



HP Improves Customer Experience for PEMCO Mutual Insurance Company

Leading insurance provider enhances customer communications with HP Exstream

PALO ALTO, Calif., Jan. 31, 2012 – HP today announced that Seattle-based PEMCO Mutual Insurance Company has upgraded its customer communication management solution to [HP Exstream](#) to improve the customer experience it offers through personalized policies, invoices, renewal letters and privacy notices.

HP Exstream enables PEMCO to more quickly communicate new insurance offerings and easily scale to meet the requirements of its growing customer base.

In addition to support for multiple customer communications channels such as web, text and email, PEMCO will use HP Exstream to provide consistent branding, reduce print and postage costs, and decrease its environmental footprint. Due to the low total cost of ownership for HP Exstream, PEMCO is aiming to achieve 100 percent return on investment within 24 months.

PEMCO selected HP because of its single-platform customer communications management solution. HP Exstream also offers a floating license structure that will allow all PEMCO employees to take advantage of the technology without incurring additional seat costs. HP also is providing PEMCO with the flexibility to move the HP Exstream design and production engine across a virtualized environment.

“PEMCO makes a concerted effort to understand the needs of our policyholders and deliver the highest level of customer service,” said Jeff Weeks, vice president and chief information officer, PEMCO Mutual Insurance Company. “Our investment in HP Exstream allows us to communicate more personally and effectively with our customers, increasing their loyalty and, ultimately, our bottom line.”

For enterprises that thrive on strong customer relationships, [HP Exstream](#) is a [top-ranked](#) customer communications management software solution that empowers business users to make the most of every customer touch

Editorial Contacts

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

Monique McKenzie
Porter Novelli for HP
+1 404 995 4509
monique.mckenzie@porternovelli.com

www.hp.com/go/newsroom



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 and forming long-lasting customer relationships, and driving top-line revenue growth.

About PEMCO Mutual Insurance Company

PEMCO Mutual Insurance Company, established in 1949, is a Seattle-based provider of auto, home, boat, life, and umbrella insurance to Northwest residents. PEMCO Insurance is sold by community agents throughout the region and through PEMCO offices. For more information, visit www.pemco.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](#) to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

This news release contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations, including execution of restructuring and integration plans; any statements concerning expected development, performance or market share relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include macroeconomic and geopolitical trends and events; the competitive pressures faced by HP's businesses; the development and transition of new products and services (and the enhancement of existing products and services) to meet customer needs and respond to emerging technological trends; the execution and performance of contracts by HP and its customers, suppliers and partners; the protection of HP's intellectual property assets, including intellectual property licensed from third parties; integration and other risks associated with business combination and investment transactions; the hiring and retention of key employees; expectations and assumptions relating to the execution and timing of restructuring and integration plans; the resolution of pending investigations, claims and disputes; and other risks that are described in HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2011 and HP's other filings with the Securities and Exchange Commission. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.