

# Labeling and Tagging Services

HP Configuration Services



## Gain greater control over PC security

### Services overview

Labeling and Tagging Services provide a variety of service options, ranging from HP-supplied predefined layouts, customer-supplied labels, and security tagging services. HP's factory processes help ensure that labels are consistently printed and affixed according to manufacturer standards and customer requirements. These services are available globally on most HP commercial notebooks, workstations, thin clients, desktops, and retail point-of-sale (RPOS) systems. With Labeling and Tagging Services, you can gain tighter control over your assets and reduce the risk of loss or theft.

Labeling and Tagging Services include:

- HP PC BIOS Asset Tagging Service
- HP Standard Asset Tagging Service
- HP Customer-Supplied Asset Tagging Service
- HP Custom Security Tagging Service
- HP Custom Logo Printing Service
- HP Predefined Asset Tagging Service
- HP Security Tagging Service

### Specifications

#### HP PC BIOS Asset Tagging Service

With this service, HP will record the asset tag information from the physical label in the device's BIOS at the factory, which improves security and asset identification with tracking and inventory capabilities.

This service:

- Provides the following options:
  - Asset Tag field in the BIOS = customer-specific asset number; Ownership Tag field in the BIOS = blank string
  - Asset Tag field in the BIOS = HP serial number; Ownership Tag field in the BIOS = customer-specific asset number

*Service limitations*

- This service is not available if no asset tagging service is selected.

#### HP Standard Asset Tagging Service

With this service, HP will affix standard asset labels with customizable features and tag strings into factory-printed labels. This service includes systematic replication of the asset tag number on packaging labels, an integrated reporting capability three (3) business days after the device is shipped from the factory, and customizable parameters and artwork layout. HP offers the Customer several choices of label sizes, placement options, and customization features, which enables them to integrate labels with their internal standard asset tracking and management processes in a flexible manner.

This service:

- Requires Restriction of Hazardous Substances (RoHS) Certificate of Compliance (CoC) for customer-supplied labels or tags.
- Does not require the Customer to provide specific instructions and cautions for affixing the tags or labels (e.g., no special glue, non-standard tags, or labels).

- Provides a sufficient quantity of tags/labels (i.e., the number of tags/labels provisioned exceeds the number of ordered PC units).
- Includes a customer-defined combination of fields.
- Provides customer-defined asset number range management (tag on the product only).
- Includes a choice of date formats among HP proposed models.
- Provides the ability to override the HP default data description text preceding the data value.
- Provides a customer logo printed rendering in black and white (no color or grayscale).
- Includes standard HP material and standard HP-defined placements.
- Provides the option of affixing the asset tag on the product or packaging.
- Allows for the following label sizes: 45 mm x 40 mm, 50 mm x 20 mm, 50 mm x 30 mm, 63 mm x 30 mm, and 75 mm x 40 mm.
- Provides asset number (if applicable) reporting in HP's shipment database within three (3) business days after the product is shipped from the HP factory.
- Replicates the asset number on the product packaging (if included in defined fields).
- Provides an optional estimated end-of-warranty date equal to the manufacturing date plus the original warranty period (based on the model).

*Service limitations*

- Customer-defined materials are not included with this service.
- Non-HP standard placement is not available with this service.

**HP Customer-Supplied Asset Tagging Service**

With this service, HP will affix customer-procured and -provided asset tag labels on HP-ordered PC products and provide an integrated reporting capability three (3) business days after the product is shipped. This service dramatically reduces the time it takes to affix asset labels. HP offers multiple placement options of supplied labels and an integrated reporting capability for Code 39 barcodes, as well as replication of the asset tag number on packaging labels for Code 39 barcodes.

This service:

- Allows the Customer to choose among standard HP-defined placements
- Provides the affixing of an asset tag on the product or packaging
- Reports the asset numbers (if available as a Code 39 barcode) in HP's shipment database within three (3) days after the product is shipped from the HP factory
- Replicates the asset number on the packaging (if included in defined fields)
- Requires that HP and the Customer agree on the first delivery date
- Requires that the Customer ship labels to HP-provided destinations at least 10 business days prior to the agreed-upon first delivery date
- Requires the Customer to verify label compliance with RoHS

*Service limitations*

- Customer asset numbers are systematically applied in sequential order.
- Non-HP standard placement is not available with this service.
- Asset numbers that are not in the Code 39 barcode format are not included with this service.

**HP Custom Security Tagging Service**

With this service, HP will affix customized anti-theft tags and provide a database management system, which improves the security and asset management of the Customer's equipment. Any lost or stolen PC with an HP Custom Security Tag that is recovered will be shipped back to the Customer free of charge.

