

# Secure ASUS laptops - happy and stress-free users

Built-in Protection for the Modern Workforce

RIMAS KAMINSKAS  
ASUS Commercial sales

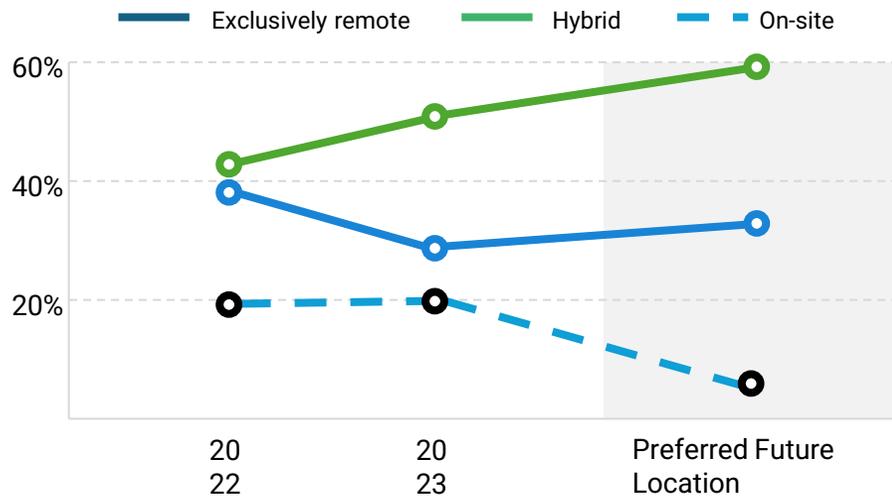


# The Future is Hybrid

60% of remote-capable employees expect to be *hybrid in the future*.

29% are *fully remote* today.

Only 6% expect to be *fully onsite* in the future



# Hybrid Work Has Significant Implications for Endpoint Security

64% of SMBs have an increased attack surface due to remote work. WGHS

“The increased adoption of hybrid work models means security teams are continually challenged to keep users connected and networks secure,” according to Cisco.



“

The work-from-anywhere era has given newfound significance to endpoint visibility. Inconsistent visibility affects your IT team's ability to support and resolve user issues.

**Most cyberattacks begin on endpoints, not firewalls or servers, which makes endpoint visibility even more essential.** *Absolute*

”

# What Is Endpoint Security?

Endpoint security is the practice of securing end-user devices such as desktops, laptops, and mobile devices from being exploited by malicious actors.

## Network Security



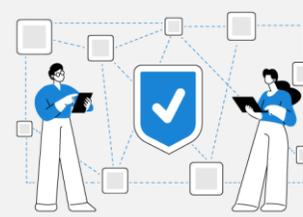
## Cloud Security



## Application Security



## Internet Security



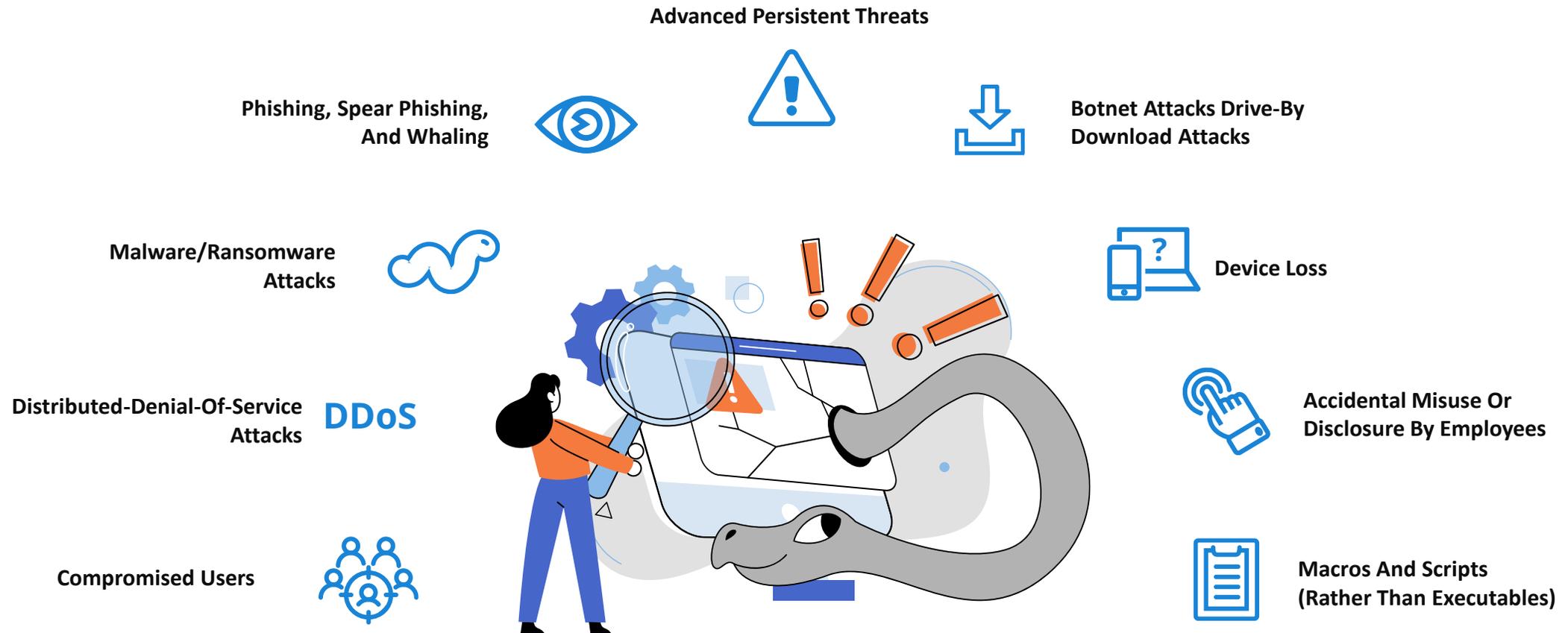
## Endpoint Security



Types Of Cybersecurity

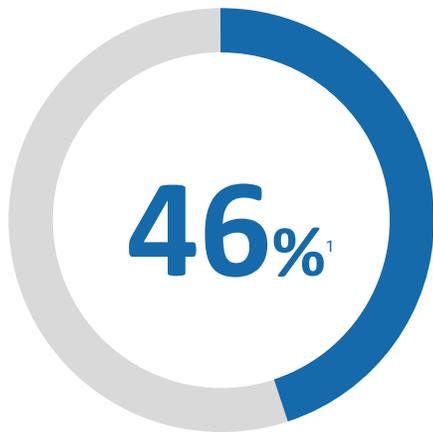
# Endpoint Security Risks Come In All Forms

Threats Are Increasing In Volume And Sophistication.

