HP Exstream

Enterprise document automation

Your business has made significant investments to manage and govern the vast amounts of content continually flowing in and out of your organization. The extent to which you can absorb, utilize, transform, and create value with that content will differentiate you among your competitors. Key to success is technology that allows you to easily access and use content to create a better experience for your customers, communicating with them more effectively and efficiently across all channels—including print/mail, the web, email, and interactively.

Reduce complexity

Most organizations have significant costs tied up in multiple document creation technologies and processes that connect silos of information to customer document applications. HP Exstream software provides a single solution for design through delivery of any type of document across the enterprise, regardless of complexity, variability, or output channel—from fully customized high-volume statements, bills and complex publications, to on-demand marketing and self-service web applications, to personalized correspondence and proposals produced interactively by customer-facing employees. The ability to do all of this using a single software platform allows you to eliminate siloed document creation systems, significantly reducing costs and ensuring consistency across all customer communications.

HP Exstream was designed from the ground up to easily fit into any IT environment, including service-oriented architectures (SOA). Through web services and its comprehensive connector technology, HP Exstream directly accesses content from enterprise systems and data sources to drive the creation of personalized customer communications, eliminating the need for systems that consolidate and reformat disparate data. HP Exstream can directly access and simultaneously process multiple data sources of almost any type, structured or unstructured.

HP Exstream is an object-oriented software solution, meaning users design objects and combine them together to build document applications. All design elements are stored in a common database so they can easily be re-used across applications, significantly reducing document development and maintenance time.

Technology for better business outcomes

www.hp.com/go/exstream

Benefits:

- Dramatically cut time to customer
- Reduce total cost of ownership
- Reduce document development time
- Improve the customer experience
- Create clearer, more relevant communications
- Automate regulatory compliance
- Expand delivery channels
- Cut paper and postage costs
- Drive down call center costs
- Reduce document inventory
- Improve productivity through collaboration
- Communicate in customer's native language
- Boost response with color

Streamline business processes

The HP Exstream software platform provides fully integrated capabilities for end-to-end document processing, including variable design, testing, real-time composition, advanced data and content integration, output to 22 formats, high-volume optimization and workflow, assured delivery, and controlled editing of interactive documents.

HP Exstream's intuitive and robust graphical design environment gives developers all the capabilities they need to design any kind of document, regardless of complexity, type or variability. Browser-based design collaboration with built-in approval workflow allows marketing and line of business users to remotely create variable messages that are integrated into documents at run time, ensuring relevant and current information is communicated in a timely manner.

HP Exstream includes many capabilities for testing document applications, significantly improving productivity and optimizing performance. The design interface doubles as an online viewer so you can prototype, review, and modify documents immediately online, and other tools are provided for comparing output, simplifying test data, analyzing marketing campaigns, and performing regression testing.

The same high-performance HP Exstream engine is used to compose millions of variable documents at a time for high-volume print/mail delivery or compose a single document on demand when called by a web service or custom interactive system. HP Exstream outputs fully personalized documents 10 times faster than alternative solutions in customer benchmark tests.

From one template design, HP Exstream can natively produce 22 different print and electronic output formats simultaneously. Rules can drive different output for different customers in a single run.

HP Exstream's comprehensive capabilities for high-volume print/mail environments eliminates the need for post-processing programs and maximizes production efficiency by controlling postage weights, preparing data for postal sort, driving inserters, and householding documents to save unnecessary paper and postage costs. Assured delivery reduces delays and eliminates risk of lost documents.

Any HP Exstream document can be designed and deployed as an interactive (or Live) document to be completed at the point of need by customer-facing employees. Edited Live documents can be sent back to the HP Exstream engine to drive other processes, such as automating fulfillment, updating corporate systems, records management and archive systems, or making copies of the edited document in other formats.

Communicate more effectively

HP Exstream's integrated marketing and dynamic white space capabilities ensure every customer communication includes timely, relevant offers and informative messages that improve the customer experience and cross-sell additional products and services. HP Exstream prioritizes and incorporates only the most relevant messages and promotions into documents based on business rules, available white space, or at the point of need (e.g. to explain a complex billing line item). HP Exstream can also drive inserters to select pre-printed inserts based on customer criteria.

In addition to relevancy, key to improving customer satisfaction is clarity and the ability to deliver communications through preferred channels. HP Exstream offers a comprehensive feature set for producing visually appealing documents that simplify complex information, including data-driven charts of almost any type and support for all color modes. Additionally, from one application design you can deliver documents to customers in their native language. HP Exstream even includes a spell checker for 21 languages.

Leading companies in 22 countries around the world use HP Exstream to reduce complexity, streamline business processes, and increase effectiveness of their customer communications. Contact us today to learn how you can put HP Exstream to work for you.

Effective communications. Multiple channels. One solution.

To learn more, visit www.hp.com/go/exstream