

2018 ATEA  
BOOT  
CAMP

# Välkommen

HP

Vad händer när användarens  
upplevelse blir en designfördel?

Föreläsare:

Jenny Gustavsson, HP



# JENNY GUSTAVSSON

Vad händer när användarens  
upplevelse blir en  
designfördel?



# Industrialismen

EFFEKTIVITET

# Informationsåldern

BEFOGENHET

# Erfarenhetsåldern

ENGAGEMANG



*Jobba 9-5*

*Åtkomst till data*

*Koppla upp dig, samarbeta  
och skapa*



**Kreativitet** drivs inte bara av processer eller teknologi  
Det kommer från **människor**

Erfarenhetsåldern handlar om att aktivera er viktigaste tillgång...

...er **ARBETSKRAFT**

# Design

*För hur vi arbetar...  
...och lever*



HP EliteBook x360 1030 G3

# Säkerhet

*För att kunna jobba överallt...  
...med sinnesro*



HP Sure View

# Samarbete

*För att koppla samman  
människor...  
... och skapa värde*



Premium Audio Experience

# Kvalitet är en del av vårt arv

“Our customers expect HP products and services to be of the highest quality and to provide lasting value.”

**Bill Hewlett, Founder**



# HP's innovationsplatform



Design



Security



Collaboration

# QUALITY



<sup>10</sup> Based on HP's unique and comprehensive security capabilities at no additional cost and HP Manageability Integration Kit's management of every aspect of a PC including hardware, BIOS and software management using Microsoft System Center Configuration Manager among vendors with >1M unit annual sales as of November 2016 on HP Elite PCs with 7th Gen Intel® Core® Processors, Intel® integrated graphics, and Intel® WLAN.



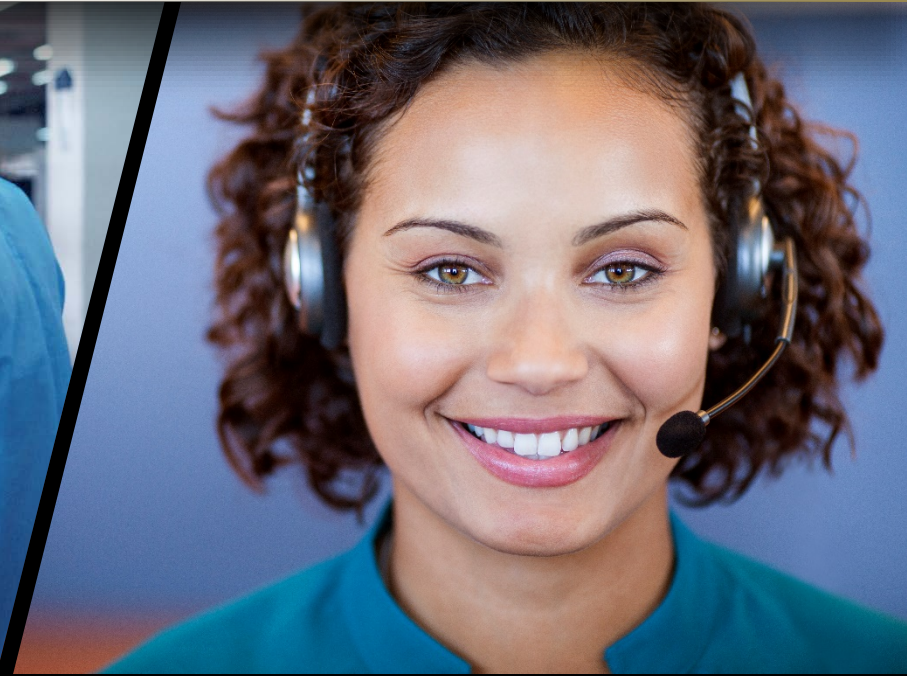
# Att driva kvalitet hela vägen



Design  
Hantverk



Tillverkning



Support  
Service

# Industriell design & ingenjörskonst



Design i  
världsklass



<sup>10</sup> Based on HP's unique and comprehensive approach to design and engineering, including the use of Microsoft System Center Configuration Manager (SCCM) for software management, and HP Manageability Integration Kit's management of every aspect of a PC including hardware, BIOS and software management. HP has achieved >1M unit annual sales as of November 2016 on HP Elite PCs with 7th Gen Intel® Core® Processors, Intel® integrated graphics, and Intel® WLAN.

