HP Exstream

REMOTE
Collaboration

Technology for better business outcomes

www.hpexstream.com

HP Exstream's Remote Collaboration capability simplifies collaboration among your content experts to quickly get the right messages to customers. Give users across the hall or around the world the freedom to create, edit, and modify customer-focused messages for immediate inclusion in your business-critical documents. You can create virtually any message type, from simple text messages to mixed text and color graphics—with minimal IT involvement—and deliver results at market speed.

Empower your content experts

Remote Collaboration is a browser-based design capability that extends HP Exstream's design environment to those working from remote locations. Content experts within the enterprise or at remote locations—including marketing staff, legal professionals, copywriters, compliance officers, and proofreaders—can collaborate on content creation, without affecting design production parameters like document layout, data, output, or operational controls.

HP Exstream is a proven software solution for creating relevant, timely customer communications. It seamlessly supports high-volume, on-demand, and interactive document applications of all types, regardless of complexity, variability, or output channel.

Respond at market speed

Your marketing teams and business users need the ability to deliver targeted, relevant messages to customers at strategic points of contact. But the market won't wait while IT designs a new document application to address the latest trend. Remote Collaboration enables your content experts to create and deploy messages into document applications within hours.

Ensure consistent branding and content accuracy with access to dictionaries linked to document applications. Streamlined workflow and approval processes put the power and responsibility for message creation into the hands of the appropriate department.

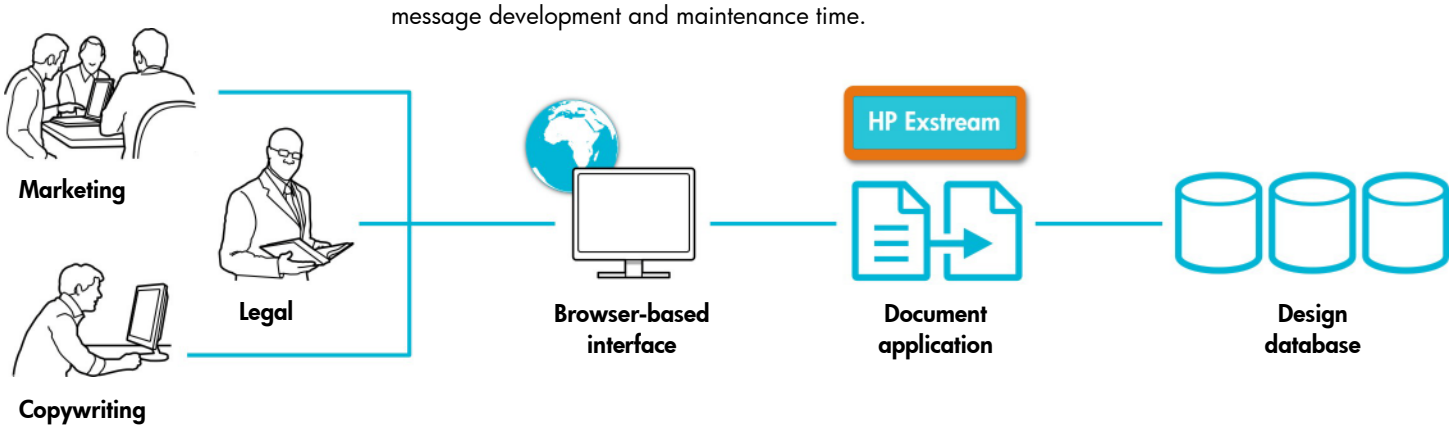
With intelligent proofing, you see samples of only those documents impacted by your changes. Once tested, new messages can be deployed within a few hours.

Easy to manage

With native HP Exstream integration, Remote Collaboration requires minimal IT involvement. Easy installation, setup, and management help get your messages to customers quickly.

The browser-based user interface integrates seamlessly with HP Exstream applications and provides access to the same design environment and database. There are no additional systems to maintain, and enhanced security features ensure your data remains safe. The user interface can be customized to reflect the look and feel of your enterprise applications, and you can limit access to capabilities depending on the user's role.

