

HP Exstream

Enterprise document automation software for **communications, media** and **entertainment**

Significantly reduce costs with a single solution for document design, creation and multi-channel delivery



In this customer-centric era, communications and media companies are seeking ways to build lasting customer relationships that drive profitability and customer loyalty while striving to implement more efficient communication processes. To meet these challenges in the midst of industry consolidation and blurring lines of business, companies need a single software platform that seamlessly supports high-volume, on-demand and interactive document applications of all types, regardless of complexity, variability or delivery channel. HP Exstream allows you to leverage relevant data and content to market new services and strengthen relationships by connecting with customers one-on-one, consistently across all points of contact.

Reduce complexity

Most companies have significant costs tied up in multiple document creation technologies and processes that connect silos of information to customer document applications. HP Exstream is a single platform for design through delivery of any document type. It meets the most sophisticated document creation requirements—from developing and streamlining high-volume customer bills and statements to personalising and automating fulfilment of general correspondence and welcome kits.

Designed to easily fit into any IT environment, including service oriented architectures (SOA), HP Exstream directly accesses structured or unstructured system and data source content of almost any type. This means you can create personalised communications while eliminating the need to consolidate and reformat disparate data.

Streamline document processes

Take advantage of HP Exstream's fully integrated end-to-end document processing, including variable design, testing, real-time composition, advanced data and content integration, output to 20+ formats from a single design, high-volume optimisation and workflow, assured delivery, and controlled interactive document editing.

HP Exstream enables browser-based design collaboration with built-in approval workflow, and there are many capabilities for testing document applications, significantly improving productivity and optimising performance. Additionally, built-in functionality for high-volume print/mail environments eliminates the need for post-processing programs.

Communicate more effectively

Prioritise and incorporate only the most relevant messages into documents based on business rules, available white space, or at the point of need (to explain a complex billing item, for example). You can also automate the inclusion of pre-printed inserts based on recipient criteria.

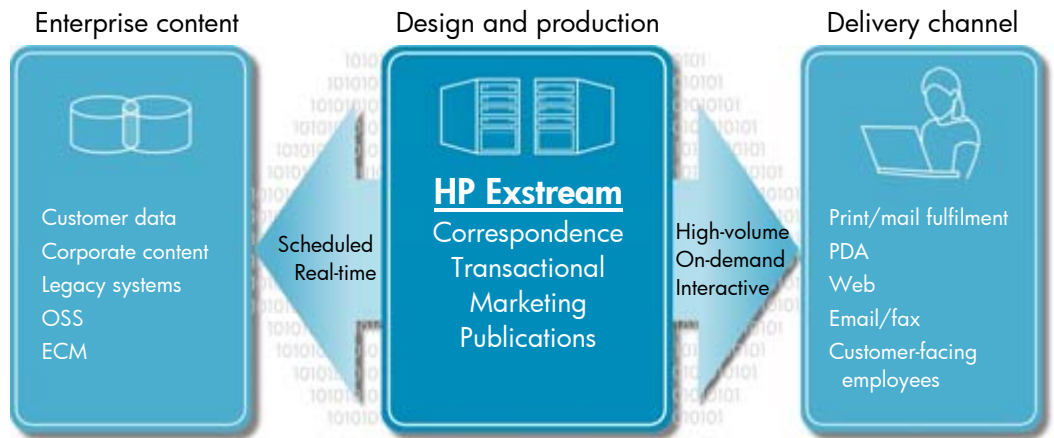
Communicate clearly through a variety of channels (such as print, web, and email) with visually appealing documents that simplify complex information, including data-driven charts of almost any type. Additionally, you can deliver communications to customers in their native language. HP Exstream even includes a spell checker for 21 languages.

Technology for better business outcomes

www.hpexstream.co.uk



A single solution



Rapidly create complex, variable document applications

- Create and modify fully variable, data-driven document applications in half the time it takes with alternative solutions through HP Exstream's intuitive visual interface and automation of labor-intensive processes.
- An object-oriented software solution, HP Exstream lets you design and combine objects to build document applications. Store design elements in a common database to easily reuse them across applications, significantly reducing document development and maintenance time.
- Audit fully-composed test output, review it immediately online, and then edit your design simply by clicking on an object. HP Exstream includes many advanced capabilities to compare output, simplify test data, analyse marketing campaigns, and perform regression testing.

Easily access content

HP Exstream easily integrates with existing IT environments, including service-oriented architectures, through its comprehensive connector technology and open architecture. You can:

- Maximise underlying production systems by accessing data from multiple sources, including customer databases and content management systems running on mainframes or in distributed environments.
- Map data directly into HP Exstream from a wide variety of file formats including XML, delimited files, mainframe-based flat files, SAP-RDI files, and ODBC-compliant databases.
- Eliminate the need to develop and run preprocessing systems with HP Exstream's ability to directly access and process multiple sources of data and content in their native format.

Optimise high-volume production

HP Exstream was designed from the ground up for high-volume environments, allowing you to potentially save millions of pounds in postal costs and paper use. You can:

- Achieve maximum efficiency in high-volume print and mailing environments to control postage weights, sort output by postal codes, and consolidate documents into a single envelope. All resources needed for the target output device are built dynamically, including fonts, images, and overlays.
- Improve production performance with the ability to output complex, variable documents as much as 10 times faster than alternative solutions (verified in customer benchmark tests).
- Produce native output for many different print and electronic delivery mediums—including XML—in a single pass to support batch and real-time delivery requirements.