# 120,000 timmars testing per produkt

## HP Total Test Process

Bidrar till överlägsen kvalitet och tillförlitlighet i ett brett utbud av applikationer och driftsmiljöer.



<sup>19</sup> Based on HP's unique and comprehensive security capabilities at no additional cost and HP Management Integration Kit's management of every aspect of a PC including hardware, BIOS, and OS management using Microsoft System Center Configuration Manager among other things. © 2016 Hewlett-Packard Development Company, L.P. All rights reserved. HP, the HP logo, and the HP logo are trademarks of Hewlett-Packard Development Company, L.P. in the United States and other countries. Other trademarks are the property of their respective owners.

# Extrem testning: MIL-STD-810G

## MIL-STD-810G tester

Våra kunder förväntar sig att deras PCs skall *fungera* oavsett vart de används eller om olyckan sker.

Vi designer våra företagsprodukter för att klara de mest extrema **tillförlitlighets** och **hållbarhets** testerna

# Extrem testning: MIL-STD-810G

DROP  
1 ✓

VIBRATION (cat4)  
2 ✓

DUST  
3 ✓

HIGH/LOW TEMP  
4 ✓

FREEZE/THAW  
5 ✓

ALTITUDE  
6 ✓

FUNCTIONAL SHOCK  
7 ✓

VIBRATION (cat24)  
8 ✓

SAND  
9 ✓

TEMP SHOCK  
10 ✓

HUMIDITY  
11 ✓

EXPLOSIVE ATMOSPHERE  
12 ✓

CRASH HAZARD SHOCK  
13 ✓

BENCH HANDLING  
14 ✓



Under 2017 blev kvalitet ett fokusområde



## Quality 360

Förbättrad produktkvalitet och kundupplevelse genom produktutveckling, validering, implementering och support

# Nya testprocesser för skola



## Kundanpassade tummlartester

- Datorn faller 200 gånger från 500 mm höjd med ett verifikations test var 50de gång



# PC lab: att bygga kvalitetsfokuserade aktiviteter runt hela världen

## Ft. Collins

- Material Science
- Compliance testing
- Deep level failure analysis
- Reliability testing