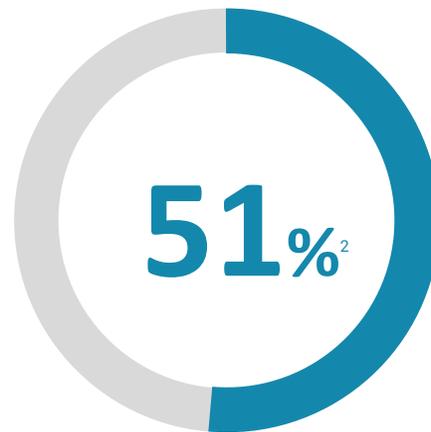


# SMBs Are At Increasing Risk

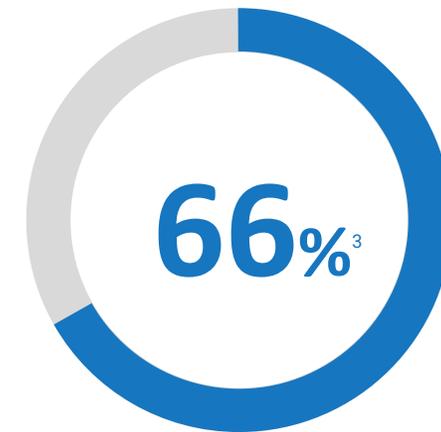
Hackers & Commoditized Threats Find SMBs An Easier Target.



of all cyber breaches impact businesses with fewer than 1,000 employees.



of small businesses that fall victim to ransomware pay the money.



of consumers would not trust a company following a data breach.



# Top 4

## endpoint security risks SMBs must consider

- Phishing
- Identity attacks--that is, stealing credentials
- Software-and-hardware-based supply-chain attacks.
- Ransomware attacks

**Gartner**

# Recent Endpoint Security Breaches

January 2023



Mailchimp  
**Loss of reputation and revenue**

May 2023

**T Mobile**

T-Mobile  
**Ninth data breach since 2018**

September 2023



MGM Grand  
**Estimated \$80 million in lost revenue**

December 2023



23andMe  
**Personal data of 6.9 million customers leaked**

March 2024

**CHANGE**  
HEALTHCARE

Change Healthcare  
**Unconfirmed \$22 million ransom paid.**

March 2024



American Express  
**Breach of names, account numbers, and card details**

# The Impact Of Endpoint Security Breaches

## IT And End-User Productivity Loss



## Infrastructure And Legal Costs



## Loss Of Confidential Information / IP



## Lost Brand Reputation And Value



# Who Should Be Aware?

Endpoint Security Impacts Everyone In The Office



## IT Managers

Responsible for cybersecurity



## Business Owners/Leaders

Responsible for business continuity and performance



## Employees

First line of defense

# 5 Steps SMBs Tackling Endpoint Security

1

## Make Security Part of Your Office Culture

Staff meetings and regular reminders keep security practices top of mind.

2

## Multi-Factor Authentication

MFA is the gold standard for endpoint security.

3

## Take A Holistic View

Ensure you have visibility into all your endpoints.

4

## Leverage AI For Evolving Threats

AI provides preemptive defense and deep endpoint insights.

5

## Upgrade Your Assets

Modern devices provide greater protection.

# The Benefits of Modern Endpoint Security

Efficient & Effective Security So You Can Focus On Your Business



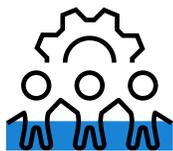
## Simple & Scalable IT Management

- Efficient, end-to-end visibility
- Spend less time provisioning, managing, and retiring endpoints
- Focus on higher value business activities.



## Secured Reputation & Revenue

- Effective endpoint detection and response
- Agile practices and AI
- Protected data and employee privacy



## Strong Business Resilience

- Secured customer data
- Availability of business-critical applications
- Greater team productivity

