



HP Exstream User Conference Visionary Awards

HP Exstream's annual Visionary Awards recognize companies that have made significant strides in improving customer experience through the communications they send. Judges will evaluate each entry on qualitative and quantitative results, including ROI, speed to market, improved customer satisfaction, streamlined processes, and other successes achieved with the HP Exstream suite of products. Last year's award-winners include leading companies from a variety of industries. These include Humana, Penn National, Con Edison, Pershing and Blue North Strategies.

To enter please completely fill out the form below and email to Sarah Snider at ssnider@hp.com. Nominations will be accepted until **April 1, 2010**.

There will be one award given in each of the following categories:

Best Designed Document

* Extent and quality of personalization, variable color, variable messaging, graphics, layout, etc.

Best Application Architecture

* Integration, process coverage, most sophistication

Most Significant Return on Investment

* Significantly reduced costs, improved satisfaction, or time to market

Best Interactive/Distributed Application

* Used Real-time or Dialogue Live: interactivity, on-demand document generation, fulfillment

Most Sophisticated Application

* Utilized multiple modules, unique ways of using Dialogue, Dialogue Live, or AFP Studio enhanced enterprise strategy, demonstrated ROI, and attributed significant metrics with this application, including cost savings and improvement in time to market

Best TransPromo Application

* Use of white space, level of personalization, response rate, reduction or consolidation of customer communications

Best Example of Assured Delivery

* Use of job success/failure notifications and centralized management when delivering documents to distributed destinations from central applications (automated or manual). Relate process efficiencies to cost savings and ROI.

**HP Exstream User Conference
Visionary Award Nomination Form**

If you need more room feel free to attach additional pages.

First Name:

Last Name:

Company:

Job Title:

Address 1:

Address 2:

City:

State:

Zip Code:

Phone:

Email:

Company URL:

Company Industry: (Drop down box with Financial Services, Insurance, Service Provider, Public Services, Other)

Financial Services

Insurance

Manufacturing

Print Service Provider

Telecommunications

Utilities

Government

Healthcare

Other: _____

Company Size:

Award Category:

Best Designed Document

Best Application Architecture

Most Significant Return on Investment

Best Interactive Application

Most Sophisticated Application

Best TransPromo Application

Best Example of Assured Delivery

What HP Exstream products and versions are you using?

What platform or systems environment are you running on?

What is the name of your application?

What were the business drivers for purchasing the HP Exstream and developing this application?

Quantify the benefits this product or application has achieved for the company:

What is the volume or throughput for this product (total documents/numbers of pages, number of users, types of destinations, etc.)?

Who is the target audience or primary user for this product?

What were the project specifications or requirements for this project?

Please attach this form along with a sample of your document output to an email and send to ssnider@hp.com.

After submitting a Visionary Award application, please mail 2 hard copies of the application to:

**HP Exstream
Attn: Sarah Snider
810 Bull Lea Run
Lexington, KY 40511**

Before submitting your application did you:
Fill out the application completely?
Attach an electronic version of your application?
Prepare to mail hard copies

Incomplete entries will not be judged.

Deadline for Visionary Award entries is April 1, 2010.

We will not use your company name or application in any marketing material or public releases until we have secured permission from you.

If you have any questions please contact Sarah Snider at ssnider@hp.com or 859-422-6262.