This service:

- Provides a choice among standard HP-defined placements.
- Provides customer-defined asset number range management.
- Provides the affixing of a tag on the product.
- Provides asset number reporting in HP's shipment database within three (3) business days after the product is shipped from the HP factory.
- Replicates the asset number on the product packaging.
- Leverages a third-party shipping provider to ship devices to locations outside of the United States.

*Service limitations*

- Customer-defined materials are not included with this service.
- Customer-defined security tag size is not available with this service.
- Non-HP standard placement is not available with this service.
- The ability to remove the HP Custom Security Tags (e.g., for recycling or reselling purposes) is not part of this service.

**HP Custom Logo Printing Service**

This service leverages HP's integration capabilities to personalize an HP device with a visible custom logo or text on the exterior of a device to clearly identify company ownership and improve security of the device.

This service:

- Provides the Customer with a choice of standard HP-defined placements or customer-defined placements; if a customer would like to define placement, they must provide a photograph indicating the location where they would like the logo printed on the device; customer-defined placements are subject to HP analysis and approval.
- Applies the customized artwork (e.g., a company logo) on the product's outer shell.
- Requires that the Customer provide the logo, text, and/or artwork to HP.
- Requires that the Customer adhere to RoHS ink compliance.
- Requires that the Customer choose the total logo area based on the HP size preferences provided.
- Requires that the Customer choose ink or laser engraving for the imprint of the logo; in China, laser engraving is not available and ink will be produced as a silk screen.
- Requires that the Customer define the laser-engraving depth, when applicable.
- Requires the Customer to provide the estimated number of units to be printed.

*Service limitations*

- Custom logo printing cannot be applied on the packaging.
- This service is only available in the following regions:
  - North America (products built in the FXC Juarez Factory) and Latin America: ink or laser engraving
  - Korea and China (desktops built in the China Shanghai Factory [CPMO]): silk screen
  - Currently unavailable in other regions, but is subject to HP analysis

**HP Predefined Asset Tagging Service**

With this service, HP will affix asset tags on products or packaging with predefined artwork on standard labels at the factory to simplify the Customer's warehousing and asset management processes. The Customer can add one of these services to ensure that the asset tag will be imprinted on their ordered product. HP will affix the label to the device at the factory and provide reporting three (3) business days after the product is shipped.

The following options are available as part of HP Predefined Asset Tagging Service:

- HP Chassis Tagging SN+MAC1+UUID Service
- HP Chassis Tagging SN+MAC1+MAC2 Service
- HP Packaging Tag SN+MAC1+MAC2+UUID Service

This service:

- Provides the following data value: serial number, MAC address 1 and 2, and universal unique identifier (UUID).
- Uses HP standard labeling materials artwork layout and HP default placement.
- Provides the affixing of a tag on the product or packaging.
- Provides a label size of 75 mm x 40 mm.
- Requires the Customer to select the appropriate service or service combination (e.g., chassis + packaging).

*Service limitations*

- Customer-defined materials are not included with this service.
- Customer-specific artwork layout is not part of this service.
- Non-HP default placement is not available with this service.
- Non-HP proposed data content is not part of this service.
- The HP default data description that precedes the data value cannot be overridden.

**HP Security Tagging Service**

HP Security Tagging Service provides factory-applied security labels with anti-theft features, along with a database management system, to deter theft and improve device security. The HP Custom Security Tag will be procured by HP and is affixed to an HP standard placement on the PC system. Any lost or stolen PC with an HP Custom Security Tag that is recovered will be shipped back to the Customer free of charge.

This service:

- Provides the application of labels in an HP-defined placement as the default.
- Provides a unique HP-defined HP Standard Security Tag number.
- Includes reporting of the unique HP-defined number in the HP shipping database within three (3) days after the unit is shipped from the HP factory.
- Provides automatic asset registration into the Oxygen StopTrack global database to improve the recovery of lost or stolen devices.
- Includes the affixing of labels with special glue.
- Includes the security feature of a non-removable indelible red imprint on the chassis if the security label is removed (resists a pull force up to 400 kg).
- Requires the Customer to report lost or stolen equipment on stoptrack4hp.com.
- Provides for the return of retrieved equipment (if found and reported) to the owner.

