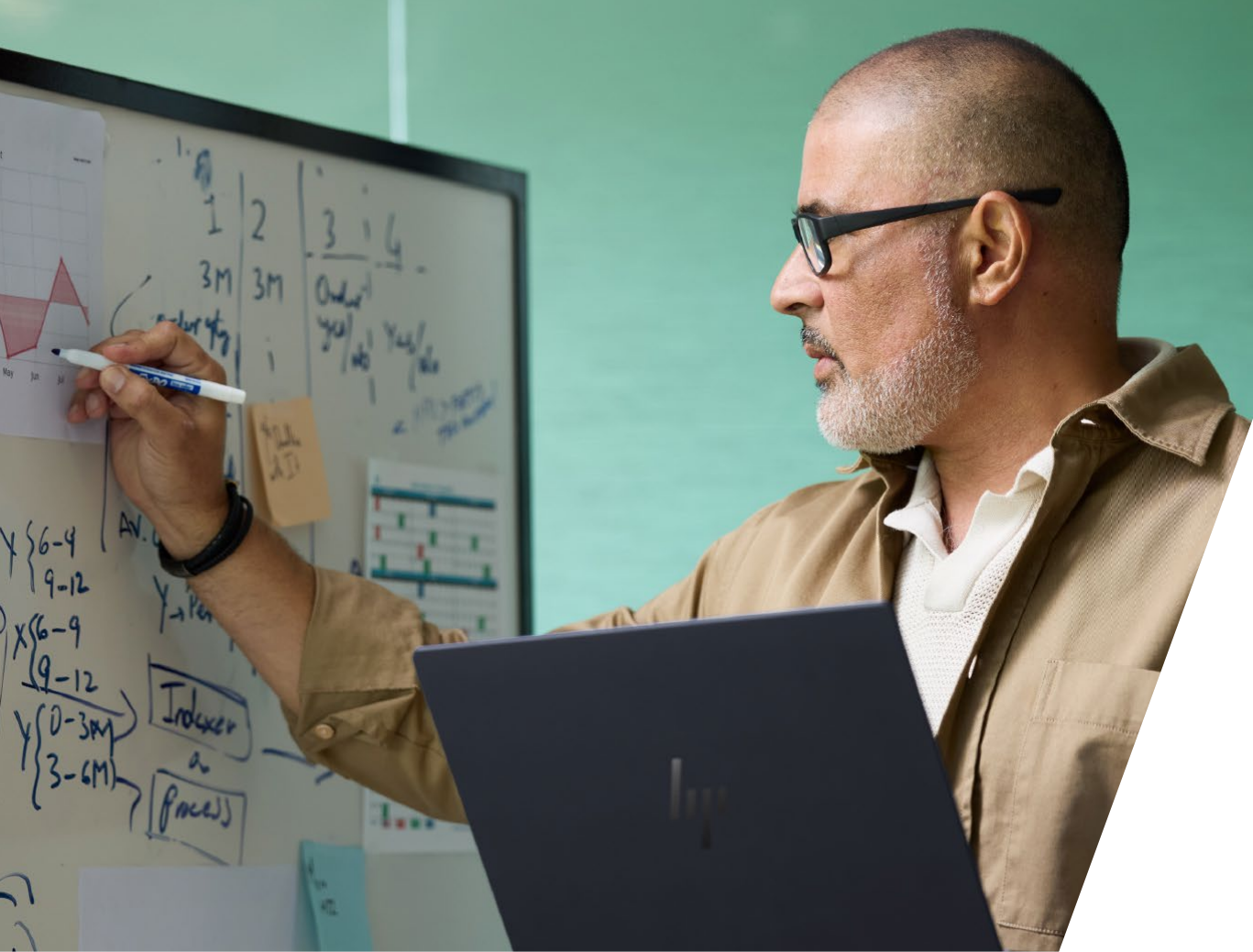




Advancing AI and Digital Transformation

Customer Case Studies



Turning AI Into Business Impact

AI adoption is now table stakes. Success is no longer determined by whether organizations use AI, but by where intelligence is deployed to create the greatest business value. As AI economics evolve, enterprises are balancing cloud, edge, and device-based intelligence to optimize performance, security, and cost. HP helps organizations deploy AI where work happens—turning innovation into measurable business outcomes.



Launch AI where it matters most

Help the right people get the right AI capabilities where work happens, from everyday productivity to specialized, compute-intensive workflows at the edge.



Adopt AI with secure operational control

Balance innovation, security, privacy, and operational control through intelligent devices, workforce insights, and trusted AI infrastructure.



Unlock value from AI investments

Improve employee experience, accelerate workflows, and use real data to optimally scale AI across the business.





Zaha Hadid Architects (ZHA)

Reimagining Creativity for AI-Driven Innovation



Industry:
Architecture, Engineering,
and Construction



Country:
UK

Accelerating Design Workflows with Local AI

By building custom AI models locally with HP AI Studio and HP workstations, Zaha Hadid Architects integrates advanced technology directly into its design workflows. This localized approach shortens the path from concept to execution, expands creative possibilities during research, and reduces its reliance on cloud computing for heavy experimentation.

- **Local AI development**
Built a secure foundation for custom AI projects, reducing reliance on metered cloud resources.
- **Workflow enhancement**
Integrated generative AI into 3D software for faster iteration without disrupting workflows.
- **Edge compute**
Unlocked idle GPUs to run complex local AI simulations and scale experimentation.