Document applications can be easily designed to accommodate a variety of different message types, including simple text as well as text and graphics. Because content is pulled from the HP Exstream database, you can be sure the most up-to-date logo and branding requirements are met. HP Exstream lets you design and combine objects to build document applications. Design elements can be stored in a common database for easy re-use across applications and in messages, significantly reducing message development and maintenance time.



Create personal, targeted, and relevant messages

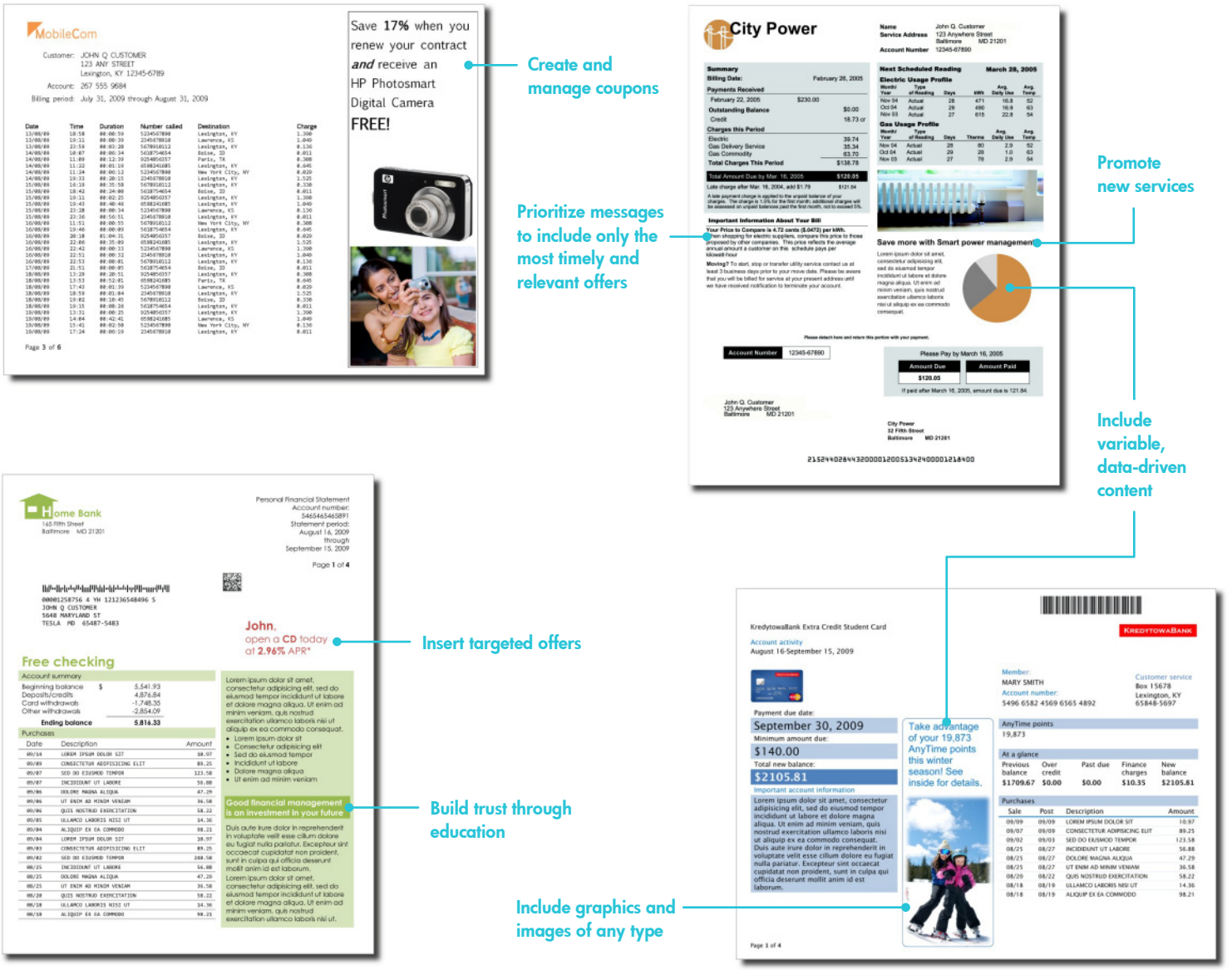
Remote Collaboration is fully integrated with HP Exstream and allows your content experts to leverage the power of the HP Exstream design database and design environment.

