Staying a step ahead of the bad guys in tomorrow's workplace

Today's work/life style is connected, connecting, and converged. With 62 percentv[1] of employees working regularly from more than one location. 65 percent[2] of workers say they collaborate multiple times a day. 81 percent[3] report that work activities happen during personal time.

And perhaps not surprisingly, entertainment activities on work personal computers (PCs) have doubled. These trends are bound to continue; the workforce will be 50 percent[4] millennials by 2020, and 88 percent[5] of millennials report wanting this work/life integration.

As remote work and collaboration solutions have become more productive and mainstream, physical environments are evolving to maximize the interaction and immediacy an office space can and should provide, including:

- agile workspaces designed for individual productivity

- informal meeting areas encouraging co-creation and conversation

- interactive conference rooms providing efficient and technology-enabled meetings and collaboration.

- integrated communal spaces to encourage socializing, recreation and wellness: the comforts of home migrating into the workplace, perhaps, in our increasingly connected world.

It's clear that traditional boundaries are dissolving, and the "Office of the Future" spans across work and the rest of our lives. Security must evolve and keep pace. Dramatic changes have taken place in where, when, and how people are working, and those changes will continue to transform our personal and work environments.

The modern office is evolving in keeping with patterns and trends emerging among workers. The physical buildings and firewalls that reliably kept people and assets safely inside, and security threats outside, are being transformed by an altogether more porous and flexible workspace often described as "anytime, anywhere."

Securing a vibrant, mobilized, distributed workplace is more challenging, and more critical, than ever before. It is a challenge that has consistently driven HP's long history of industry leadership in driving security innovation and standards.

We produce some of the world's most secure and manageable personal systems and printers today, and our drive to improve security across the spectrum of devices never rests. We're designing systems and devices for cyber-resilience, with security built in from the ground up, to help protect, detect and remediate attacks—with minimal interruption to users.

We keep reinventing security to always better meet the needs of the changing workplace—today's and tomorrow's. This means designing security from the very ground up, right into the hardware of our device: from HP SureStart, the industry's first self-healing BIOS; to HP Sure View, the world's only integrated privacy screen to protect against visual hacking; or HP Sure Click to contain phishing attacks.

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This year we announced, yet again, industry-leading security innovation. The new HP EliteBook 800 Series G5 features innovations like HP Sure Run, extending hardware-enforced self-healing to critical security software and processes; as well as HP Sure Recover, introducing the first truly hardware-based secure automated network-based recovery of an entire operating system, ensuring robust and reliable recovery at machine speed in the face of modern destructive attacks.

As the saying goes: if you're not moving forward, you're falling behind. Nowhere is this truer than in the work of locking out intruders, locking down data, and delivering a positive and empowering work experience that frees workers to innovate, be curious, and be productive, confident that their business and data remains secure and resilient in the face of growing cyber threats.

Old-school security solutions were designed by IT workers, for IT workers. Today, security must be designed with the modern workforce in mind. Security solutions are enabled by powerful and complex technology—but they must be easy enough for IT admins to deploy and manage, and for the end user to navigate and embrace.

But the need for change in our approach to security goes further. Organizations tend to think about cyber security as an operational problem, which is to be addressed by deploying and managing the right software and network tools in their environment.

Yet in today's threat landscape choosing a device is already a security decision. Hardware provides the foundation and ground-level security that is increasingly critical to any operating system, software security solutions, and robust recovery on and around endpoints. And endpoint devices are on the frontline of the cyber security battleground, where attackers target both end-user behaviors, and unprotected device hardware and firmware.

In order to stay ahead of attackers, we need to always be on the lookout for emerging and future trends in the threat landscape. To this end, we have been investing in security research at HP Labs for over two decades.

Recently we also announced our new HP Security Advisory Board, where a trio of outside experts, with unique first hand expertise in the world of hacking and the latest developments in security

technology and strategies, join our internal chief technologists and lead strategists for cyber security to help us be the smartest we can about the future of the threat landscape.

At HP, our security strategy is informed by understanding how people work and studying how they use devices. Whether a business's employees are logging in on personal time, working in open office layouts, or collaborating in a conference room, security has to travel with them. We believe that endpoint security is key to knowing your devices are protected, your web browsing is safe, and your private info is secured by multi-factor authentication.

The office of the future should be a place where people can move around, be creative and productive inside and outside that office environment, and always know they're protected. It's as simple as that—and it's a powerful vision for security that keeps business a step ahead of threats and lets people focus on the challenges and opportunities we know are ahead.

1. HP, Quantitative Research with WW End Users, 2015
2. Dimensional Research: Collaboration Trends and Technology, A Survey of Knowledge Workers, August 2015
3. C Space Primary Proprietary Research with online communities, 2015
4. PwC, Millennials at work: Reshaping the Workplace, 2011 5. Jamie Gutfreund, What Millennials Want In The Workplace (And Why You Should Start Giving It To Them), Jan 2014