



HP Exstream
Transactional

Leading companies across a variety of industries use HP Exstream software to communicate more effectively with their customers. HP Exstream offers an unparalleled ability to quickly and easily produce sophisticated, complex transactional documents, and helps you meet regulatory compliance requirements. For example, it is the first solution to support the new U.S. Securities and Exchange Commission (SEC) filing process, including creation of EDGAR HTML for SEC-required revision tracking. HP Exstream automates document workflow processes and handles the most elaborate composition requirements, regardless of delivery channel.

Adopting HP Exstream allows you to replace many existing software products and in-house systems with a single, comprehensive platform for creating all document types, resulting in considerable savings on maintenance and programming costs. This piece focuses on transactional applications such as bills, statements and confirmations, but there is no limit to the kinds of document applications HP Exstream allows you to create.

Collaborative design

HP Exstream's role-based Windows® interface can be configured so that different users can manage different aspects of the workflow process, such as design, versioning, message creation, business rules and output controls.

HP Exstream's robust design database lets users store and reuse commonly used objects – like charts, tables, images, graphics and business rules – across all enterprise document applications to streamline processes, provide consistency and significantly reduce time to market.

Unmatched flexibility

HP Exstream's unique ability to create automated, transactional-driven tables of any type is unmatched in the industry. From automated rows and columns, to rounded corners, no other solution provides as much flexibility and as many options when presenting information in tabular format.

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Transactional application examples:

- Account summaries
- Appointment scheduling
- Bills
- Confirmations
- Invoices
- Online statements
- Online banking services
- Packing lists
- Receipts
- Regulatory change notices
- Statements
- Tickets and itineraries
- Trade confirmations

Transactional applications built with dialogue:

- Easily integrate with front and back-end systems
 - Generate high-volume output faster than any other solution
 - Produce output in up to 20 formats in a single pass from one design
 - Automatically prioritise targeted messages
 - Run in high-volume, on-demand and interactive environments
 - Create messages in the customer's preferred language
 - Link marketing campaigns for relevant messaging
 - Include custom graphics based on customer-specific information
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Design once, deliver anywhere

HP Exstream automatically creates all of the fonts and resources needed for the output device, so you only have to design your application once to output to multiple delivery channels in a single pass.

Advanced data integration

HP Exstream greatly simplifies integration with existing IT environments and corporate systems. Its robust connector architecture allows seamless integration with any data format or database, as well as enterprise systems such as customer relationship management (CRM), enterprise resource planning (ERP), content management, imaging archives and more. Additionally, HP Exstream provides web services and support for service-oriented architectures (SOAs); print file and portable document format (PDF) form data mining; automated extensible markup language (XML) data mapping; and dynamic import of images, text, rich text format (RTF) and PDF files.

Drive down call centre costs

Documents that are confusing or difficult to understand create questions that may require your customers to contact customer service, increasing costs to the business and resulting in what can be a time-consuming, frustrating experience.

HP Exstream allows you to produce higher quality, more accurate communications that are easier to read, contain only relevant content and use highlight colour and targeted messages to clarify information at the point of need, reducing the number of expensive customer inquiries. Additionally, HP Exstream simplifies complex information with data driven, dynamically created charts of virtually any type.

The right content, at the right time

For TransPromo applications, HP Exstream's unique white space and campaign management mean you'll never waste valuable real estate for capturing your customer's attention. Marketing users across the extended enterprise can easily and independently create and manage personalised, targeted campaigns that are prioritised and incorporated into available white space at run time. Campaigns can also be tracked and linked so that follow-up messages are automatically sent based on previous response, lack of response, effective dates or a prioritisation override.

Facilitate compliance

Easily managing variable content to guarantee compliance with changing government regulations and privacy legislation. The compliance support capability ensures that appropriate content is automatically included in customer documents based on effective dates and jurisdictions.

Simplified testing

HP Exstream includes a host of testing capabilities designed to expedite the testing process for transactional applications. Capabilities include an integrated visual comparison tool to methods for comparing high volumes of output on any platform.

High-volume optimisation

HP Exstream was designed for high-volume environments, allowing you to save millions of pounds in postal costs and paper use. Optimisation is achieved through capabilities like householding, sorting and bundling, application consolidation, barcoding and inserter control. And HP Exstream's high performance engine outputs documents as much as ten times faster than alternative solutions in customer benchmark tests, lowering CPU costs and the number of servers required.

Build long-term customer relationships

Companies that use HP Exstream reduce document development and production costs by as much as 80 percent, get to market with critical communications up to 85 percent faster and deliver clearer, more relevant communications that help them acquire, retain and grow relationships.

Learn more

For more information about the HP Exstream enterprise document automation solution, please visit www.hpexstream.co.uk or contact us at exstream.info@hp.com.

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Effective communications. Multiple channels. **One solution.**

