



Dynamic Marketing



Integrate marketing silos and **sustain** brand asset **growth** while reducing cost, risk and time to market

HP Dynamic Marketing is part of the HP Customer Communications Solutions portfolio. Based on the HP Exstream software platform, this solution is designed to create multichannel, targeted communications more efficiently and effectively, with a faster time to customer.

What if you could...

AVOID repeated manual data-entry tasks that lead to delays, costs, errors, and risks?

ACCELERATE time to market by creating communications faster?

REPLACE slow and expensive paper-based workflows with automated digital processes?

DELIVER communications through customer-preferred channels?

SATISFY compliance and branding requirements with ease?

Most enterprises have solutions in place to streamline processes around high-volume bills, statements, and notices. But if your business is like most, the processes that produce marketing documents are not optimized and do not take full advantage of your enterprise systems, data, or delivery capabilities.

The HP Dynamic Marketing solution is designed to help you create, manage, and deliver customer communications across the enterprise in a more efficient and effective manner. Building on your existing content and tools, HP Dynamic Marketing automates the creation of marketing communications, such as brochures and catalogues, as well as transpromo and direct mail campaigns. And to ensure communications are always on-time and relevant, HP Dynamic Marketing helps all customer-facing personnel collaborate using information and materials that are up-to-date and consistent.

Emerging marketing challenges

Shrinking budgets

According to Forrester, marketing budgets in large global companies were down 20% in 2009.¹ Marketing activity, however, is on the rise as new technologies and the market open up new media and channels. To beat the competition, marketing departments will need to find ways to increase efficiency and make better use of their existing resources.

Disparate content

Enterprises manage millions of dollars in marketing assets every year, but there is little re-use of these assets across different communication channels, business units, and geographies. Marketing departments are often not centralized, so different people, tools, and processes may create, manage, and deliver documents.

Consider that more than 80% of sales sheets are adaptations of previously created documents, and more than 60% of the content is shared among channels.² Yet these documents are produced by different departments from scratch, forcing them to restart the creative, review, and pre-press proofing processes each time. This increases cost, time to market, and brand inconsistencies.

Impersonal communications

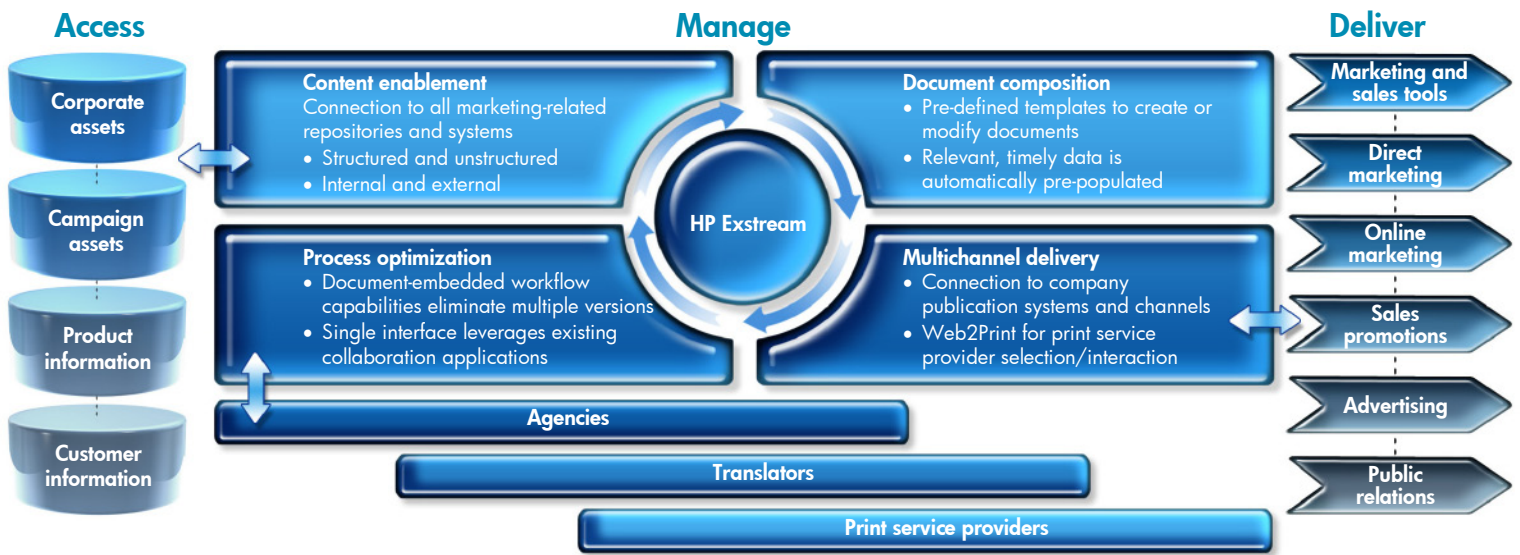
Businesses need to create a quality customer experience, with targeted communications that are relevant to the customer. Huge investments are often made within organizations, developing customer relationship management (CRM) and business intelligence systems, but companies do not fully exploit them in customer communications. These companies do not have the technology in place to adapt to the variety of emerging delivery channels that the market demands.

