



HP Exstream Software Integrated with SAP® BusinessObjects™ Postalsoft to Improve Efficiency, Drive Down Cost for Direct Mail Distribution

ORLANDO, Fla., May 13, 2009 – HP today announced the integration of its enterprise document automation software, HP Exstream, and SAP® BusinessObjects™ Postalsoft software. Building upon the proven successes of HP Exstream and SAP BusinessObjects Postalsoft, this integration enables enterprises to have a complete and reliable end-to-end solution, inclusive of mail sorting software and postal optimization.

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HP Exstream is one of the only enterprise document automation software to integrate with SAP BusinessObjects Postalsoft for mail automation. It utilizes SAP BusinessObjects Postalsoft mailing solutions to improve address quality, increase mailing efficiency, and maximize postage discounts to provide a single documentation automation solution. This allows users to create, manage and deliver a variety of communications across the enterprise, regardless of complexity or variability.

“Integrating HP Exstream with SAP BusinessObjects Postalsoft for mail automation software capstones our document automation solution, which helps improve time and reduces cost,” said Scott Draeger, product manager for HP Enterprise Software. “Companies can optimize commercial mail processes with one vendor and one complete best of breed, end-to-end communications solution.”

HP Exstream is a leading enterprise software 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

About HP

HP, the world’s largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

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