



HP Brings AI to the Edge to Drive Productivity at Enterprise Scale

Deploying a hybrid-edge AI strategy across 50,000 employees and 80,000 devices saves staff hours of work while delivering a field-tested blueprint for global transformation.





50,000

Employees

80,000

Devices

54M

Managed endpoints¹

The Ultimate Customer Zero

HP Inc. is a Fortune 100 global technology leader operating across 180+ countries with 50,000 employees and 80,000 devices, and it regularly acts as its own 'customer zero'. By building, testing, and implementing new technologies internally, HP ensures that its staff and IT teams benefit from the exact solutions it recommends to clients, while creating feedback loops that refine customer deployments and product developments.

Recently, HP used this approach to tackle escalating cloud and token costs, protecting sensitive data and balancing latency, performance, and user experience.

The result was a field-tested blueprint for determining where each workload should run and showcasing the strategic worth of an orchestration layer that balances intelligence, performance, trust, and economics across cloud, enterprise infrastructure, and edge devices.

"AI in the enterprise is moving toward the edge," says Tadd Koziel, VP of Employee Experience and Innovation at HP. "As companies get a taste of the real cost of cloud-based AI and tokens, they're starting to look for other ways to deliver that compute power."

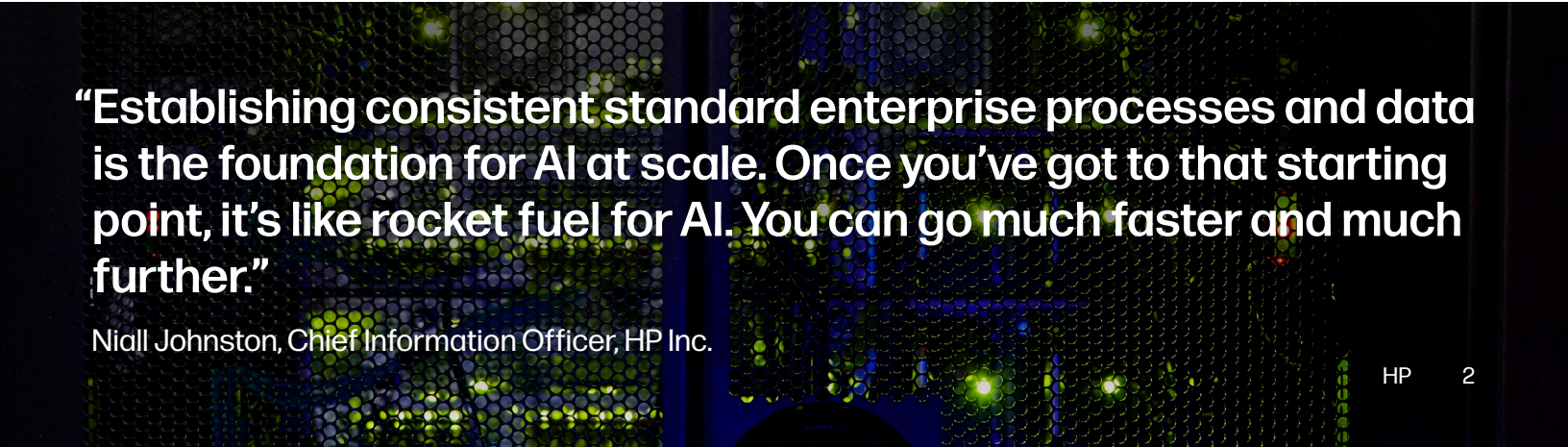
Shifting intelligence to the edge provides the clean baseline that any enterprise needs for a company-wide transformation, and HP knows exactly how to approach this. "We're taking the strategy of AI transformation from a business outcome perspective rather than a pure technology implementation," says Niall Johnston, Chief Information Officer at HP. "Establishing consistent standard enterprise processes and data is the foundation for AI at scale. Once you've got to that starting point, it's like rocket fuel for AI. You can go much faster and much further."

