

HP Exstream

City Power

John G. Customer
Service Address: 123 Anywhere Street
Baltimore, MD 21201
Account Number: 1234567890

Next Scheduled Reading: March 16, 2009

Electric Usage Profile

Month	Type	Usage	Rate	Chg	Am't
Feb 09	Actual	25	2.11	52.75	52.75
Jan 09	Actual	28	1.92	53.76	53.76
Dec 08	Actual	27	2.00	54.00	54.00

Smart Power

Save more with Smart power management

Smart Power™ can help you reduce utility expenses and save up to 10% on your electricity bill. Smart Power™ is a free software program that monitors your electricity usage and automatically adjusts your power settings to save energy when you're not using your computer.

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MobileCom

Customer: JOHN G. CUSTOMER
123 ANY STREET
Baltimore, MD 21201
Account: 257 555 1684
Billing period: July 31, 2009 through August 31, 2009

Save 17% when you renew your contract and receive an HP Photosmart Digital Camera FREE!

Date	Time	Duration	Number called	Description	Charge
12/08/09	10:18	00:00	888 888 8888	Longman, KY	1.00
12/08/09	10:19	00:00	888 888 8888	Longman, KY	1.00
12/08/09	10:20	00:00	888 888 8888	Longman, KY	1.00

Home Bank

Personal Financial Statement

Account Number: 544544555555
Statement Period: August 16, 2009 Through September 15, 2009
Page 1 of 4

John G. Customer
123 Anywhere Street
Baltimore, MD 21201
TELEX: NO 65457-5453

Free checking

Beginning balance: \$ 5,541.75
Deposits/credits: 4,875.84
Card withdrawals: 1,742.20
Other withdrawals: 2,834.00
Ending balance: **5,814.39**

Good financial management is an investment in your future

Disables the use of cash in reimbursement for eligible well-earned items, such as travel and entertainment expenses, and provides a secure way to manage your funds.

AnytimeBank Extra Credit Student Card

Account activity August 16 September 15, 2009

Member: MARY SMITH
Account number: 5498 6582 4568 6565 4892
Customer service: Box 15678
Longman, KY 65448 5597

Payment due date: **September 30, 2009**
Minimum amount due: **\$140.00**
Total new balance: **\$2105.81**

Take advantage of your 19.973 AnyTime points this month!

Anytime points: 19,973

Payment Over: \$1799.87
Payment Under: \$50.00
Finance Charges: \$10.55
New Balance: \$2105.81



REMOTE Collaboration

Technology for better business outcomes
www.hpexstream.co.uk



HP Exstream's Remote Collaboration capability simplifies collaboration among your content experts to quickly get the right messages to customers. Give users across the hall or around the world the freedom to create, edit and modify customer-focused messages for immediate inclusion in your business-critical documents. You can create virtually any message type, from simple text messages to mixed text and colour graphics – with minimal IT involvement – and deliver results at market speed.

Empower your content experts

Remote Collaboration is a browser-based design capability that extends HP Exstream's design environment to those working from remote locations. Content experts within the enterprise or at remote locations – including marketing staff, legal professionals, copywriters, compliance officers and proofreaders – can collaborate on content creation, without affecting design production parameters like document layout, data, output or operational controls.

HP Exstream is a proven software solution for creating relevant, timely customer communications. It seamlessly supports high-volume, on-demand and interactive document applications of all types, regardless of complexity, variability or output channel.

Respond at market speed

Your marketing teams and business users need the ability to deliver targeted, relevant messages to customers at strategic points of contact. But the market won't wait while IT designs a new document application to address the latest trend. Remote Collaboration enables your content experts to create and deploy messages into document applications within hours.

Ensure consistent branding and content accuracy with access to dictionaries linked to document applications. Streamlined workflow and approval processes put the power and responsibility for message creation into the hands of the appropriate department.

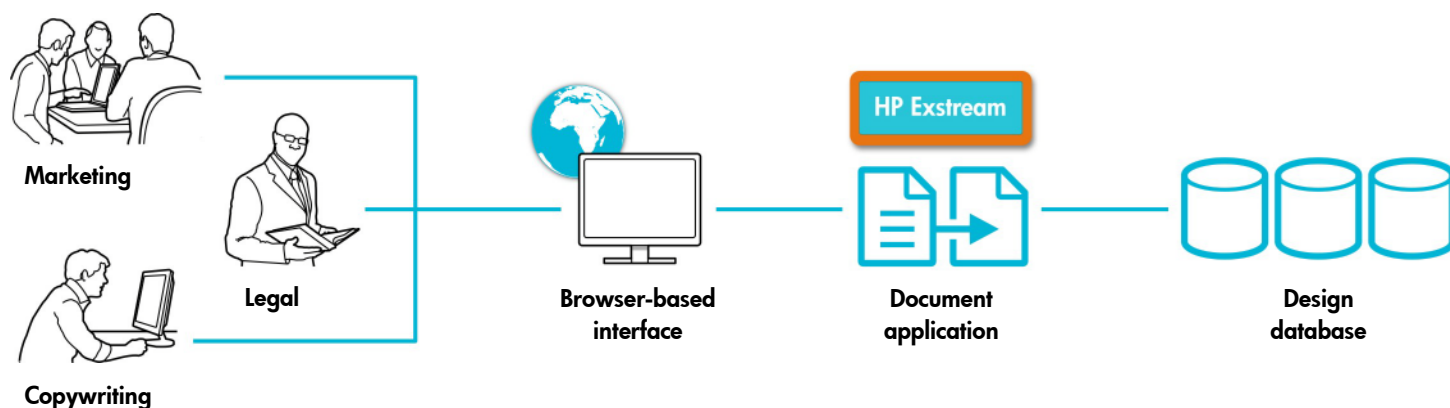
With intelligent proofing, you see samples of only those documents impacted by your changes. Once tested, new messages can be deployed within a few hours.

