



HP Recognizes Excellence in Customer Communications Management with HP Exstream Visionary Awards

PALO ALTO, Calif., Oct. 26, 2011 – HP today announced the winners of its seventh annual HP Exstream Visionary Awards, which recognize customers and partners that have most effectively used [HP Exstream](#) to build loyalty and form long-lasting customer relationships, while helping them save costs and driving top-line revenue growth.

Recipients were evaluated on both qualitative and quantitative results, including demonstrated return on investment, increased customer satisfaction and response rates, application development and deployment, and streamlined processes for helping reduce costs.

“From insurance policies and after-care summaries to shareholder correspondences and 401(k) statements, enterprises worldwide recognize that strategic and personalized communications drive customer retention, satisfaction and growth,” said Avi Greenfield, product manager, Exstream, HP. “Today, HP Exstream recognizes those innovative customers who have displayed a commitment to excellence in customer communications management.”

2011 HP Exstream Visionary Award winners include:

Aetna: Best Interactive Communication

With the use of HP Exstream Interactive for the generation of on-demand communications, health insurance company Aetna allows more than 3,000 business users to generate, preview and approve letters in real time while concurrently logged in. Aetna also reduced its document creation time from three days to a couple of hours, and now 16 pages of letters can be generated on a web browser in less than 15 seconds.

Allstate Insurance Company: Best Application Architecture

As one of the nation’s leader in personal insurance, Allstate Insurance Company expects to reduce the time spent on document development by up to 60 percent as new and existing documents are converted to HP Exstream. Allstate Insurance Company has consolidated processes and software components when creating letters, bills, policies, statements and

Editorial Contacts

Amy Rhodes, HP
+1 949 212 3401
amy.rhodes@hp.com

Monique McKenzie
Porter Novelli for HP
+1 404 995 4505
monique.mckenzie@porternovelli.com

www.hp.com/go/newsroom



checks in its life insurance and retirement business unit.

Citi: Most Significant Return on Investment

Financial services firm Citi eliminated approximately \$12 million in operational costs while increasing response time with a centralized infrastructure to manage more than 2.6 billion pages of statements and letters sent annually to customers. With its new global platform, Citi estimates it will experience a significant return on investment over a period of several years.

CompuMail: Most Business Users Design Collaboration

With the involvement of multiple stakeholders, collection letter solution provider CompuMail brought to market the ability for clients to edit their letter templates directly using the CompuMail Web Portal and Online Letter Change system. During this collaboration, CompuMail reduced more than 13,000 templates by 75 percent. CompuMail also produces 144 million mail pieces annually for 350 clients while cutting down training time for new developers.

Humana: [Most Sophisticated Application](#) and [HP IPG Enterprise Achiever Award](#)

Humana, one of the nation's leading healthcare companies, cut \$400,000 in annual costs while developing astonishing potential for top-line growth based on shorter turnaround and more effective content. Humana also reduced its proposal creation time from four to six weeks to 24 hours and increased satisfaction among agents and brokers.

Keane: 2011 HP Exstream Partner of the Year Award

Newly accredited and certified HP Exstream systems integrator partner Keane Inc. earned the first-ever HP Exstream Partner of the Year Award. Keane earned the award for not only making HP Exstream its software solution standard but also for helping to increase HP Exstream license revenue by \$1.2 million.

Vanguard: Best Application Transformation

Investment management company Vanguard improved its shareholder annual and semi-annual reports by automating 90 percent of all fund reports and reducing the amount of time to generate reports. By improving the quality and consistency of reports, Vanguard has satisfied business requirements for the 312 different fund reports mailed annually.

HP Exstream 2011 Visionary Award winners were recognized at an



awards ceremony at the 2011 HP Exstream Americas User Conference.

Additional information about HP Exstream is available at www.hpexstream.com.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

© 2011 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. HP shall not be liable for technical or editorial errors or omissions contained herein.