Securely access design database folders, objects, and variables to create fully personalized and targeted messages that can be incorporated into the white space of communications at run time. You can set dates for campaigns (a collection of one or more variable messages) that are sent to qualifying customers based on specific targeting and prioritization rules.

Remote Collaboration lets content experts easily create timely transpromo messages to respond quickly to a changing market and maximize message effectiveness. Create a variety of text and image messages—including customized coupons, teaser messages, and personalized variable offers—designed to target specific customer profiles based on qualification rules and date ranges. Prioritize, select, and integrate messages into the document at run time, depending on the customer data parameters. You can also prioritize messages for each customer, so the most important message that fits in the available space is sent.

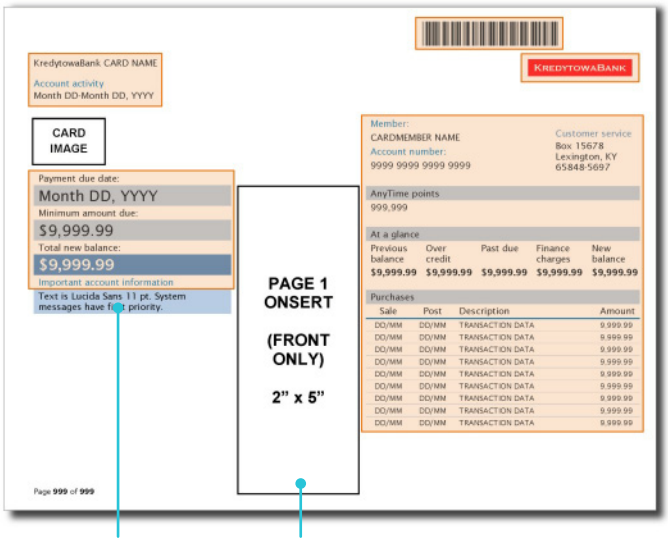
Intelligent proofing

Remote Collaboration features intelligent proofing capabilities to ensure appropriate and effective implementation of your message, and to speed the concept to production time. When you make a change, intelligent proofing lets you see one example of each document type affected by that change on your screen, so that rather than sorting through thousands of documents, you can quickly review only those documents affected by your changes.



Significantly reduce costs with a single solution for document design, creation and multi-channel delivery

Choose which portions users can edit—elements like company logos, barcodes, address fields, and document layout remain fixed



Insert timely, relevant, and prioritized messages

Place variable, data-driven onserts with text and graphics

Depend on the experts

Enable your content experts to create targeted, personalized messages in high-volume workflows. Marketing and legal teams, for example, have specialized knowledge that has traditionally been underused due to the constraints of high-volume print production. However, with Remote Collaboration your content experts can add and manage messages right from their desks.

Remote Collaboration also lets you widen the circle of participation while maintaining accountability. Message changes are tracked and highlighted, and proofing and approval is simple.

HP reliability

A proven technology leader, HP has the solid reputation for reliability and professional experience you depend on.

HP Exstream enterprise document automation software is a proven single software solution used by industry-leading companies around the world. Enterprises are unlocking the potential of their content, becoming more competitive and efficient, improving the customer experience, and ultimately driving more profit.

Learn more

Contact an HP Exstream representative to find out how we have changed the way our customers do business. For more information about the HP Exstream enterprise document automation solution, please visit www.hpexstream.com or contact us at exstream.info@hp.com or 866-318-5925.

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Effective communications. Multiple channels. **One solution.**