



HP announces partnership with leading UK communication solutions business, Communisis plc

LONDON, April 2, 2009 – Enterprise document automation software expert HP Exstream has announced a partnership with leading UK communications solutions business, Communisis. This partnership will allow both companies to deliver highly-personalised marketing campaigns to enterprise clients with unparalleled speed and efficiency.

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Simon Reynolds, Group Manager UK&I - Enterprise Software at HP says, "We've had a successful working relationship for some time with Communisis, having collaborated on a number of projects, so this partnership marks a deepening of our commitment and is a logical next step for both companies. It means we'll be able to deliver highly innovative products and services that will help our shared customers conduct more effective marketing campaigns."

The acquisition of data and analysis services company Ai Data Intelligence by Communisis last year further strengthens this partnership. Ai Data Intelligence is recognised as a market leader in customer insight and acquisition services, with clients including major retail banks and telecommunications operators. HP Exstream, Communisis and Ai can together deliver highly targeted direct marketing based on accurate and intelligent data. Marketers can for the first time achieve the delivery of fully integrated personalised campaigns from a single provider, starting with data right through to execution and response handling.

David Monks, Head of Strategic Partnerships at Communisis says, "We're seeing significant growth in companies wanting to send personalised messages to their customers at short notice via the most appropriate channel, whether that's print or online. Our acquisition of Ai means we can now provide our clients with a deeper understanding of their customers and our partnership with HP empowers them to easily tailor communications based on this knowledge. The result is more targeted and successful marketing activity."

Commenting on the wider document management market in the context of this new partnership, Rachael Stormonth, Vice President for analyst firm Nelson Hall said:

“The value of targeted customer communications is well established. For service providers supporting organisations in their customer correspondence, the ability to design, create and distribute personalised documents has become a critical success factor. This applies both to marketing campaigns and also to transactional communications such as statements and bills. While much of this variable data publishing activity is still print-centric, a growing proportion is in online and mobile channels.”

HP Exstream is the leading enterprise software solution for businesses and agencies around the world to streamline document creation processes and produce more effective, relevant communications of all types for delivery through print/mail and online channels.

Additional information regarding HP Exstream is available at www.hpexstream.co.uk

About HP

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

Note to editors: More news from HP, including links to RSS feeds, is available at <http://www.hp.com/hpinfo/newsroom/>.

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