## Houston

- Reliability testing
- Safety
- Deep level failure analysis

## India

- Failure analysis
- In-country support

## Taiwan

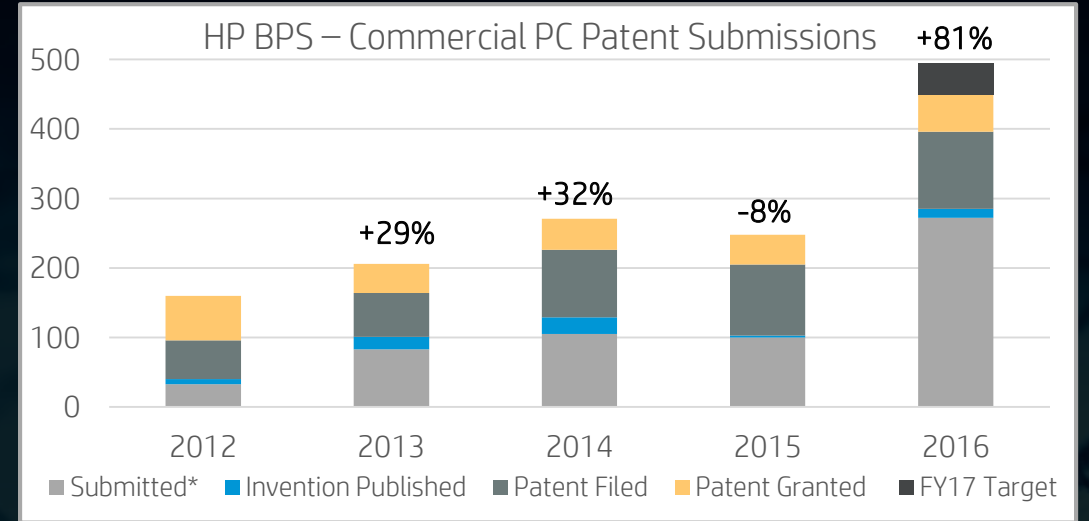
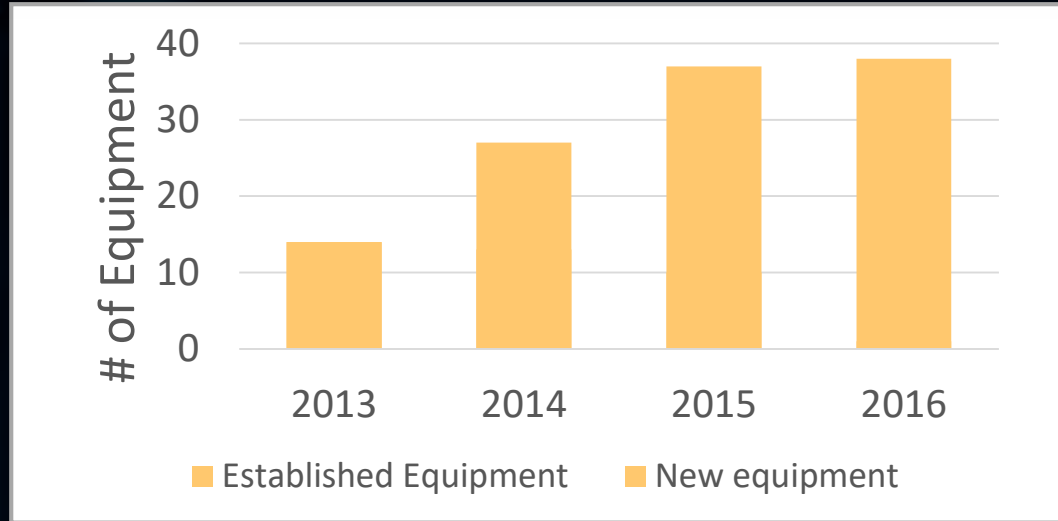
- Material Science lab

## Shanghai

- Product development support
- DFE testing
- Volume reliability testing
- Competitive analysis



# Materialvetenskapslaboratorier



## Silicone Rubber KB

Education Product Design  
Support, water/chemical resistant



## 3D Glass

3D glass design for edge touch



## AG/AR Glass Coating

New coating solution for AG/AR to meet G5Mark



## Healthcare Sanitization

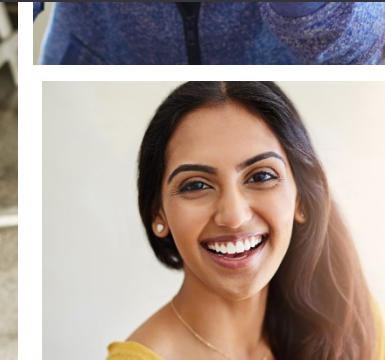
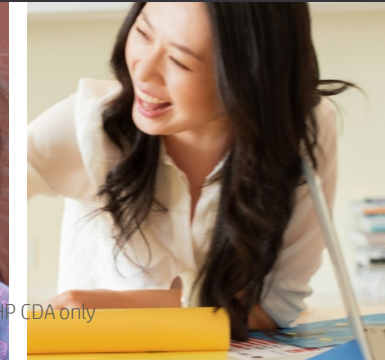
Materials can meet HC chemical resistance requirements

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DESIGNAD MED  
**DERAS BEHOV FÖRST**

DESIGN | SÄKERHET | SAMARBETE





keep reinventing

**2018** ATEA  
**BOOT**  
**CAMP**

# Tack för mig

HP

Vill du veta mer, registrera dig vid utgången.

Betygsätt gärna passet i appen.

REJTA  
MITT PASS  
I APPEN