*Service limitations*

- Customer-specific artwork layout is not part of this service.
- Customer-defined HP Standard Security Tag number is not available with this service.
- The Customer cannot select logo placement as only a default placement predetermined by HP is available.
- Reporting of preconfigured HP Security Tag number in the HP shipping database, if a customer-defined asset number exists for the PC, is not included with this service.
- Replicating a preconfigured HP Security Tag number on the packaging, if a customer-defined asset number exists for the PC, is not part of this service.
- The ability to remove the HP Security Tags (e.g., for recycling or reselling purposes) is not part of this service.

## Roles and responsibilities

Table 1 provides a brief overview of the roles and responsibilities to help ensure a successful Labeling and Tagging Service.

**Table 1.** HP and Customer roles and responsibilities

Activity	HP	Customer
Provide process for collecting the Customer's requirements	•	
Define and submit requirements and specifications		•
Validate capabilities and functionality of the service	•	
Complete testing and obtain the Customer's acceptance	•	
Provide final acceptance of and approval for implementation prior to deployment		•

## Setup and timeframe

**Table 2.** Setup and lead time (in business days) for Labeling and Tagging Services

Service	Worldwide	The Americas	Europe, Middle East, and Africa	Asia Pacific
HP PC BIOS Asset Tagging Service	9	9	9	9
HP Standard Asset Tagging Service	9	9	9	9
HP Customer-Supplied Asset Tagging Service	9	9	9	9
HP Custom Security Tagging Service	9	9	9	9
HP Custom Logo Printing Service	N/A	8 <sup>1</sup>	N/A	8 <sup>2</sup>
HP Predefined Asset Tagging Service <sup>3</sup>	0/9	0/9	0/9	0/9
HP Security Tagging Service <sup>3</sup>	0/9	0/9	0/9	0/9

<sup>1</sup> Latin America and North America: ink or laser engraving only

<sup>2</sup> China and Korea only: silk screen only

<sup>3</sup> TAT = 0 days in configure to order/TAT = 9 days in complex SKU

## General responsibilities

### Order cancellation

Customer may cancel orders for this service prior to appointment booking delivery at no charge.

### Service delivery

Services must be received/executed in the country of ordering.

### Confidentiality

Customer is responsible for the security of its proprietary and confidential information. Information exchanged under this Agreement will be treated as confidential if identified as such at disclosure or if the circumstances of disclosure would reasonably indicate such treatment. Confidential information may only be used for the purpose of fulfilling obligations or exercising rights under this Agreement, and shared with employees, agents or contractors with a need to know such information to support that purpose. Confidential information will be protected using a reasonable degree of care to prevent unauthorized use or disclosure for 3 years from the date of receipt or (if longer) for such period as the information remains confidential. These obligations do not cover information that: i) was known or becomes known to the receiving party without obligation of confidentiality; ii) is independently developed by the receiving party; or iii) where disclosure is required by law or a governmental agency.

### Personal Information

Each party shall comply with their respective obligations under applicable data protection legislation. HP does not intend to have access to personally identifiable information (“PII”) of Customer in providing services. To the extent HP has access to Customer PII stored on a system or device of Customer, such access will likely be incidental and Customer will remain the data controller of Customer PII at all times. HP will use any PII to which it has access strictly for purposes of delivering the services ordered. Customer is responsible for the security of its proprietary and confidential information, including PII.

## Ordering information

All Labeling and Tagging Services must be ordered with HP hardware. To ensure that all services are validated, communicated to the factory, and ready for implementation on devices during the manufacturing process, customers must provide HP with complete requirements using the process provided by HP and allow for appropriate setup time before orders can ship with the custom settings applied.

These services can be ordered using the following part numbers:

- AY109AV for HP PC BIOS Asset Tagging Service
- AY111AV for HP Standard Asset Tagging Service
- AY112AV for HP Customer-Supplied Asset Tagging Service
- AY11AV for HP Custom Security Tagging Service
- AY127AV for HP Custom Logo Printing Service
- HP Predefined Asset Tagging Service:
  - AY128AV for HP Chassis Tagging SN+MAC1+UUID Service
  - AY129AV for HP Chassis Tagging SN+MAC1+MAC2 Service
  - AY130AV for HP Packaging Tag SN+MAC1+MAC2+UUID Service
- AY131AV for HP Security Tagging Service

## For more information

For more information on HP Services, contact any of our worldwide sales offices or visit our website: [hp.com/go/computingservices](http://hp.com/go/computingservices).

Sign up for updates  
[hp.com/go/getupdated](http://hp.com/go/getupdated)



Share with colleagues

---

HP Services are governed by the applicable HP terms and conditions of service provided or indicated to the Customer at the time of purchase. The 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 an HP product.

© Copyright 2018 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