Easy to manage

With native HP Exstream integration, Remote Collaboration requires minimal IT involvement. Easy installation, setup and management help get your messages to customers quickly.

The browser-based user interface integrates seamlessly with HP Exstream applications and provides access to the same design environment and database. There are no additional systems to maintain, and enhanced security features ensure your data remains safe. The user interface can be customised to reflect the look and feel of your enterprise applications, and you can limit access to capabilities depending on the user's role.

Document applications can be easily designed to accommodate a variety of different message types, including simple text as well as text and graphics. Because content is pulled from the HP Exstream database, you can be sure the most up-to-date logo and branding requirements are met. HP Exstream lets you design and combine objects to build document applications. Design elements can be stored in a common database for easy re-use across applications and in messages, significantly reducing message development and maintenance time.



Create personal, targeted and relevant messages

Remote Collaboration is fully integrated with HP Exstream and allows your content experts to leverage the power of the HP Exstream design database and design environment.

Securely access design database folders, objects and variables to create fully personalised and targeted messages that can be incorporated into the white space of communications at run time. You can set dates for campaigns (a collection of one or more variable messages) that are sent to qualifying customers based on specific targeting and prioritisation rules.

Remote Collaboration lets content experts easily create timely Transpromo messages to respond quickly to a changing market and maximise message effectiveness. Create a variety of text and image messages – including customised coupons, teaser messages and personalised variable offers – designed to target specific customer profiles based on qualification rules and date ranges. Prioritise, select and integrate messages into the document at run time, depending on the customer data parameters. You can also prioritise messages for each customer, so the most important message that fits in the available space is sent.

Intelligent proofing

Remote Collaboration features intelligent proofing capabilities to ensure appropriate and effective implementation of your message, and to speed the concept to production time. When you make a change, intelligent proofing lets you see one example of each document type affected by that change on your screen, so that rather than sorting through thousands of documents, you can quickly review only those documents affected by your changes.

MobileCom
Customer: JOHN Q CUSTOMER
123 ANY STREET
Lexington, KY 12345-6789
Account: 267 555 9884
Billing period: July 31, 2009 through August 31, 2009

Save 17% when you renew your contract and receive an HP Photosmart Digital Camera FREE!

Date	Time	Duration	Number (called)	Destination	Charge
13/00/09	18:18	00:00:59	123456789	Lexington, KY	1.300
13/00/09	19:19	00:00:28	123456789	Lawrence, KS	4.130
14/00/09	00:07	00:00:24	123456789	Lexington, KY	4.013
14/00/09	11:09	00:12:39	102456517	Paris, TX	8.300
14/00/09	11:22	00:00:29	102456517	Lexington, KY	4.000
14/00/09	11:24	00:00:12	123456789	New York City, NY	8.020
14/00/09	19:12	00:20:12	123456789	Lexington, KY	5.220
15/00/09	14:19	00:15:58	123456789	Lexington, KY	4.330
15/00/09	19:42	00:20:00	102456517	Boston, MA	4.013
15/00/09	19:11	00:02:25	102456517	Lexington, KY	3.300
15/00/09	20:42	00:00:40	102456517	Lexington, KY	4.013
15/00/09	21:28	00:00:34	123456789	Lawrence, KS	4.130
15/00/09	21:46	00:00:09	102456517	Lexington, KY	4.013
15/00/09	11:51	00:00:35	102456517	New York City, NY	8.300
15/00/09	22:06	00:25:00	102456517	Lexington, KY	8.020
15/00/09	22:42	00:00:33	123456789	Lawrence, KS	3.300
15/00/09	23:13	00:00:32	123456789	Lexington, KY	3.000
15/00/09	23:13	00:00:01	102456517	Lexington, KY	8.130
15/00/09	11:51	00:00:01	102456517	Lexington, KY	3.000
15/00/09	11:51	00:00:01	102456517	Paris, TX	8.300
18/00/09	17:43	00:01:39	123456789	Lawrence, KS	8.020
18/00/09	18:18	00:15:04	123456789	Lexington, KY	4.130
18/00/09	19:15	00:00:28	102456517	Boston, MA	4.300
18/00/09	19:15	00:00:28	102456517	Lexington, KY	4.013
18/00/09	19:15	00:00:28	102456517	Lexington, KY	3.000
18/00/09	18:44	00:42:45	098765432	Lawrence, KS	4.130
18/00/09	19:15	00:00:59	123456789	New York City, NY	4.330
18/00/09	17:24	00:00:19	123456789	Lexington, KY	8.013