Brand governance

Balancing global brand guidelines with specific local needs is a challenge. Exceptions are expensive, make you vulnerable to compliance risks, and extend time to market.

¹ "Marketing Budgets Suffer Significant Cuts." Bradner, Lisa. *Forrester*. July 2, 2009.

² HP internal analysis, 2009.



Deliver more with fewer resources

The HP Dynamic Marketing solution includes the fully integrated HP Exstream software platform that connects to virtually all marketing repositories and applications. Manage every aspect throughout the document lifecycle, from content creation to multichannel delivery. HP Dynamic Marketing helps you:

Reduce marketing costs by up to 30%³

- Reuse existing content by enabling digital storage and search.
- Leverage technology by connecting existing applications and repositories and consolidating data.
- Decrease the number of participants and review cycles by optimizing workflows.
- Reduce waste with on-demand printing.
- Decrease agency fees by easily translating and modifying content based on region and language.

Accelerate time to market up to 50%³

- Get immediate access to reviewed and up-to-date content by retrieving data from its original source.
- Streamline processes by automating creation, management, and distribution workflows.
- Enable quick document modifications by standardizing messaging and creative efforts.

Govern your brand

- Produce compelling, consistent messages across all departments by retrieving data from one source.
- Control brand assets by eliminating dispersed content.
- Employ campaign consistency across all channels (such as direct mail, email, web, and point of sale materials) by integrating tools and processes for communications of all types.

Increase brand preference and response rate

- Enable highly personalized communications using CRM data to manage the customer lifecycle, and send them the right communications at the right time.
- Provide a better customer experience by delivering through the customer's preferred output channel.
- Integrate cross-sell and up-sell opportunities by connecting to business intelligence systems.
- Accelerate customer decision-making processes by delivering more relevant communications.

Why HP?

HP has developed and implemented customer communications solutions in hundreds of Fortune 500 enterprises around the world.

HP has the best-in-class technology and delivery capabilities with HP Exstream, HP TRIM, HP Enterprise Services, and HP Exstream Professional Services.

In addition, HP offers a wide range of training, consulting, and technical support services to maximize your investment in our products. Specifically for the marketing area, HP Publishing Assessment analyzes your company, people, processes, and tools, providing the true end-to-end marketing and publishing costs, identifying where to obtain savings, and delivering a solution roadmap tailored to your specific needs.

Learn more

Contact us today to learn how you can change the way you do business. For more information about HP Dynamic Marketing, please contact us at hpccsinfo@hp.com or 866-318-5925, or visit www.hpexstream.com.

Significantly
increase
marketing
communications
efficiency and
effectiveness
across your **whole**
organization.

³ HP internal data source.

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