



HP Exstream – one year later

Overview

Since HP's acquisition of Exstream Software in spring 2008, major progress has been made in both its integration into HP as well as its position in the market. Leveraging HP's vision and Exstream's innovative capabilities and market leadership, Exstream Software has now been fully branded as HP Exstream to represent a single comprehensive solution from design through delivery of any kind of document across the enterprise.

Today, HP Exstream is at the forefront of helping enterprises extend content creation, usage and output via a variety of publishing platforms, such as online, mobile or print. When combined with HP's presence in the document output management marketplace, HP Exstream technology expands HP's market leadership in publishing solutions and enables customers to get the right content in the right communication at the right time.

As the market-leading single-document automation platform, HP Exstream enables enterprises to efficiently create high-volume, on-demand and interactive personalized customer communications of all types, regardless of complexity, variability or output channel. HP Exstream helps companies reduce costs associated with the design, production and management of the myriad documents they produce on a daily basis, while allowing them to be more responsive to customers.

Leading companies representing a number of industries from around the world use HP Exstream for enterprise document automation, including Fidelity Investments, AT&T, Aflac, HSBC, Carnival Cruise Lines, Telmex, RR Donnelley, E.ON, ING Czech Republic, La Banque Postale, State of California and Barclays Bank. Customers are experiencing reduced document production and delivery costs by as much as 80 percent, getting critical communications to customers up to 85 percent faster, and substantially improving customer satisfaction with more effective, relevant communications.

HP Exstream has had major success helping enterprises improve customer communications. To date:

- Seven of the top 10 U.S. banks, 30 large U.S. investment firms and four of the largest U.S. credit card providers are using HP Exstream to retain and expand customer relationships for increased profitability.
- The top three Fortune 500 telecommunication companies use HP Exstream to substantially reduce document production costs, streamline document workflow processes and improve customer retention.
- Four out of the top 10 utility companies use HP Exstream to streamline customer communications and billing processes while cutting costs and automating regulatory

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compliance.

- Five of the top 10 healthcare payers use HP Exstream to communicate more efficiently and effectively with their stakeholders.
- HP Exstream was recognized by the research and consulting firm Celent as the leading provider of document management solutions for the insurance industry.

Availability

HP Exstream is currently available worldwide. Please contact an HP sales representative for additional information or visit www.hpexstream.com.

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