Industry

Technology

Country

Global



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Ayan De, SVP of Corporate Strategy & Solution Strategy, HP Inc.

Shifting to the Edge: Beating Cloud Bottlenecks

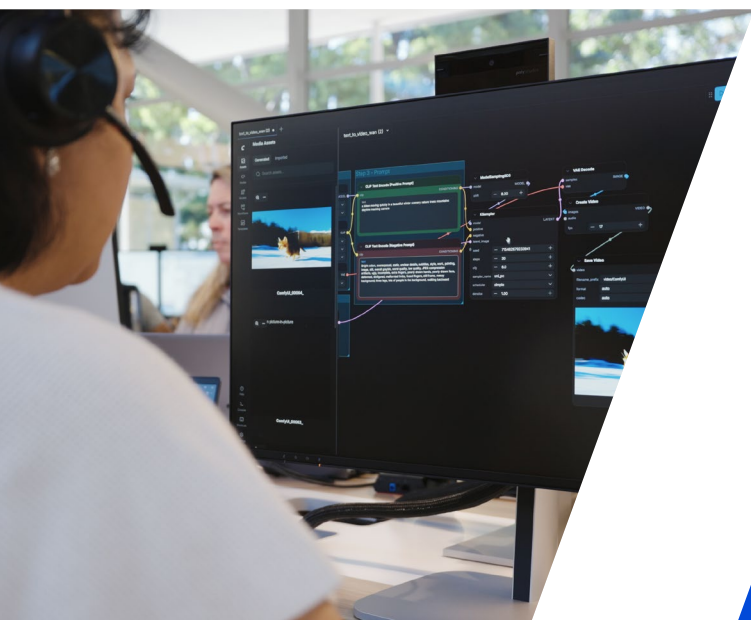
As artificial intelligence transitions from chat tools to workflows, public cloud infrastructure presents several operational challenges:

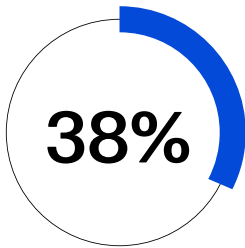
- **Token economics:** Uncapped cloud API and token fees escalate as usage scales up.
- **Latency:** Routing every query through remote data centers introduces delays that disrupt real-time productivity and collaboration.
- **Data privacy:** Sensitive corporate information on public networks creates compliance vulnerabilities and security risks.
- **Sustainability:** Expanding cloud infrastructure increases carbon and energy footprints of physical data centers.

HP took a balanced approach to the bottlenecks and limitations of cloud computing. “We believe AI deployment in enterprises like HP will be hybrid,” explains Ayan De, SVP of Corporate Strategy & Solution Strategy at HP. “Some workloads will run locally, while others will run in the cloud, depending on where they can deliver the most value.”

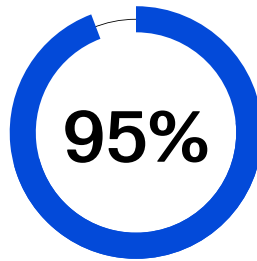
This approach meant deploying next-generation HP EliteBook Ultra and EliteBook 8 Series AI PCs to employee populations most likely to benefit from AI-powered workflows. Equipped with Neural Processing Units (NPUs), these devices run complex mathematical vector operations and small language models directly on the physical endpoint.

“Work happens close to the person,” says Loretta Li-Sevilla, Global Head, AI Software Ecosystems at HP. “It actually happens on the PC. It happens in meeting rooms, around printers and collaboration devices. And so, the context of the user is closest to the individual, which happens at the edge. HP’s vision is to build a compute continuum—having local run where local makes sense, having cloud run when it makes sense, and having intelligent orchestration across the two.”