# Priorities for ASUS's Built-in Security Tools



## Greater Control & Visibility With Less Overhead

Multiple devices and modern workloads that must scale to support business



## Securing Hardware and Employee Privacy

Securing IT assets and confidential data in a hybrid work environment

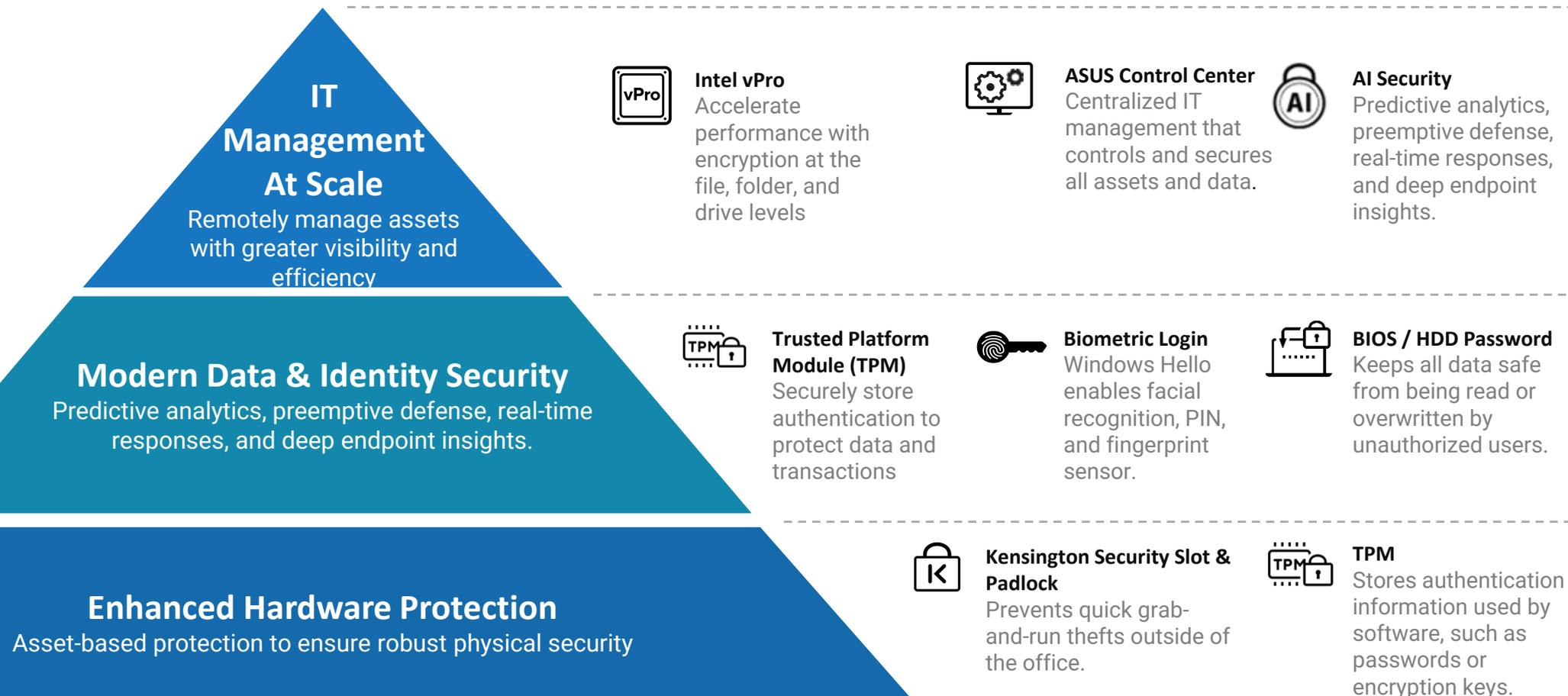


## Ability to Counter Evolving Threats

Sophisticated malware and commoditized threats are impacting SMBs

# ASUS's Comprehensive Solution

Built-in Enterprise-Grade Endpoint Security Solution Tailored for SMBs



# It Management

“In 2022, the global average cost of a data breach reached \$4.35 million, while the number is more than double in the U.S., averaging \$9.44 million. These expenses can include everything from ransom payments and lost revenues to business downtime, remediation, legal fees, and audit fees.” *IBM*

# ASUS

## Control Center

ASUS Control Center is a new centralized IT management software which is capable of monitoring and controlling ASUS servers, workstations, and commercial products including notebooks, desktops, All-in-One (AiO) PCs, thin client, and digital signage.



## Comprehensive and Effortless IT Management

### Hardware to Software, Physical to Virtual

Monitor hardware status, utilization software, service and inventory; as well as supporting virtual machines such as VMware vSphere®.

### Let the System Do the Tiring Tasks

Once the Task Scheduler is setup, it automatically runs routine tasks such as turning devices on and off, dispatching software, and controlling USB usage without wasting human resources.

### Power Master – Effective Energy Control for Data Centers

Integrate ASUS ASMB and Intel® Data Center Manager (Intel DCM) technology to provide real-time power consumption data. By setting up your power usage policies, you can ensure that the optimized resources will help your business to save energy and money.

### Enhance Information Security Easily and Quickly

ASUS Control Center supports Windows® Active Directory authentication, registry editor and USB storage disabling, to ensure that all data and information is controlled and secured – avoiding unauthorized usage.

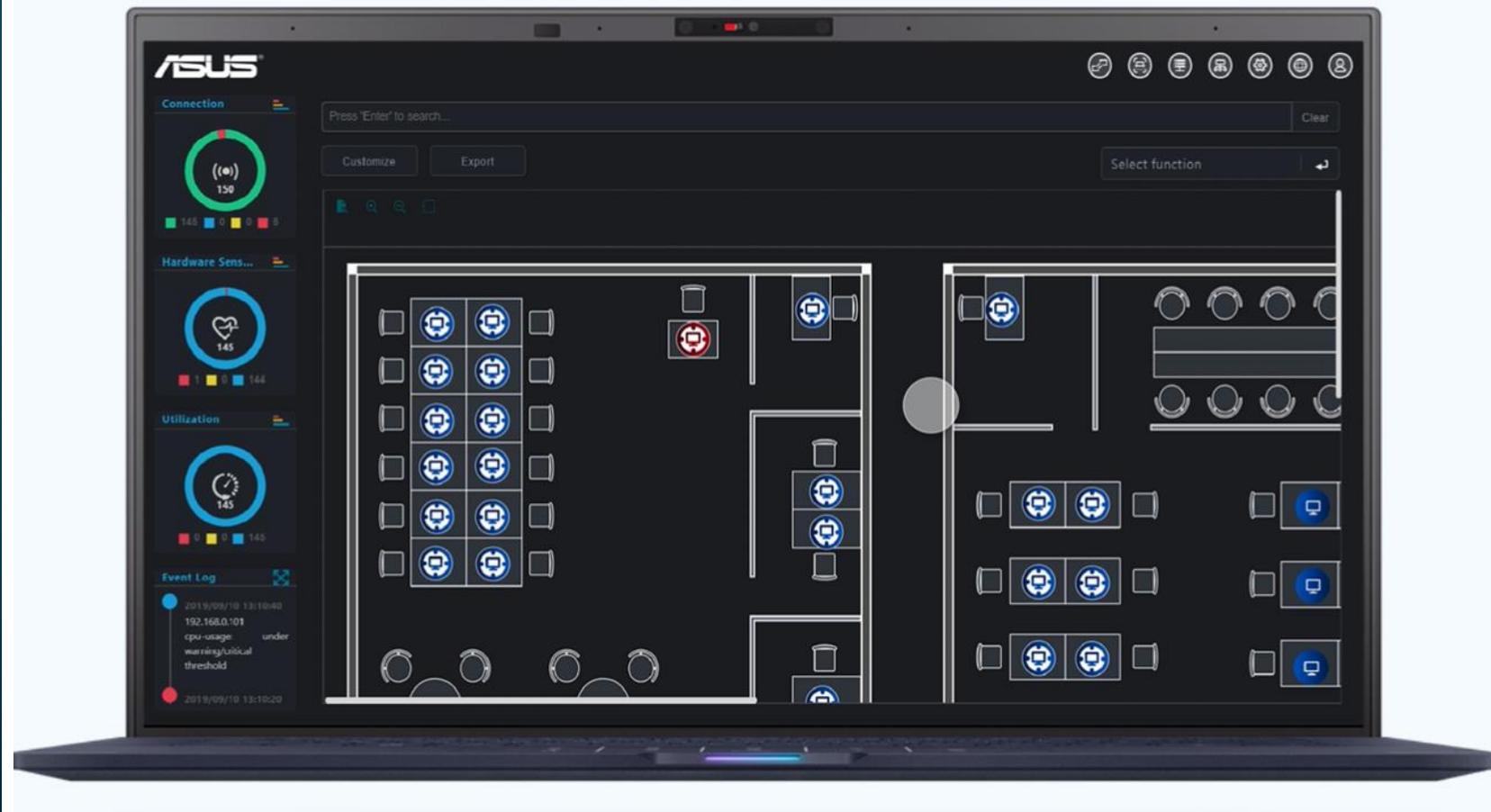
### Easy Search and Control of Your Devices

Unique Metadata Management allows you tag devices with custom information. Along with the powerful searching, grouping, and Metadata functions, you can easily categorize and access target devices.

### Friendly User Interaction

The HTML5 web-based console supports RWD (responsive web design) and provides an intuitive dashboard, enabling you to manage your IT environment from different types of devices anytime and anywhere.

