HP Sure Start

Hardware-Enforced Firmware Protection for Resilient PC Security

Why Firmware Security Matters Now More Than Ever

Firmware-based attacks are among the most persistent and dangerous cybersecurity threats today. These attacks target a PC's BIOS or other critical firmware, granting adversaries control with the highest system privileges. Once compromised, attackers can exfiltrate data, deploy ransomware, or render systems inoperable.

Traditional security solutions—detection solutions—can't reach the firmware layer. That's why hardware-enforced protection of the BIOS is essential for both threat prevention and business continuity.

What Is HP Sure Start?

HP Sure Start[1] is HP's proprietary, hardware-enforced firmware protection and recovery solution. Sure Start is a self-healing BIOs capability. It delivers broad protection across the firmware stack—extending beyond the BIOS to components like the Intel Management Engine, AMD Secure Processor, and for each of the PC's built-in components.

Unlike software-only solutions, HP Sure Start actively prevents unauthorized changes to firmware, automatically recovers from compromise, and helps ensure your fleet stays operational—even in the face of destructive firmware-level attacks.

Key Capabilities

- **Hardware-Enforced Self-Healing.** Powered by the HP Endpoint Security Controller chip, HP Sure Start protects the BIOS at every boot up and recovers firmware autonomously – If the BIOS or device firmware is compromised.
- **Runtime and Pre-Execution Protection.** Monitors firmware integrity continuously during boot and runtime, ensuring protection of both code and data.
- **Tamper Detection and Policy Enforcement.** Any unauthorized change to firmware is logged, alerts are generated, and a trusted copy is restored instantly—without user or IT intervention.
- **Future-Proof Against Quantum Threats.** As quantum computing advances, firmware will remain a critical vulnerability if left unprotected. HP Sure Start helps future-proof your infrastructure by anchoring security at the hardware layer, where post-quantum resilience must begin.

Manageability at Scale

HP Sure Start integrates seamlessly into enterprise environments with remote management setting capability or tamper alert monitoring via:

- **HP Manageability Integration Kit (MIK)** for Microsoft System Center Configuration Manager (SCCM).
- **HP Client Management Script Library (CMSL)**, enabling integration with modern management consoles and custom tools.
- **HP Wolf Security Controller,** a cloud-based management platform for GUI-based policy creation and deployment.

Certified & Standards-Based Security

- **FIPS 140-3[2] validated**—HP Endpoint Security Controller meets the latest cryptographic standards recognized by the U.S. and Canadian governments.
- **ANSSI CSPN Certified**—certified by the French National Cybersecurity Agency for trusted security evaluation.
- **NIST 800-193 Aligned**—HP Sure Start exceeds the NIST guidelines for platform firmware resiliency, protecting a broader scope of firmware than required.

Available across most HP business PCs

HP Sure Start is factory-integrated across a wide range of HP business PCs:

- HP Z Workstations & Z Books
- HP Elite & Pro Desktops and Notebooks (Intel and AMD platforms, including vPro and non-vPro)
- Select HP Thin Clients and Retail POS devices

Why It Matters

HP Sure Start provides unique advantages for enterprise IT:

- **Resilience against stealthy**, destructive firmware attacks
- **Reduced downtime** through automatic recovery
- **Stronger compliance** with cybersecurity frameworks
- **Foundational support** for zero-trust architectures and quantum-resilient security models

Conclusion

In today's evolving threat landscape, firmware protection is no longer optional—it's foundational. HP Sure Start delivers industry-leading, hardware-enforced security that helps your organization stay resilient, secure, and prepared for the future. With automated BIOS recovery and manageability, it's a critical layer in any modern endpoint security strategy.

See HP Sure Start EULA here.

[1] HP Sure Start is available on select HP PCs. The HP Sure Start controller hardware has been certified per the CSPN certification framework.

[2] HP Commercial PC's featuring the Endpoint Security Controller shipped from 2021 to 2024 are FIPS 140-3 compliant. FIPS 140-3 validation is pending for 2025 and later models.

Wolf Security