



## HP showcases customer communications software designed to help financial services companies build their brand and regain customer trust

HP's Banking Innovation Centre in Milan plays host to discussions on how financial services customers can grow their businesses through improved, relevant customer communications using HP Exstream enterprise software.

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Milan, 16<sup>th</sup> October, 2009 – HP's Banking Innovation Centre in Milan played host to lively presentations and discussions with media from the United Kingdom, France and Germany last week, focusing on how the financial services sector can address the tricky issue of communicating effectively with their customers during a time of distrust and economic crisis.

Effective customer engagement, especially in relation to documents, has long been an issue in the financial services sector. In difficult economic times, it is an even greater issue, as banks and other institutions try to rebuild their brands and retain/attract new customers with limited resources.

A key focus of the day was HP Exstream 7.0, which was announced worldwide on September 10<sup>th</sup>.

HP Exstream 7.0 addresses the challenges faced by the financial services sector by:

- Offering the industry's most robust, global communications platform to ensure every touch with the customer is relevant, timely and personalised to their individual needs
- Enabling marketing and business stakeholders, within or outside the enterprise, to incorporate fully personalised messages into documents at run-time using remote collaboration tools
- Supporting more digital content for delivery of communications through email and cell phone (SMS) channels
- Reducing the risk of errors and compliance issues via interactive document applications that provide a controlled editing experience for front office employees, with integration to back office systems for document production, fulfilment, and assured delivery

Commenting on the event, Jay Pease, Enterprise Software Manager, EMEA Marketing for HP Exstream, said: "We were very pleased with the level of discussion in Milan on this

important industry topic.

“For some time, HP Exstream has been focused on developing customer communications solutions for the financial sector and the Banking Innovation Centre allows us to effectively demonstrate our value proposition through typical customer banking scenarios. In fact, the team at the centre has developed a 10 year vision for the retail banking sector that analyses the current relationship between the bank and the customer and proposes a model for enhancing that, based on more customer-centric communication using newer and innovative technologies.”

More information is available at [www.hpexstream.co.uk](http://www.hpexstream.co.uk).

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