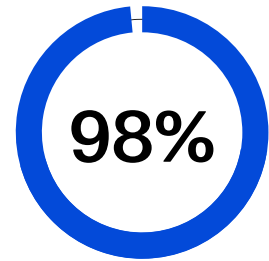




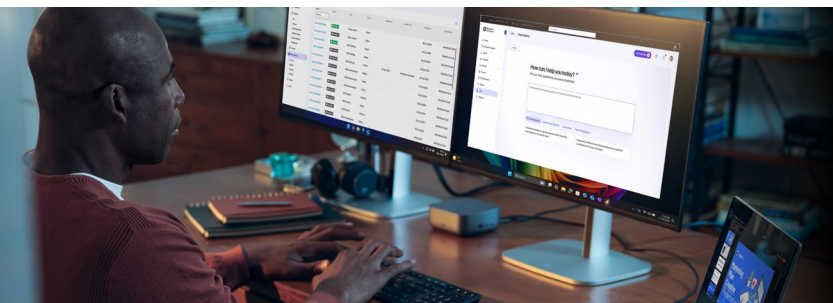
Higher Productivity
with HP AI PCs²



Increase in data analysis
and content creation³



Of endpoints maintained healthy
memory and CPU utilization even
during complex AI workloads³



4 hours

Saved per user/week²

Intelligent Orchestration

Under this framework, workloads are distributed across three tiers:

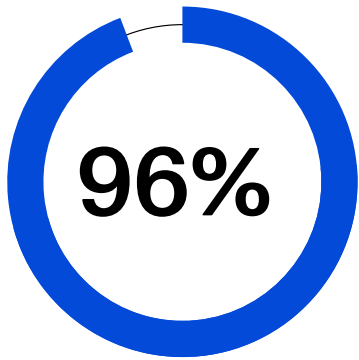
- **Hybrid AI:** Local NPU enables sustained, private, zero-latency tasks such as audio/video processing, real-time meeting translation, and local data analysis directly on the PC without draining battery life or depending entirely on the cloud.
- **Distributed AI:** Suited for complex workloads distributed across multiple devices, systems, or locations that can work independently or together.
- **Frontier cloud:** Reserved for specialized, heavy compute tasks where cloud scale is necessary.

“One of the challenges today is that we expect users to choose the right AI model, and they’ll gravitate toward the most advanced one,” explains Paul Thomas, VP of Engineering at HP. “But not every task requires the most powerful model. A key role of the AI PC will be intelligently matching the workload to the right level of inference, improving both quality and cost efficiency.” To make this idea work in practice, HP embeds automated routing directly into the software so that employees don’t have to manually manage every tier decision.

Impact at Scale

Shifting intelligence to the edge delivers immediate and quantifiable results. An internal HP study showed dramatic performance and productivity improvements in four main areas:

1. **Communication and collaboration:** **92% of people** using this communications software reported productivity increases.³
2. **Content creation and editing:** **95% growth** thanks to streamlining document creation, video editing, and text generation via local app integration.³
3. **Data analysis and insights:** **81% increase** through rapid data manipulation, vector math, and local reporting through HP AI Companion.³
4. **Task automation:** Productivity **increased by 66%** via the automation of repetitive administrative workflows and background processes directly on physical endpoints.³



Issues resolved before
a ticket is raised¹

40%

Reduction in hardware
replacement costs¹

1.3 TB

Daily telemetry¹

4.5 PB

Intelligence engine¹

Turning Telemetry into Actionable Insights

Alongside its shift to the edge, HP moved from reactive support to predictive remediation with HP Workforce Experience Platform (WXP).⁴ This transformed endpoint telemetry into actionable data that puts intelligence in the hands of the operators, drives employee productivity, and optimizes expenditure.