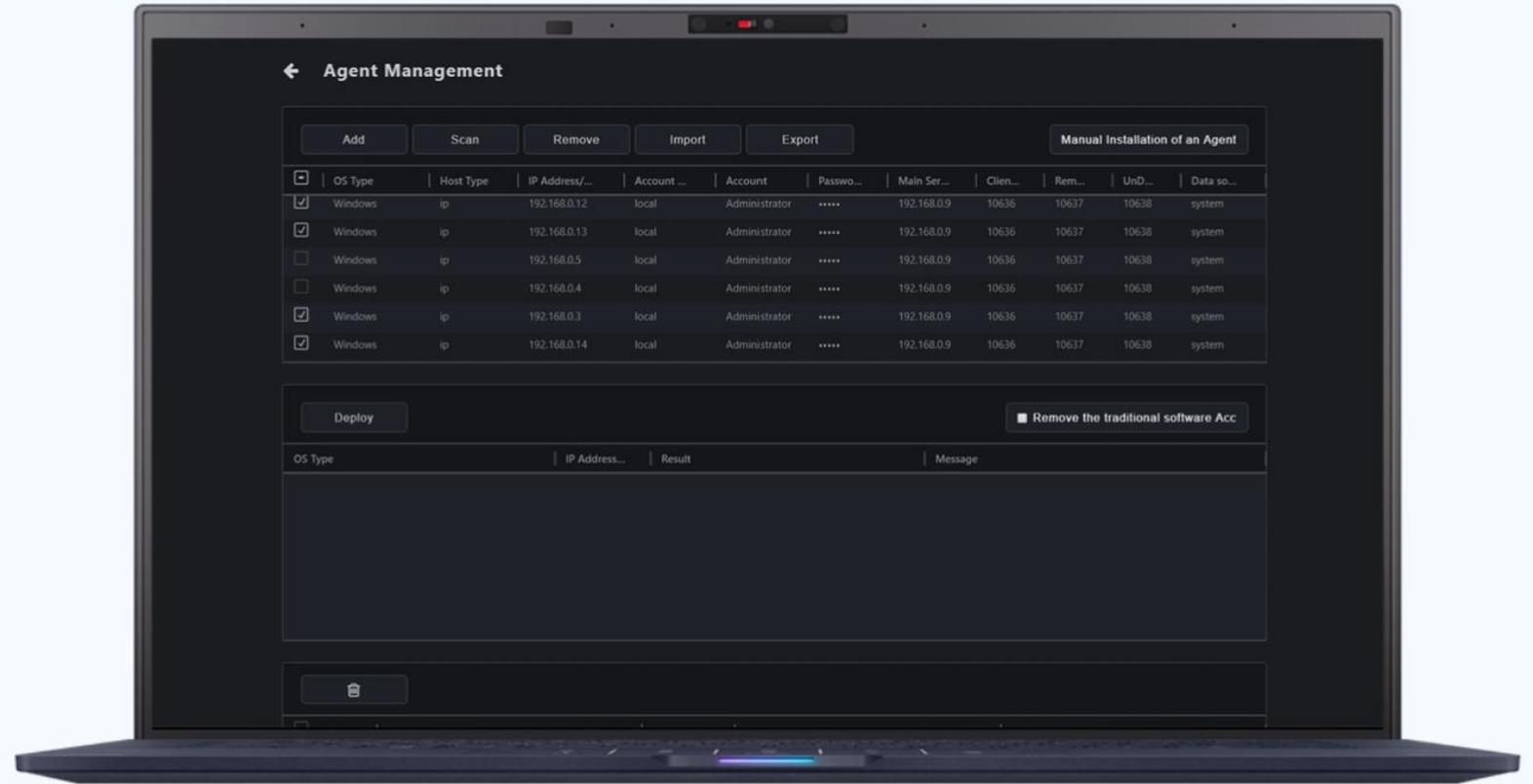
# FLOOR PLAN VIEW



# SMART DASHBOARD



# AUTOMATIC IP DETECTOION



# Commercial-Grade BIOS (NIST-155)

ASUS's 2024 NIST-ready BIOS upgrades enhance functionality, system compatibility, security, and diagnostics for performance optimization and improved BIOS management.

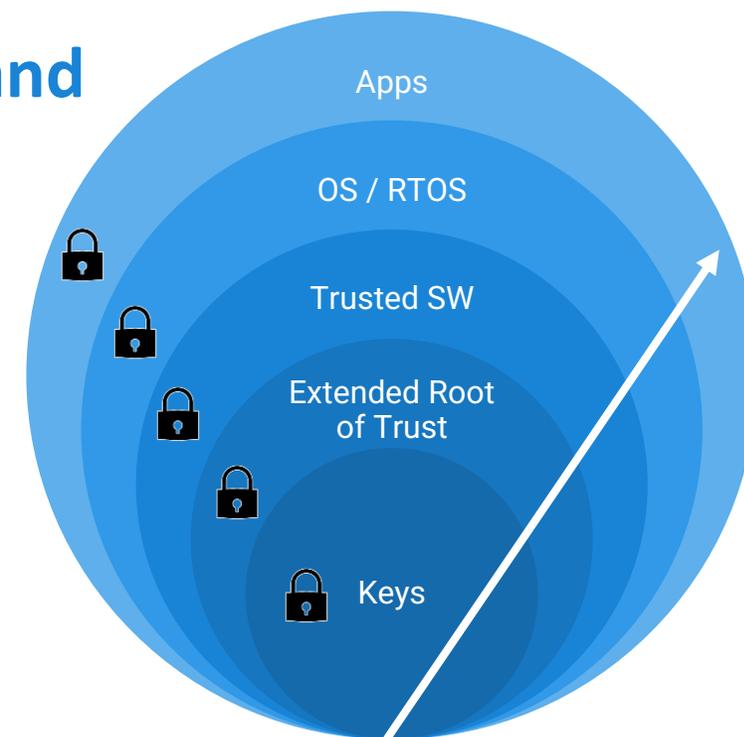


## Elevating Control, Security, and the User-Experience

- Extensive BIOS Display
- BIOS Custom Settings
- Battery Charging Settings
- Wake On Settings
- HDD Data Wipe
- Self-Healing BIOS Recovery
- Power Events Logs

### Fused Root of Trust

- System Halts and Repairs if Tampered, Notifying IT for Intervention.
- Once the hardware, firmware, certificate or key is tampered with or destroyed, the system will automatically interrupt the entire boot process, start self-repair, and notify IT managers to intervene.



### BIOS Password 4.5M times

stronger than normal laptop

# Intel vPro® Integrated Platform

Intel vPro® Enterprise for Windows is a business computing foundation that makes PCs professional-grade, giving you an advantage in all the areas where it counts: security, PC fleet manageability, productivity, and stability.