Improve customer experience through real-time services

HP Exstream supports point-in-time requests for specific documents by running as a real-time service. For example, a welcome kit web application can collect information from a new customer while they wait in the store or work from their office or home PC, and then send the information to HP Exstream. HP Exstream then composes a fully personalised new subscriber kit and sends it back to the web application for online presentation in real-time. In addition to high-quality PDF or HTML for online viewing, you can generate documents in other formats, such as XML and TIFF, for records management and archiving.

Create intelligent, interactive documents

HP Exstream's environment for building and deploying intelligent, interactive document applications is ideal for companies that want to provide employees with the flexibility and autonomy they need to complete interactive, point-of-need, personalised documents for customers, while ensuring accuracy and controlling costs through centralised production and fulfilment.

Enjoy assured delivery of critical communications

HP Output Server (HPOS) can be combined with HP Exstream to provide reliable delivery of critical documents and real-time notification of device malfunctions or job interruptions. Save time and money by only printing the pages that failed instead of the whole job. HPOS also enables centralised management for tracking and controlling, allowing you to easily incorporate new output destinations. All delivered jobs can be audited so you know who printed what, when, and where at any time, regardless of destination type or location. This is crucial for regulatory compliance mandates and quality assurance.

Keep customers happy and **reduce call centre volume** with point-of-need information and **relevant communications** through customised images, messages and other variable information.

Reduce total cost of ownership

Reduce maintenance and support costs by replacing or consolidating outdated and costly technology with HP Exstream—a single integrated, full-service enterprise document automation solution. After installation and application design are complete, ongoing maintenance of documents can be put in the hands of line-of-business users rather than specialised IT staff, greatly reducing time and costs.

Enhance customer communications through personalisation

Make communications more relevant by personalising customer documents. Using content from customer databases and content management systems, HP Exstream allows you to incorporate relevant and targeted information—such as promotional offers, variable graphics showing usage, helpful tips, and other rules-driven messages—directly into statements and correspondence. Efficiently generate customer communications in your desired output format, whether print or high-quality PDF, HTML, XML, or TIFF files for cost-effective, electronic presentment and archiving.

Reduce call centre costs

Documents that are confusing or difficult to understand can incite customers to contact customer support and call centre workers, increasing costs and resulting in what can be a time-consuming, frustrating experience. HP Exstream allows you to produce higher-quality, clearer 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.

Simplify regulatory compliance

Easily manage content inclusion or exclusion based on effective dates and jurisdictions with HP Exstream’s automated compliance support. Take advantage of the user-definable approval workflow process. This includes email notification to designated approvers to streamline your application change cycles and make sure your documents meet corporate and government compliance standards.

Manage content workflow and approval electronically

HP Exstream’s intuitive, role-based design environment supports collaboration across your organisation, ensuring that you deliver only timely, relevant communications to customers. Manage document review and approval workflows electronically instead of the standard approach of printing sample documents and routing them to appropriate personnel for approval.

Speak their language

From a single application design, HP Exstream allows you to generate correspondence, statements, and more in the customer’s preferred language, so you can be sure your communications are read and understood. The software even includes a spell checker for 21 languages.

Real-world benefits

Many of the world’s leading communications companies use HP Exstream to substantially reduce document production costs, streamline document processes, and improve customer retention. Additional reported benefits include:

- Reduced call centre volume by up to 30 percent
- Reduced document production costs by up to 50 percent
- Decreased statement production time from days to minutes

Design, develop and deliver any communication from one software solution

Correspondence



- Notices
- Interactive letters
- Welcome kits

Marketing



- Customised brochures (online and printed)
- Direct mail
- Promotions and coupons

Transactional



- Statements
- Complex bills (including bundled bills)

Publications



- Newsletters
- Brochures
- Compliance documents

Significantly **reduce costs** with a **single solution** for document design, creation and multi-channel delivery

GO green

Deliver electronically

To save time and paper, HP Exstream supports more than a dozen electronic formats, enabling you to deliver communications via multiple channels such as PDF, SMS, web, and more. Users don't have to go back and redesign document applications to begin producing output in electronic formats. Instead, it's as simple as selecting the desired output checkboxes in the graphical user interface (GUI).

Incorporate messages into white space

Incorporating targeted marketing messages into the white space of documents at run time instead of inserting flyers and printserts for those messages means you use less paper and mailings are smaller. HP Exstream's unique white space and campaign management capabilities mean you'll never waste valuable document space for capturing your customer's attention.

Use visual comparison tools

Facilitate regression testing of document applications entirely through electronic means. A historical approach to regression testing of document application changes was to print large volumes of sample output before and after the changes. Individuals would then visually check for differences by hand. HP Exstream allows this process to be performed electronically, eliminating duplicate pages and allowing you to focus only on the pages that changed, saving time and paper.

Choose HP

Take advantage of the industry leader for enterprise document automation

HP Exstream enterprise document automation software is the proven single platform solution used by industry-leading companies around the world. Enterprises are unlocking the potential of their content, becoming more competitive, improving customer retention, and ultimately driving more revenue.

Partner with HP

HP provides a wide range of training, consulting, and technical support services to maximise your investment in our products. Customers who take advantage of our training and support have faster and more successful implementations and learn best practices by working with our solutions experts.

We offer a set of combined education and consulting services designed to accelerate knowledge transfer and jumpstart the completion of an initial application. Our customers can also access online support systems for problem tracking and enhancement requests.

Learn more

For more information about HP Exstream enterprise document automation solutions, please visit: www.hpexstream.co.uk

© 2009 Hewlett-Packard 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.

4AA2-5123EEE, Rev 1, April 2009

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