The scale of the operation is immense: WXP ingests 1.3 TB of telemetry daily into a 4.5-petabyte intelligence engine, it monitors 54 million managed endpoints across 26,000+ enterprise customers, and it proactively resolves 96% of internal HP issues before an employee even files a support ticket.¹

Using endpoint analytics has also enabled HP to shift to a data-driven refresh strategy. Instead of replacing devices based on age or department title of the user, IT aligns hardware with actual usage and employee needs. This targeted approach extends device lifecycles and reduces hardware replacement purchases by 40%.³

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Tadd Koziel, VP of Employee Experience and Innovation, HP Inc.

Telemetry can also reveal inefficiencies at scale that would otherwise go unnoticed. For example, analyzing fleet data across millions of connected printers revealed that employees were replacing toner cartridges prematurely. “By fine-tuning the shipping algorithm, we got wastage down from 25% to 5%¹ and optimized spend,” comments Thomas. “It’s a great example of internal research that then made it to our customers.”

In essence, WXP delivers unprecedented visibility, eliminates complexity, and democratizes complex IT workflows for HP as well as for its customers. “WXP, as it has grown to manage PCs, print, and rooms, gives us an enormous amount of information,” Thomas adds. “The term we often use is ‘death by dashboards’. It becomes increasingly challenging. As we’ve introduced AI, we’ve been able help our IT professionals to very quickly access that data, analyze it, and remediate it, while keeping a human in the loop.”





“HP is investing in bringing intelligence closer to where work happens because the device closest to the person is their most personalized device, understanding their context, work style, and preferences. That’s why the edge is so important. Whether it’s the PC, meeting rooms, collaboration devices, or even printers, work happens at the edge.”

Loretta Li-Sevilla, Global Head, AI Software Ecosystems, HP Inc.

Bringing Intelligence to the Factory Floor

HP’s hybrid AI strategy extends beyond employee devices and into operational manufacturing environments where reliability, speed, and security are essential. Within HP’s manufacturing operations, AI at the edge helps technicians and engineers keep complex production lines running around the clock. Running locally on HP AI workstations inside the factory network, Factory Advisor and Factory Agent transform technical documentation, machine procedures, configuration data, and engineering expertise into real-time operational guidance, helping teams diagnose unfamiliar issues, identify likely root causes, and resolve problems faster. The solution also converts specialized manufacturing knowledge into a reusable resource, reducing reliance on individual subject matter experts while preserving institutional knowledge to support onboarding, upskilling, engineering guidance, and operational decision-making.

By processing intelligence at the edge, HP delivers the low latency, resilience, security, and cost predictability required for real-time factory operations, while keeping sensitive manufacturing data within secured production environments and avoiding recurring cloud inference costs at scale. Early estimates indicate approximately 10-15% improvements in troubleshooting efficiency and productivity¹, with expansion to additional manufacturing sites planned.

Building Trust and Protecting Enterprise in the AI Era

Technology, optimizations, and monetary savings are all vital, but the ultimate success of enterprise AI is defined by the quality of the employee experience and engagement. “Some groups are really leaning in, and it doesn’t matter what new technologies you give to them; they want more,” says Johnston. “But other groups are more hesitant or overwhelmed. And this can lead to having a negative relationship with technology. We must balance this, trying to make sure that we’re building trust with the entire community of employees.”





To drive adoption, HP designs its AI systems as a natural, human-centric extension of the user interface. “A couple of years ago when we started seeing AI PCs, I told our CIO, ‘This isn’t a PC anymore, it’s a platform,’” comments Koziel. “And it is really fascinating to watch how quickly it’s evolving.”

However, as AI becomes embedded in employee workflows, protecting corporate IP and personally identifiable information (PII) is critical.

By running intelligence at the edge, HP can meet global data sovereignty requirements while establishing a security envelope for itself as well as its customers.

“We protect customer data very carefully,” notes Thomas. “With the ingress of AI and everyone using AI, there is a constant risk of PII egress. We help CIOs address that through the Workforce Experience Platform, HP Wolf Security, and our AI PCs by securing that data strictly within the company’s perimeter.”