## Business-Class Performance

Increase productivity & improve the employee experience wherever work happens.



vPro processor



Thunderbolt 3



Wi-Fi 6

## Modern Manageability For IT

### Intel® Active Management Technology (AMT)

Help reduce support costs with remote manageability that works:

- On wired and wireless networks
- Inside the firewall and outside
- On notebooks, laptops, and workstations
- And is supported in tools including Microsoft SCCM

## A Built-in, More Secure Foundation

**Protect:** Help reduce the attack surface & protect data

**Detect:** Help discover the attack quickly & limit the spread

**Recover:** Help reimagine quickly and use data to improve security moving forward

## PC Fleet Stability

### Intel® Stable IT Platform Program (SIPP)

- Minimize computing disruptions with stable, validated platforms. (Aims for zero hardware changes for at least 15 months or until the next generation SIPP release )
- Keep systems running smoothly and avoid problems through reliable updates.

Up to

# 213%

ROI over three years\*

Up to

# 90%

Reduction in hardware-related on-site visits\*

Up to

# 65%

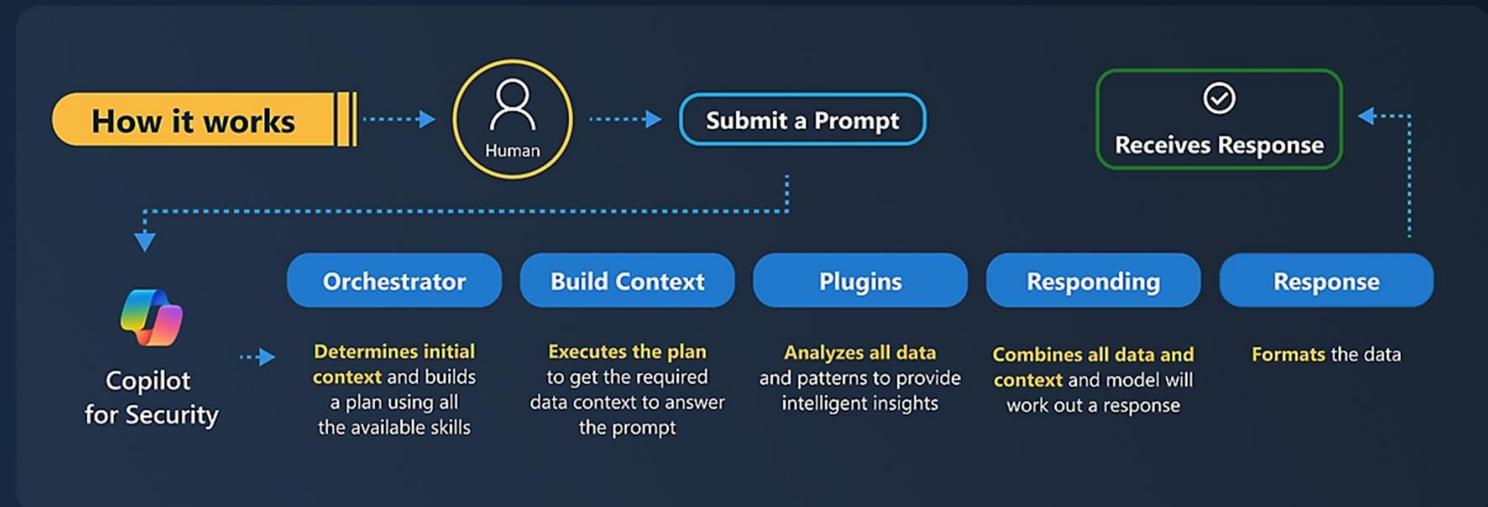
Less time spent on device management

# Microsoft Copilot for Security

Protect at the speed and scale of AI with a generative AI-powered assistant—announcing Copilot for Security general availability.

## Copilot for Security Coverage and Capabilities

The first generative AI security product that empowers security and IT teams to protect at the speed and scale of AI, while remaining compliant to responsible AI principles



# Data And Identity Security

“Almost half of all malware detected on SMB endpoints last year were either keyloggers, spyware, or infostealers - all malicious programs used to steal sensitive data and login credentials.” *Sophos*

# Get to work faster with Proximity Sensor

The proximity sensor is able to [detect the presence of the user](#) and wake up/lock the screen without any physical contact. It could provide convenience and security to users.



Proximity sensor



IR camera



# Proximity Sensor

LOCK  
IN



P sensor is able to detect the presence of nearby objects



It activates the IR camera and recognizes the user's face and logs in



Face  
recognition



Windows  
Hello Login



LOCK  
OUT

P sensor is able to detect user's leaving



The screen becomes dark



Then, the laptop will be locked according to the time setting



There are five kinds of time can be set. (1, 2, 3, 5, 10 mins)



 NFC sensor

# NFC Login\*

with FIDO 2 Security Key

With NFC login, businesses can enable Windows Hello, smart card two-factor authentication, password non-required login, and upgraded enterprise security all around.



\*OPTIONAL FEATURE, AVAILABILITY MAY VARY BY MODEL OR REGION.  
FOR MORE DETAILS PLEASE VISIT THE FIDO 2 OFFICIAL WEBSITE.

# NFC login

The NFC reader integrated into NumberPad means logging in to ExpertBook B9 can be as simple, swift and secure as the swipe of an authorized card.



NFC sensing area



\*Please visit FIDO 2 official website for more details.

\*NFC is optional and its specification varies according to country. Authentication works with FIDO 2 certified cards only.

\*NFC only operates on Windows platform.

# Smart card reader

- Dual identity login option: password + smart card
- IC card Verification:
  - Healthcare
  - Security
  - Production line
- Web ATM : Credit / Debit Card

Smart card reader



# Webcam shield for personal privacy



Turn off



Turn on

# One-touch fingerprint login



Fingerprint sensor



Windows Hello



# Hardware Protection

"98% of all end-user devices with deployed endpoint security software are PCs." IDC

# Layers of security

ExpertBook B9 features a Kensington lock slot that safeguards your laptop with a physical locking point, preventing theft of the PC from unsupervised locations

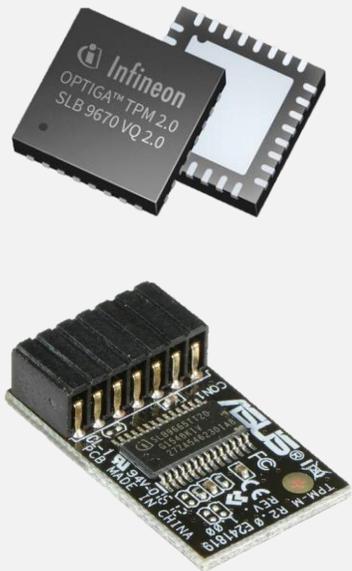
## Kensington lock slot

Prevent theft of the PC from unsupervised locations



# TPM

The Trusted Platform Module (TPM) technology is designed to provide hardware-based, security-related functions.



