Industry White Paper
Entitlements -
Why Microsoft, Intel, and HP Entitlements Matter

Closed Loop Lifecycle Planning©
In collaboration with HP®, Microsoft®, and Intel®

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Managing the Microsoft and HP relationship for several years, Jeff is an expert in go to market plans and customer adoption strategies.

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Bruce is sponsored by the HP, Microsoft, and Intel Alliance for this engagement.

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1.0 Management Summary

The topic of entitlements from incumbent providers has been a subject of discussion for many years. In fact, the authors of this White Paper issued a previous white paper, "Year of the Eco System" in 2022. The point is that the Alliance Team of HP, Intel, and Microsoft have continued to invest in value add features based upon developing trends and challenges in the marketplace.

Many of the value-added features focus on security, manageability, accessibility, and performance. Unlike previous years, the changing demographics have introduced new expectations that must be met or exceeded to attract, recruit, and retain top talent.

End User Satisfaction has evolved into Digital Experience (DEX) for End Users. DEX is now one of the primary Key Performance Indicators (KPIs) for IT and the organizations it supports. While this may not appear novel, it has become mainstream.

In this mainstream context, data analytics is now encompassed by Closed Loop Lifecycle Planning, considered essential. Organizations, regardless of their size, should explore the role that data-driven decisions can play within their operations.

Entitlements were previously considered an "afterthought" – optional to consider. However, this view is now outdated. Entitlements represent innovative and forward-thinking solutions that can replace, augment, or complement existing solutions when explored.

The key consideration is what entitlements could potentially replace. The distinction between best-in-class and best-in-suite is becoming less significant, and in many cases, there is no difference at all.

The value proposition is based on a simple premise: if a company focuses on end-user devices, operating systems, or chipset manufacturing for end-user devices, who is better positioned to understand end-user needs?

It is reasonable to expect that companies like HP, Microsoft, and Intel would have the expertise to understand, create, and develop best practices.

Every organization seeks optimization, particularly during uncertain economic times. Leveraging entitlements is not only cost-effective but achieves the goal of reducing costs while improving the end-user experience.

For many organizations, this may feel familiar. If a review of entitlements was conducted more than 1 or 2 years ago, it might be time to revisit them and possibly establish an annual review process. Significant innovations are often created by those who developed the original solutions.

1.1 Entitlements

The Alliance Team (HP, Intel, and Microsoft) has a rich, deep, and meaningful development of entitlements. The entitlements are not fundamental or basic - this generation of entitlements are robust, comprehensive, and mature. The entitlements provide increasing functionality and adds to the core of solutions. Some of the entitlements complement each other and either compliment or supplement existing third-party tools.

Many of the entitlements could potentially replace existing toolsets. The debate between best-in-class versus best-in-suite solutions has been relevant for quite some time. Organizations are striving to

achieve parity between current applications and new entitlements. While there will always be differences—some significant and some minor—the primary objective often remains achieving parity.

The challenge arises when parity is not achieved, necessitating a decision between maintaining current solutions or considering alternatives. Identifying any gaps is essential to understand their potential implications.

It is also important to consider that both the investments made by the Alliance Team and those from third parties are likely to continue. Therefore, there is an ongoing requirement to conduct periodic assessments.

2.0 "Eggs in a Basket"

As referenced in a previous White Paper, one of the primary concerns regarding the use of entitlements is the potential risk associated with consolidating dependencies on a single provider. To mitigate this risk, it is recommended to diversify solution providers.

While the "eggs in a basket" analogy is commonly understood, it warrants re-evaluation. The investments and core solutions offered by the Alliance Team are not merely optional; they are critical capabilities that organizations would typically assess for feasibility if provided by third parties.

The concern over "eggs in a basket" may stem from an emotional response rather than a business perspective. It raises the question: how can an entitlement be seen as equivalent to a service previously paid for by an organization? The perceived gap must be addressed.

The misconception that entitlements aim to "lock in" an organization is unfounded. This scenario is comparable to entering into long-term agreements with any third-party company.

Business decisions should be based on merit, functionality, and features. In today's rapidly evolving landscape—with advancements in AI, AI PCS, NPUs, collaboration, automation, and cloud technologies—the exploration of entitlements should be prioritized.

To draw informed conclusions, a thorough assessment and analysis are necessary. The adoption of an entitlement does not suggest that prior decisions were flawed but rather acknowledges the maturation and evolution of the marketplace.

3.0 AI is a Game Changer

The Alliance Team of HP, Microsoft, and Intel are experts in AI. Much of the portfolios include AI integrated into many of the existing offerings and the development queue is nothing short of leadership.

Entitlements were compelling before, and with AI they become even more so. AI is essential for all Alliance Team members. This White Paper will provide examples to initiate discussion.

Organizations should expect each Alliance Team member to have core IT competency in their products and services. AI has long been a key element for the team. Recently, consumerization of IT has highlighted generative AI capabilities in the marketplace.

4.0 HP Entitlements

HP has positioned its PCs and workstations as highly secure in the industry, leveraging its own technologies as well as those from Microsoft and Intel. This claim is supported by legal, marketing, and other cross-functional teams to ensure the accuracy of the messaging. In summary, it is a significant statement backed by substantial evidence.

In an era marked by cyberattacks and ransomware incidents, HP and the Alliance Team have proactively anticipated threats and developed innovations to detect, defend, and recover from these persistent attacks.

