



Exstream

Multichannel



Create **NEW OPPORTUNITIES** from your existing communications and let **CUSTOMERS CHOOSE** how to access and receive their information.

HP Exstream is a fully integrated software platform for creating, managing, and delivering customer communications across the enterprise. From letters and proposals created interactively by front office employees, to personalized text, email, and web self-service documents generated in real time, to fully customized bills and statements produced in high volumes, HP Exstream helps create and maintain the communication workflows that sustain business.

While the ability to deliver documents to print and electronic channels has been an essential feature of HP Exstream from the beginning, HP Exstream Multichannel takes a stride forward by letting you assign content from existing applications for use in virtually any print or electronic channel. This enables you to deliver timely, personalized communications to the electronic communication channels your customers demand.

Customer communications are evolving

Enterprises have made substantial investments in improving the documents they use to communicate with customers. The applications that drive these documents—which include statements, bills, and notices—are built to streamline the incorporation of vast amounts of business content and customer data to produce personalized communications for millions of customers.

As customer expectations change, however, enterprises are becoming aware of the benefits of using new communication formats—especially those designed for electronic channels. The ideal solution would deliver to the web, SMS, and email, while providing real-time content for smartphone and tablet-based apps. More than just new forms of communication, these channels can generate new revenue opportunities, reduce costs, and produce outstanding customer experiences. It's one thing, for example, to open a statement and review your transactions—but something completely different to receive an SMS text from your bank with an important account notification, then open an app to explore your account in more detail.

Capitalize on your existing documents

HP Exstream Multichannel lets you leverage all of the communication assets of your existing structured document applications to start new multichannel projects. Simply tag content and messages for incorporation into personalized communications of any type. Content can be tagged for output to one or multiple channels, giving you the flexibility to customize information and formatting for each channel. You can output account balances and a limited number of transactions to SMS, for example, while providing more robust account information and targeted offers for smart phone apps. This means that not only will you be able to produce multiple communications from one document source, but that all of your communications will be consistent, up-to-date, compliant, and relevant to your customer's needs. In fact, Madison Advisors ranked HP Exstream's multichannel delivery capabilities among the best of document composition technologies.¹

¹"Market Study: Multi-Channel Solutions for Customer Communications Management." Madison Advisors. December 2010.