## Secure Crypto-Processor Protection

- Generate, store, and limit the use of cryptographic keys.
- Use it for device authentication by using the TPM's unique RSA key, which is burned into the chip.
- Help ensure platform integrity by taking and storing security measurements of the boot process.

### Identity Protection

The chip includes multiple physical security mechanisms to make it tamper-resistant, and malicious software is unable to tamper with the security functions of the TPM.

Report and alert on hundreds of hardware attributes, leverage pre-built and custom reports, track new device activations and connection history, and track the evolution of offline devices.

# ASUS Commercial Products

## ASUS Superior Durability Test

# Pain Points for Business Laptop Users



40%

of respondents damage hardware offered by their employers, either by food and drink spillages or by pets or housemates.<sup>1</sup>



74%

of business laptop buyer respondents rank durability as the most important feature.<sup>2</sup>



*"If it's commercial, it doesn't matter the shape or model, the important thing is **durability**, **anti-spill**, **warranty**, **on-site**, **spare part services**...it doesn't have to be a pretty model...**Durability** is what they seek."<sup>3</sup>*

-PT Bhinneka Mentari Dimensi | Head of Merchandising Product

1. Source: <https://www.laptopmag.com/news/broken-laptops-are-a-problem-for-remote-workers-67-use-damaged-hardware>

2. Source: A survey conducted by Techaisle in 2020. Please contact Techaisle directly for more information.

3. Source: CCBU NPS/VOC Report(2020) / UIA SI/VAR Interview Report\_ID&TH (2022)



# Military Grade Reliability<sup>1</sup>

ExpertBook B3 are extraordinarily tough and subjected to **23 testing procedures** for validation in **10 categories** under US military grade MIL-STD-810H standards.



## Altitude Test

Handle extreme **15,000-ft** heights, with power on



## High Temperature Test

Endure **32°C~49°C** for 3 x 24 hr. cycles with power on



## Low Temperature Test

Endure **-37°C~ -46°C** for 3 x 24 hr. cycles



## Temperature Shock Test

Endure a sharp change of temperature from **-51°C to 71°C** three cycles for an hour



## Sand and Dust Test

Resist ingress of particles with **1.2g/m<sup>3</sup>** density



## Vibration Test

Withstand 10-500Hz physical vibrations for 60 mins



## Shock Test

Withstand **18 harsh shocks** at the speed of 40G/11ms with power on



## Freeze/Thaw Test

Withstand rapid **30°C to -10°C** temperature change at 95% relative humidity<sup>2</sup>



## Shipboard Vibration Test

**4-33Hz for 2 hours** to mimic shipboard transit

<sup>1</sup>TESTING IS STILL UNDERWAY AT TIME OF PUBLICATION OF THIS DOCUMENT. PLEASE CHECK WITH AN ASUS REPRESENTATIVE BEFORE SHARING ANY INFORMATION ON THIS PAGE PUBLICLY.

<sup>2</sup>TESTING IS PASSED ON SELECTED SKU, INCLUDING B3604CMA, B3404CMA, B3404CVA AND B3404CVF

# ASUS Superior Durability Tests

All ExpertBook B3 laptops are torture-tested using an industry-leading internal criteria that mimics rough day-to-day handling to ensure maximum reliability



## Hinge Test (Clamshell)

Up to **30,000 open/close cycles**, replicating usage of 10 times per day for over 7 years



## Keyboard Durability Test

Up to **10 million** keystroke lifespan



## Drop Test

**30cm<sup>1</sup>** accidental drop on its base onto lauan or equal material



## Keyboard Spill-Resistance Test

Withstands water spills of up to **60 cc<sup>4</sup>**



## Rump Pressure Test

Both the lid and bottom side can withstand a **50 kg<sup>2</sup>** squashing force



## Port Durability Test

**5,000** insert/remove tests to ensure physical durability of I/O ports



## Panel Pressure Test

The display can survive a simulated weight of up to **25 kg<sup>3</sup>** of aircraft luggage on the lid without breaking