Interestingly, the dual mission of building employee trust and keeping information secure results in another benefit: freedom to experiment and innovate safely. “At HP, we make sure we have the correct governance and procedures in place to ensure we’ve checked all technologies and solutions in advance,” concludes Johnston. “Once we give them to our employees, they know they can trust them, and they can leverage them to their full potential without putting themselves or the company at risk.”

The CIO’s Blueprint

Ultimately, AI transformation is not a debate between cloud scale and edge agility. It is the deliberate alignment of trusted intelligence running in the right place, at the right time, for the right workload. By modernizing the workstation into an active compute platform, HP provides a clear blueprint for CIOs: seamlessly integrating hardware, software, and security to maximize enterprise productivity.

Bring intelligence closer to where work happens.
hp.com/solutions

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Solution at a glance

HP Services

- HP Managed Device Services⁵
- HP Managed Print Services
- HP Managed Collaboration Services⁶

HP Hardware

- HP EliteBook Ultra AI PCs
- HP EliteBook 8 Series AI PCs
- HP ZBook & Z Workstations

HP Software

- HP Workforce Experience Platform (WXP)⁴
- HP Wolf Security⁷



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1. Based on HP's internal analysis of data collected between January 1, 2026, and July 31, 2026, across 4,447 customers and partners; 5,432,436 licensed active devices/seats; and 10,564,954 telemetry events (including issues, alerts, and remediations).
2. Results are generated by the HP AI Value Calculator (xp.hp.com) based on customer inputs, HP assumptions, and industry data sources. Calculated values are estimates provided for illustrative and planning purposes only and are not guaranteed of actual savings, productivity gains, or business outcomes. Actual results will vary.
3. Based on HP's internal analysis of data collected in August 2025 across 4000 senior leaders and customer-facing employees across 55 countries.
4. The Workforce Experience Platform (WXP) is available in various tiers and for multiple term license durations, and some features require optional add-on solutions. WXP is for commercial customers and some features and capabilities may require additional purchase of HP services and/or commercial hardware capable of supporting the HP Insights agent for Windows, Mac, and Android. WXP is ISO27001, ISO27701, ISO27017, and SOC2 Type2 certified for Information Security. Activation and restrictions may apply. Select HP solutions require an HP Insights agent for Windows, Mac, and Android, available for download at <https://workforceexperience.hp.com/software>. For full system requirements and services that require the agent, please visit <https://workforceexperience.hp.com/requirements>. The agent collects telemetry and analytics around devices and applications that integrate into the Workforce Experience Platform. Internet access required. WXP Collaboration license required for audio and video collaboration technology monitoring. HP Anyware license or compatible third-party virtual machine license required for virtual machine monitoring.
5. HP Managed Device Services includes hardware and services and may require financing. HP Managed Device Services requirements may vary by region or by Authorized HP Managed Device Services Partner. Please contact your local HP Representative or Authorized Managed Device Services Partner for specific details in your location. Payment solutions may be available through HP Integrated Financial Solutions endorsed finance partners, subject to country location, credit approval, and other restrictions. Not all services or offers may be available and not all customers may qualify. HP Integrated Financial Solutions' partners may change or cancel program at any time without notice. HP services are governed by the applicable HP terms and conditions of service provided or indicated to Customer at the time of purchase. Customer may have additional statutory rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service, or the HP Limited Warranty provided with your HP Product.
6. HP Managed Collaboration Services includes hardware, repair services, and analytics components and may include financing. HP Managed Collaboration Services requirements may vary by region. Please contact your local HP Representative for specific details in your location. HP services are governed by the applicable HP terms and conditions of service provided or indicated to Customer at the time of purchase. Customer may have additional statutory rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service or the HP Limited Warranty provided with your HP Product.
7. HP Wolf Security for Business requires Windows 10 or 11 Pro and higher, includes various HP security features and is available on HP Pro, Elite, RPOS, and Workstation products. See product details for included security features.

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