The creation of the Wolf Portfolio highlights HP's targeted security, manageability, and endpoint features, demonstrating a commitment to best practices and innovation as an incumbent supplier. The portfolio includes various offerings with different levels of integration and extends best practices for endpoint security and manageability.

By utilizing investments from Microsoft and Intel, HP is well positioned to discuss and adopt best client computing practices. This white paper will reference detailed documentation available for each offering, including white papers and implementation videos.

HP has also developed a global services strategy to support the planning, design, implementation, and maintenance of both the Wolf Portfolio and general client computing best practices.

With AI playing a significant role in future developments, it is important to understand the current portfolio and its strategic direction. Future-proofing investments is a critical aspect of the Alliance team's solutions, aiming to minimize or eliminate the need for re-architecting.

5.0 Microsoft Entitlements

Microsoft is a leader in AI, demonstrated by its Copilot offering. Embedded AI capabilities in future operating systems and Teams highlight its pioneering role in enterprise AI adoption. Organizations often associate AI with Copilot, reflecting rapid adoption and interest.

In Teams, AI enhances collaboration through features like meeting notes, response recognition, and performance improvements. This has positively impacted user experience and set high expectations.

Collaboration remains a key satisfaction factor across generations, especially for Millennials and GenZ. The development of AI PCs and next-gen AI is closely watched, with a strong willingness to adopt new advancements.

Windows 11 continues to drive modern management with automation tools such as Defender, Intune, and Copilot, emphasizing Microsoft's commitment to cloud-first, secure applications.

6.0 Intel Entitlements

Intel has a long history of innovations surrounding the chipsets. The vPro and AMT have been a standard available for some time. These entitlements have matured and advanced to become modern management toolsets.

The capabilities of remote wake-on-LAN whether powered up or powered off is a remarkable capability. The new generations of task management improves battery life and performance by throttling up and down based upon the prioritization of work streams.

Many organizations have explored vPro and AMT many years ago, reached a conclusion based upon the capabilities at a certain time, and never truly revisited the technology from Intel as a part of repeated due diligence.

Rather, many organizations sought out third-party tools that could accomplish tasks that have now become a part of the Intel entitlement features.

Entitlements, like other innovations, undergo constant and continuous process improvements. Determining any entitlement should not be a one-time event. An annual review (at a minimum) is recommended to investigate and consider any appropriate innovation that solves a problem.

From an AI perspective, Intel has been adopting AI in its chipsets for several years. Many organizations may not be aware of the entitlements that have developed over this period.

Intel's use of AI with its 100+ ISVs places it in a significant position across various industries. The partnership within the development communities with its ISVs provides both a source of strength and input for future feature and capability development.

7.0 Observations and Conclusions

Entitlements are gaining renewed attention. Historically seen as sales enablers rather than problem-solving solutions, entitlements today signify substantial innovation for many organizations, regardless of their size or complexity.

Empirically, the research and engineering efforts devoted to developing new innovations for hardware, software, and silicon demonstrate a thorough approach to managing and securing technology that can be utilized externally from an organization.

The alliance between HP, Microsoft, and Intel is particularly notable due to their close working relationships and the exchange of profound insights. The shift towards modern management arises from these three companies combining their best-in-class entitlements, effectively transforming various industries.

Entitlements present an intriguing market strategy. If offered independently or by third parties, many entitlements would be successful based on their own merits and capabilities. However, as entitlements, they enhance the experience of existing incumbents.

In Appropriate Incumbent Behavior, there were several behaviors and responses that were key to retaining and expanding relationships. Among the key guidance included:

- Always add value where ever you can
- Always bring something new to the businesses
- Share best practices
- Make sure the portfolio is fully understood
- Quantify wherever you can
- If you cannot quantify it, it does not count

The list provides the top ten behaviors and responses to an organization based upon an incumbent relationship. The point is that there should be an expectation of the sharing of best practices - the entitlements are a part of those best practices.

We are in a new era of innovations where the creator of the initial innovation may be the optimal alternative for optimizing the feature for the overall marketplace. It is time to revisit entitlements if your organization has not done so recently.

Appendix

1. Closed Loop Lifecycle Planning - A Complete Guide to Managing Your PC Fleet, Bruce Michelson, published by Addison-Wesley Division of Pearson Education, ISBN 978-0-321-47714-9.
2. Appropriate Incumbent Behavior©, copyright Bruce Michelson.

Other Books by Bruce Michelson

1. Closed Loop Lifecycle Planning©, Client Computing in the Health Care Industry, by Bruce Michelson, Published by IDG, ISBN 978-1-61623-045-6.

2. Closed Loop Lifecycle Planning© - What It Is and Why It Is Important to You, by Bruce Michelson, Published by Bookmasters, ISBN 0-9667607-0-0.

3. We Are All Retail, The Race to Improve the Retail Experience in a Post Covid World, by Bruce Michelson and Leif Olson, Published by Archway Publishing, ISBN 978-1-6657-3394-6.

4. IT Strategies in the Post-Pandemic Era, Part of the Closed Loop Lifecycle Planning© Series, published by Archway Publishing, March 2023, ISBN 978-1-6647-3856-9.

5. Zero Trust, by Bruce Michelson and Cody Gerhardt, published by Archway Publishing, May 2023, ISBN 978-1-6657-4191-0.