Business outcomes

400

Z4 workstations, successfully moved designers from individual desks to a collaborative environment at scale

10x

Pace increase in the speed of early-stage project iterations using HP AI Studio capabilities

1

Day turnaround, through coordination and feedback loops that once took a week

“The future of AI in our domain relies heavily on having access to tools which can then be combined in different ways.”

Christoph Geiger, Researcher, Zaha Hadid Architects



NASA

Enabling Discovery with AI-Powered Performance



Industry:
Aerospace & Defense
(Government Sector)



Country:
USA

Enabling Mission-Critical Work at NASA

NASA uses HP in mission-critical operations on earth and in orbit. At the Mission Control Center, HP technology is used to process telemetry and run real-time calculations. On ISS, HP mobile workstations are supporting astronauts in their mission with reliable performance. By embedding high-performance computing and AI directly into workflows, NASA transformed from batch-based processing to real-time scientific exploration—enabling faster, more continuous discovery.

- **Science in orbit**
Processed data instantly on HP ZBook Workstations to power advanced ISS experiments.
- **Microgravity simulation**
Utilized advanced simulations to study zero-gravity physics and improved spacecraft design.
- **Advanced workflows and research**
Accelerated autonomous research and reduced ground support through real-time data analysis and simulations.

Business outcomes

24/7

Keeping critical missions running 24/7, supporting long lifecycle demand

150x

Faster data processing
reduced solar image analysis
from seconds to milliseconds

100+

Workstations support complex lifecycle demands and critical operations onboard the ISS

“By extending the performance of the Z technology that drives breakthroughs on Earth, we’re helping researchers turn space into the next great laboratory.”

Jim Nottingham, Senior VP and Division President, Advanced Compute Solutions at HP Inc.



Scuderia Ferrari HP

HP Supports Scuderia Ferrari HP in Enhancing Performance



Industry:
Motorsport



Country:
Italy

Empowering Scuderia Ferrari HP with Real-Time Data Processing

In the high-stakes world of Formula 1, performance is measured in milliseconds, and engineering validation requires real-time processing of massive datasets. Scuderia Ferrari HP balances the reliability of core infrastructure with the urgent need to accelerate code deployment. By adopting next-generation AI PCs and high-performance workstations, the crew of engineers and data scientists can instantly share complex data and make confident trackside decisions.

- **Proactive intelligence**
Tracked system health via WXP telemetry to prevent digital frustrations from impacting the race.
- **Workflow optimization**
Deployed ultra-compact endpoints to speed up CAD and fluid dynamics.
- **Mobility without compromise**
Maintained on-the-go team momentum by combining high-accuracy screens with long-lasting batteries.

Business outcomes

57%

Reduction in runtime for intensive engineering feature sequences, enabling faster design validation

52%

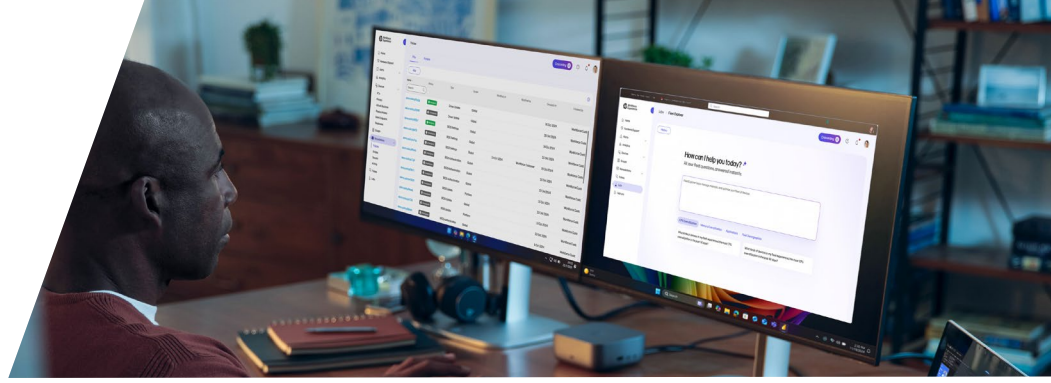
Reduction in time spent rendering CAD files, keeping engineering and motorsports teams productive

4X

Graphics acceleration delivers the speed essential for trackside decisions with 3x faster CPUs

“HP technology gives Ferrari the power and reliability we need across the entire enterprise. When tools just work, our teams can focus on problem-solving and sharing complex data instantly.”

Giorgio Petrantonakis, End User Tool Manager, Ferrari



HP Inc.

Transforming IT into a Driver of Productivity



Industry:
Technology



Country:
Worldwide

From IT Operations to Business Performance Engine

To drive productivity and business growth, HP transformed its IT organization by globally deploying the HP Workforce Experience Platform (WXP). This shifted IT into a proactive, data-driven function that continuously optimizes both technology performance and the overall employee experience.

- **Data-driven decision making**
Leveraged real-time telemetry to manage device performance, usage, and lifecycle strategy.
- **Proactive experience management**
Identified and resolved issues before they impacted productivity.
- **Workforce experience visibility**
Combined device telemetry and employee feedback into a single Workforce Experience Score.

Business outcomes

600K+

Anomalies detected by new AI models, identifying problems before they happen

40%

Reduction in refresh costs by shifting to usage-based lifecycle decisions

70%

Improvement in most impacted employees' satisfaction rates

“Getting employees the right equipment for their jobs is so important. Thanks to the Workforce Experience Platform, we can bring the refresh to a personal level and optimize our IT spend.”

Tadd Koziel, Global Head HP on HP, HP Inc.



Contact your HP Sales Representative for more information about HP Solutions supporting a digital transformation.

Learn more at hp.com/future-of-work

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