



HP Named “Leading Provider” with HP Exstream Software in 2009 Celent Insurance Report

PALO ALTO, Calif., June 8, 2009 – HP today announced its enterprise document automation software, [HP Exstream](#), has been recognized as a leading provider in Celents’ 2009 Insurance Software Deal Trends report in both the property/casualty and life/health editions of the report’s Document/Content Management category. This is the fourth consecutive year Exstream has been named a leading provider in Celent’s report.

“We would like to extend our congratulations to HP Exstream for being named as a leading vendor,” says Craig Weber, senior vice president of the Celent insurance practice. “We believe that carriers value partners who know the insurance vertical well, and who demonstrate their commitment to it. HP’s success in insurance puts them in that category.”

Of special note, HP Exstream was ranked second on Celent’s 2009 Traction Index, for the second consecutive year. The Traction Index is a composite measure that considers the type and size of deals, and the size of a vendor’s clients.

“All else being equal, we believe that most carriers will benefit from leveraging the experience of Traction Index companies,” Weber said.

HP Exstream enterprise document automation software allows insurance carriers to substantially reduce document costs and improve customer retention by streamlining document creation processes 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.

“Celent’s continued recognition of HP and our success with HP Exstream software within the insurance industry is a great accomplishment,” said Greg Osborne, Industry Leader, Financial Services & Insurance, Imaging & Printing Group, HP. “We continue to focus on solutions that alleviate the inherent complexity of document creation and delivery. HP Exstream provides yet another avenue for making insurance a faster, more flexible and more customer-focused industry.”

HP Exstream is a leading enterprise software provider for businesses and agencies around the world to streamline document creation processes and produce more effective, relevant communications of all types for delivery through print, mail and online channels.

Additional information regarding HP Exstream is available at www.hpexstream.com

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