Page 3 of 6

Create and manage coupons

Prioritize messages to include only the most timely and relevant offers

City Power
Name: John Q. Customer
Service Address: 123 Anywhere Street, Baltimore, MD 21201
Account Number: 12345-67890

Next Scheduled Reading: March 28, 2009

Month	Type of Reading	Days	kWh	Daily Use	Avg. Temp
Feb 04	Actual	28	471	16.8	52
Oct 04	Actual	28	686	16.9	61
Nov 03	Actual	27	615	22.8	54

Save more with Smart power management

Account Number: 12345-67890
Please Pay by March 16, 2009
Amount Due: \$129.84
Amount Paid: \$129.84

City Power
33 Pitt Street
Baltimore, MD 21201

Promote new services

Include variable, data-driven content

Home Bank
Personal Financial Statement
Account Number: 5465445455891
Statement period: August 16, 2009 through September 15, 2009
Page 1 of 4

John, open a CD today at 2.96% APR*

Good financial management is an investment in your future

Date	Description	Amount
08/18	LOREM IPSUM DOLOR SIT	39.97
08/19	CONSECTETUR ADIPISCING ELIT	89.25
08/07	SED DO ELUSMO TEMPOR	123.58
08/07	INCIDIDUNT UT LAORE	56.88
08/09	DOLOR MAGNA ALIQUA	47.29
08/04	UT ENIM AD MINIM VENIAM	36.58
08/06	QUIS NOSTRUD ERICITATION	58.22
08/05	ILLAMCO LAOREO NISIT UT	34.36
08/14	ALQUIP EX EA COMMOD	89.23
08/04	LOREM IPSUM DOLOR SIT	39.97
08/03	CONSECTETUR ADIPISCING ELIT	89.25
08/02	SED DO ELUSMO TEMPOR	123.58
08/25	INCIDIDUNT UT LAORE	56.88
08/25	DOLOR MAGNA ALIQUA	47.29
08/20	UT ENIM AD MINIM VENIAM	36.58
08/20	QUIS NOSTRUD ERICITATION	58.22
08/18	ILLAMCO LAOREO NISIT UT	34.36
08/18	ALQUIP EX EA COMMOD	89.23

Insert targeted offers

Build trust through education

Include graphics and images of any type

KredytowaBank Extra Credit Student Card
Account activity August 16-September 15, 2009

Payment due date: September 30, 2009
Minimum amount due: \$140.00
Total new balance: \$2105.81

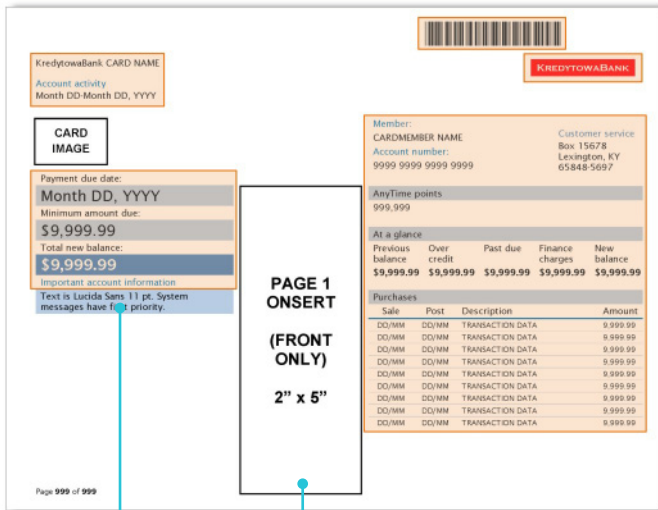
Take advantage of your 19,873 AnyTime points this winter season! See inside for details.

Previous	Over credit	Past due	Finance charges	New balance
\$1709.67	\$0.00	\$0.00	\$10.35	\$2105.81

Member: MARY SMITH
Account number: 5496 6582 4569 6565 4892
Customer service: Box 15678, Lexington, KY 65848-5697

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

Choose which portions users can edit—elements like company logos, barcodes, address fields and document layout remain fixed



Insert timely, relevant and prioritised messages

Place variable, data-driven onserts with text and graphics

Depend on the experts

Enable your content experts to create targeted, personalised messages in high-volume workflows. Marketing and legal teams, for example, have specialised knowledge that has traditionally been under-used due to the constraints of high-volume print production. However, with Remote Collaboration your content experts can add and manage messages right from their desks.

Remote Collaboration also lets you widen the circle of participation while maintaining accountability. Message changes are tracked and highlighted, and proofing and approval is simple.

HP reliability

A proven technology leader, HP has the solid reputation for reliability and professional experience you depend on.

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

Learn more

Contact an HP Exstream representative to find out how we have changed the way our customers do business. For more information about the HP Exstream enterprise document automation solution, please visit www.hpexstream.com or contact us at exstream.info@hp.co.uk.

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

