feedback
- **The ability to use peripherals**, like a Wacom pen, gives him creative freedom

Shared workspace: 3:00 PM–5:30 PM

Alex reviews changes suggested by the production team while offsite.

- **Adaptive network tuning** ensures smooth performance, even with inconsistent Wi-Fi speeds
- With the GPU-powered **Professional subscription**, he edits and renders without lag
- IT administrators can monitor access and activity while offering remote support with HP Anyware's **Zero Trust model**

Optimise Performance and Profitability with HP Workstations and Anyware Licences

Support the extreme workloads of Power Users and Creative Professionals with HP workstations powered by HP Anyware and enhance profitability with integrated licences.

HP ZBook Studio G10

SKU: 62W43EA#ABU

HP Z2 SFF G9 Workstation

SKU: 5F157EA#ABU

HP 1Y Anyware Standard Licence

SKU: U42WPSL

HP 3Y Anyware Standard Licence

SKU: U10KPSL

Explore the HP Anyware opportunity

From initial customers conversations to full solution delivery, Westcoast can help you sell HP Anyware with add-on devices and peripherals to grow the opportunity. **Contact your Westcoast Account Manager to learn more.**