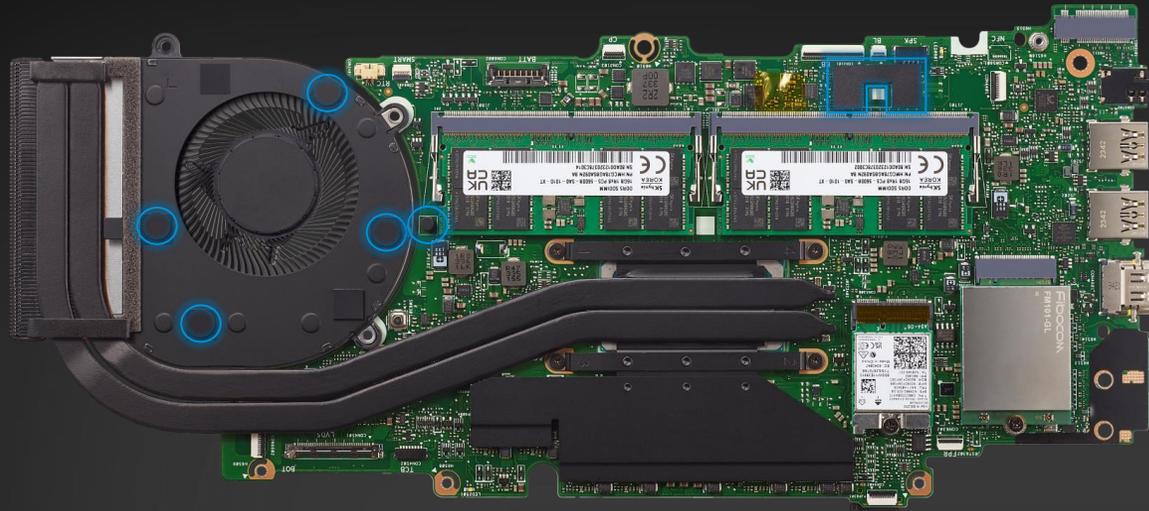


## Twist Test

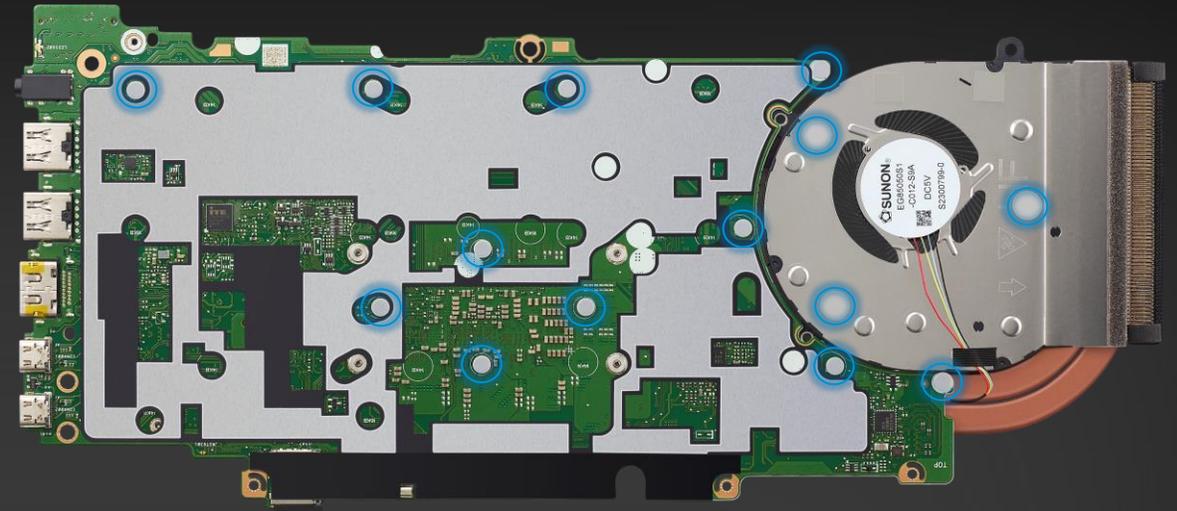
**50,000** chassis twisting tests that simulate normal handling and carrying

# Reinforced Motherboard

Built to last, ExpertBook B5 has rubber ports to support the motherboard and protect it from damage, and additional rubbers posts on the bottom.



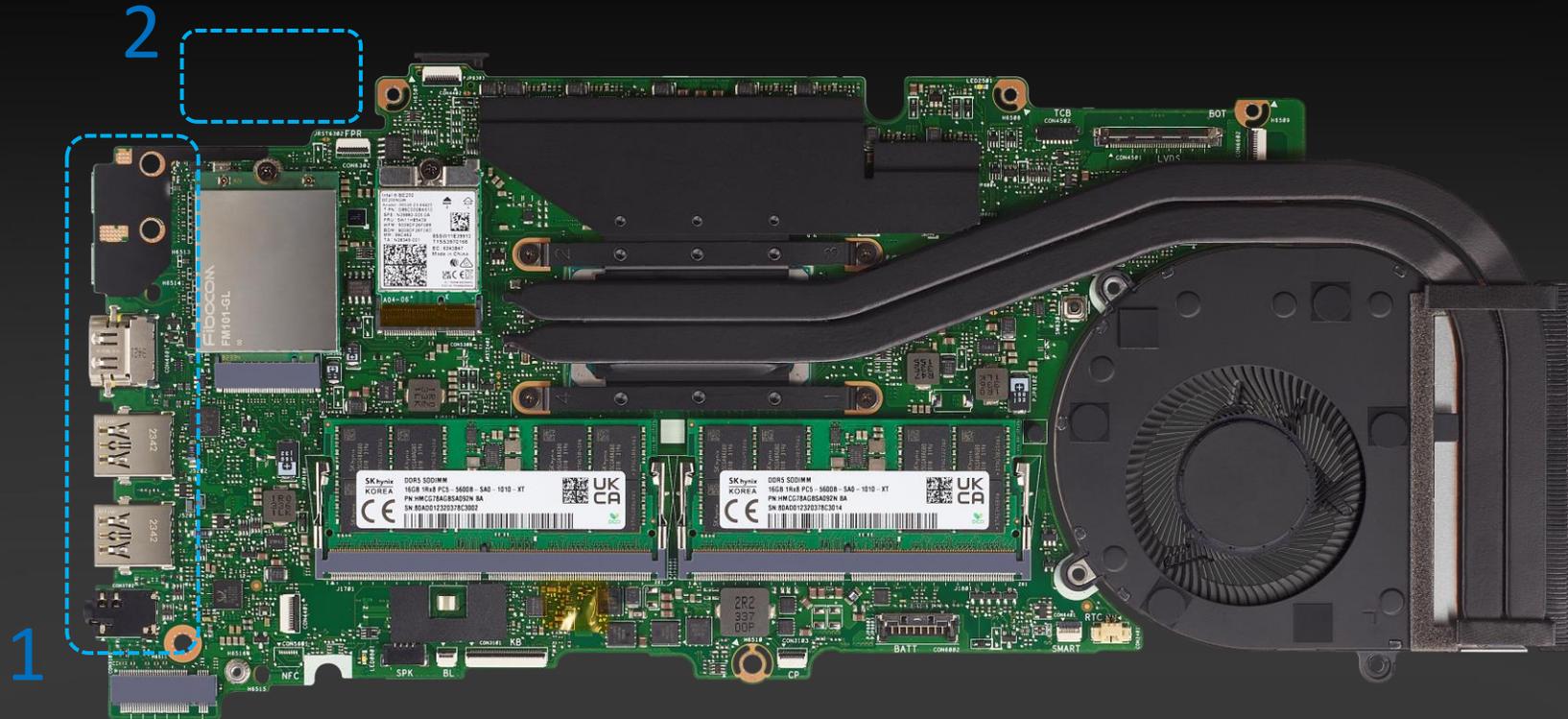
BOTTOM



TOP

# Reinforced Components

Built to last, ExpertBook B5 are also tested using our rigorous internal criteria for maximized product lifespan.



# 1

## Long-lasting I/O ports

Mounted steel brackets strengthen I/O ports, making sure they pass a **5,000**-cycle connect-disconnect test. Frequently used Type-C ports with reinforced tongue are tested **15,000** times.

