

HP BIOS Personalization Services

Enhance Security and Customization with HP BIOS Personalization Services

HP BIOS Personalization Services offer a tailored approach to configuring your device's BIOS settings to meet your organization's specific needs.

By embedding your company's logo into the BIOS, you enhance brand visibility right from the boot process. Additionally, asset tagging within the BIOS improves security and asset management by enabling precise tracking and inventory capabilities. This service ensures that your devices are configured to your exact specifications before they leave the factory, providing a seamless and efficient deployment experience.

HP BIOS Personalization Services include advanced security features such as HP Sure Admin and HP Tamper Lock. These features enhance the security of your devices, these services address your IT and security requirements comprehensively.

By choosing HP BIOS Personalization Services, you can ensure that your devices are not only customized but also secure and ready for deployment.

HP BIOS Personalization Services include:

- HP Standard BIOS Setting Service
- HP BIOS Asset Tagging Service
- HP Custom Logo BIOS Service
- HP BIOS Revision Control Service
- Predefined BIOS Revision Control Service
- Predefined BIOS Settings

HP Standard BIOS Setting Service

As part of HP's factory-build process, this service enables the customer to modify the factory default BIOS settings to parameter settings they specify.

THIS SERVICE:

- Allows configurable parameters to be set for a specified platform¹
- May require dependent settings to be established (i.e. with remote management options, ME has to have been enabled first)
- May have a limited number of settings selectable on BIOS not developed by HP including features associated with:
 - Sure Admin: increasing BIOS security by replacing BIOS password with cryptographic key to lock firmware at the factory
 - HP TamperLock: enabling immediate administrator and user awareness of unauthorized access to a PC

HP 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 = blank string; Ownership Tag field in the BIOS = customer-specific asset number

THIS SERVICE:

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

HP Custom Logo BIOS Service

As part of HP's factory-build process, HP can modify the device BIOS or firmware to include the customer's logo for visibility during the boot process. The customer must provide the logo to HP, and HP will ensure that the logo is configured and visible during the boot process.

THIS SERVICE:

- Enables the PC system BIOS to boot up with the customer's logo²
With this service, HP will configure BIOS settings to the customer's specifications for compatible HP devices, allowing older BIOS versions to be installed on newer devices.

HP BIOS Revision Control Service

HP will configure BIOS settings to the Customer's specifications for compatible HP devices, allowing older BIOS versions to be installed on newer devices.

THIS SERVICE:

- Provides the customer with a BIOS revision they have specified and verified by HP

Roles and responsibilities

Activity	HP	Customer
Provide online tool 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	●	●

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 the customer in providing services. To the extent that HP has access to customer PII stored on a system or device of the customer, such access will likely be incidental, and customer will remain the data controller of the customer PII at all times. HP will use any PII to which it has access strictly for purposes of delivering the services ordered. The customer is responsible for the security of its proprietary and confidential information, including PII.

Ordering information

All HP Image and Configuration Services must be ordered with HP hardware. To ensure that all images 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 and tools provided by HP and allow for appropriate setup time before orders can ship with the Configuration Services included.

These services can be ordered using the following part numbers:

- AY103AV HP Standard BIOS Setting Service
- AY109AV HP BIOS Asset Tagging Service
- AY122AV HP Custom Logo BIOS Setting Service
- AY108AV HP BIOS Revision Control Service

Learn more at

hp.com/go/configuration or contact your HP Sales Representative



1. Requires settings to be validated via the target platform before submission to HP.
2. Requires that the Customer provide a logo in format and size specifications appropriate for each platform type as identified by HP.
3. This service doesn't provide reports containing Hash ID or PKID values for customer self-registration or partner managed devices, decommissioned device de-registration, support for non-paid device registration (such as customer self-registration, partner managed, or similar), missing devices, tenant or group tag related questions, registration and de-registration related questions, any error in this context, break-fix de-registration and re-registration.

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.

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