



HP Helps State Auto Group Improve Policyholder Communication with HP Exstream

State Auto to adopt HP Exstream's enterprise-wide approach, shed numerous document solutions including Oracle's Documerge

PALO ALTO, Calif., Feb. 15, 2011 – HP today announced that the State Auto Group, a property and casualty insurance company operating in 34 states, will implement HP Exstream customer communications software.

[HP Exstream](#) helps enterprises manage their customer communications from design through delivery, regardless of complexity or variability.

With HP Exstream, State Auto can have more control over customer documents than before, including consistent branding, fast production time, ease of use, and legal compliance regardless of document type or content.

State Auto is consolidating from seven different platforms – including Oracle's Documerge – to the single HP Exstream platform to significantly reduce costs, increase client response rates and ensure consistent customer interactions.

HP Exstream offers the opportunity to deliver millions of customized documents to policyholders. State Auto's 3,400 independent agents see this as a significant competitive advantage to best serve their customers.

"Our independent agents voiced concern that documents being distributed to customers were ineffective and followed a one-size-fits-all approach to communications," said John Heffernan, assistant vice president, Personal Insurance Underwriting Support, State Auto Group. "With HP, we have a partner that can help us consolidate to a single vendor, increase the response rates of our most critical communications and help our agents better service our customers."

HP Exstream customer communication software allows companies to substantially reduce document costs and improve customer retention by

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streamlining document creation processes. Customers are able to produce more effective, relevant communications – from developing and streamlining high-volume bills and statements to personalizing and automating fulfillment of on-demand policies, correspondence, quotes and proposals.

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

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