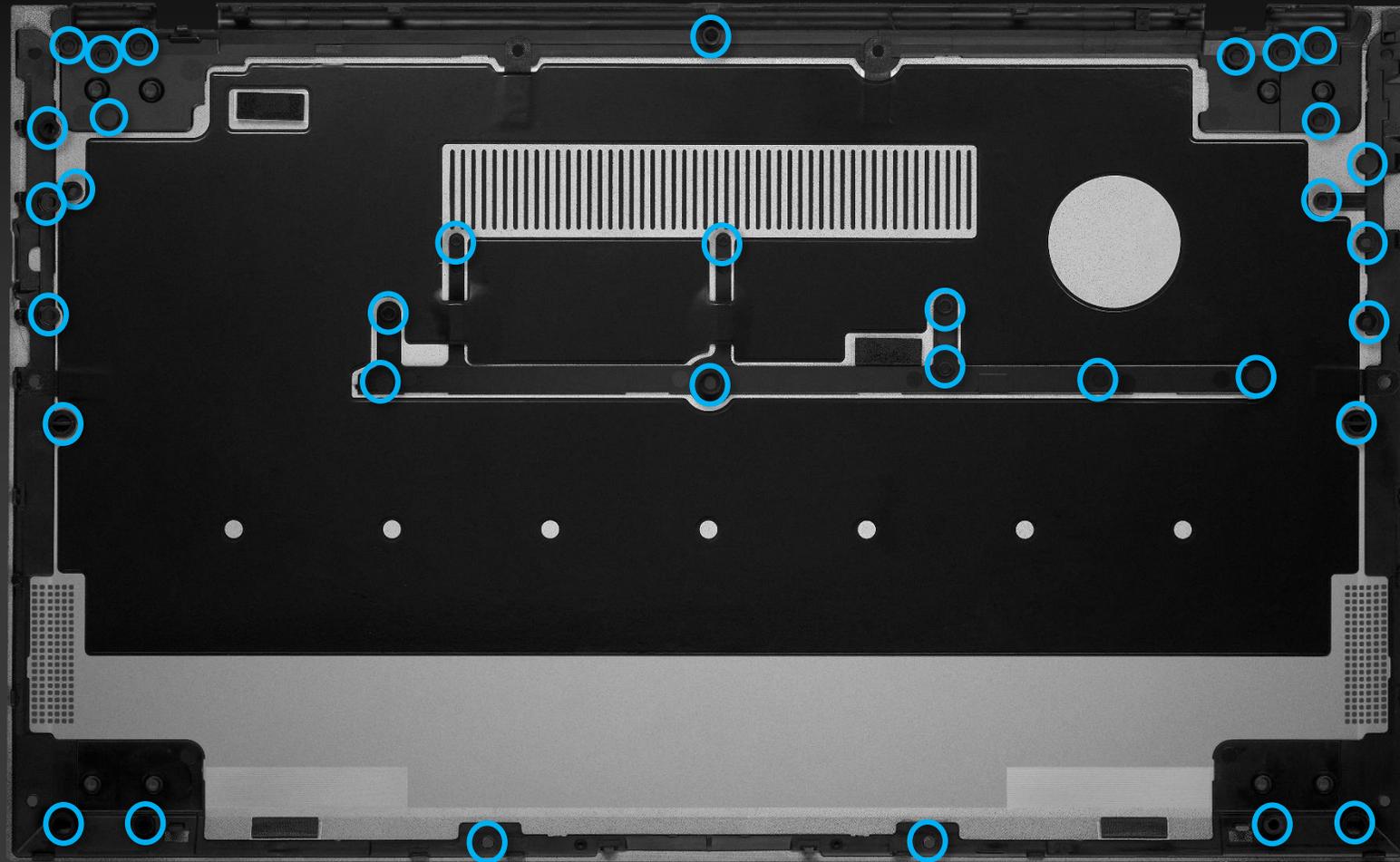
# 2

## Sturdy hinges

Steel brackets encasing the hinge are firmly mounted on the bottom case, maximizing their strength so they pass a **50,000** cycle test.

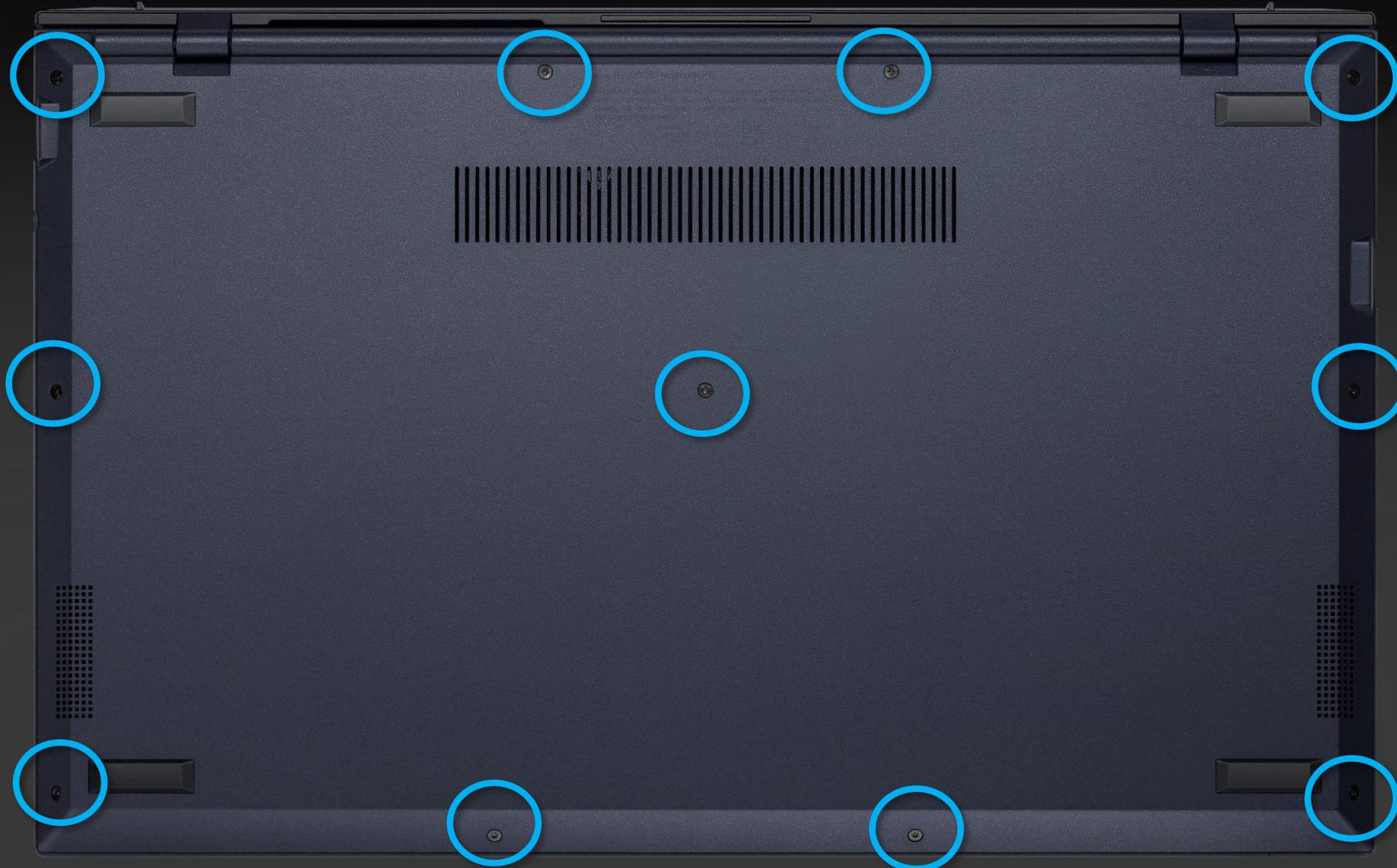
# Reinforced construction

On the bottom lid of ExpertBook B9, 34 support posts connecting from the back cover to the component screws are inputted to distribute the pressure received evenly, ensuring maximum durability and protection.



# Reinforced construction

On the bottom lid of ExpertBook B9, there are 11 screws to ensure support.





THANK YOU