HP Delivers Award-winning Customer Communications for Financial Services Industry

HP Exstream customers win five 2012 DALBAR Awards for outstanding customer communications

PALO ALTO, Calif., August 20, 2012 - HP today announced that its market-leading Customer Communications Management (CCM) software, HP Exstream, has delivered award-winning communications for four customers in the financial services industry.

Five 2012 DALBAR Communication Seals Awards for outstanding customer communications were given to HP Exstream customers - ING, Bank of America Merrill Lynch, Pershing and The Principal Financial - bringing the total HP Exstream customer awards since 2001 to 58.

DALBAR, Inc. develops standards and measurement systems that improve the quality of communications, service, compliance and websites for the financial services and healthcare industries. The DALBAR Awards, which began in 1999, are often considered the highest standard for communications in these industries. Many companies strive to achieve excellence in a variety of categories, including Statements, Investment Brochures, Investment Reports, Annual Reports, 401(k) Enrollment Kits, Welcome Kits, Fee Disclosure, Voice Response Systems and Websites. Only 78 companies have earned DALBAR Communications Seals Awards.

With HP Exstream, companies such as Bank of America Merrill Lynch, which won two 2012 DALBAR Awards for clarity, content and design, can produce documents for print and electronic channels that are highly personalized, easy to understand and targeted, resulting in more satisfied customers who are more likely to continue investing and refer others.

Enterprises are constantly seeking new ways to improve the overall customer experience to promote loyalty, retention and referrals. Every customer touch point is an opportunity to deliver an optimal customer experience and reduce customer churn.

HP Exstream is a top-ranked CCM software solution that empowers business users to make the most of every customer touch point throughout each stage of the customer life cycle. Today, more than 700 enterprises worldwide are personalizing communications.
with HP Exstream, while saving millions of dollars annually, building loyalty, forming long-lasting customer relationships and driving top-line revenue growth.

A complete list of HP Exstream customers that have won DALBAR Awards using HP Exstream applications is available here.

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 to solve customer problems. More information about HP (NYSE: HPQ) is available at http://www.hp.com.

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