HP Dynamic Marketing

Significantly **increase** marketing communications **efficiency** across your **whole organization**.

HP Dynamic Marketing is part of the HP Customer Communications Solutions portfolio. Based on HP Exstream customer communications management software, this solution is designed to increase marketing efficiency across the enterprise.

Most enterprises have solutions in place to streamline processes around high-volume bills, statements, and notices. But if your business is like most, the processes that produce marketing documents are not optimized and do not take full advantage of your enterprise systems, data, or delivery capabilities. As the economy tightens and businesses look to new and innovative ways to stretch every dollar, the businesses that succeed will use intelligent technologies to reduce operational costs and realize the greatest return on their assets.

The HP Dynamic Marketing solution is designed to help you create, manage, and deliver customer communications across the enterprise. From brochures and catalogues, to transpromo and direct mail campaigns, HP Dynamic Marketing leverages all of your existing content and tools to automate creation. It facilitates a unified collaboration framework, delivering cost savings and brand control, and accelerates your time to market.
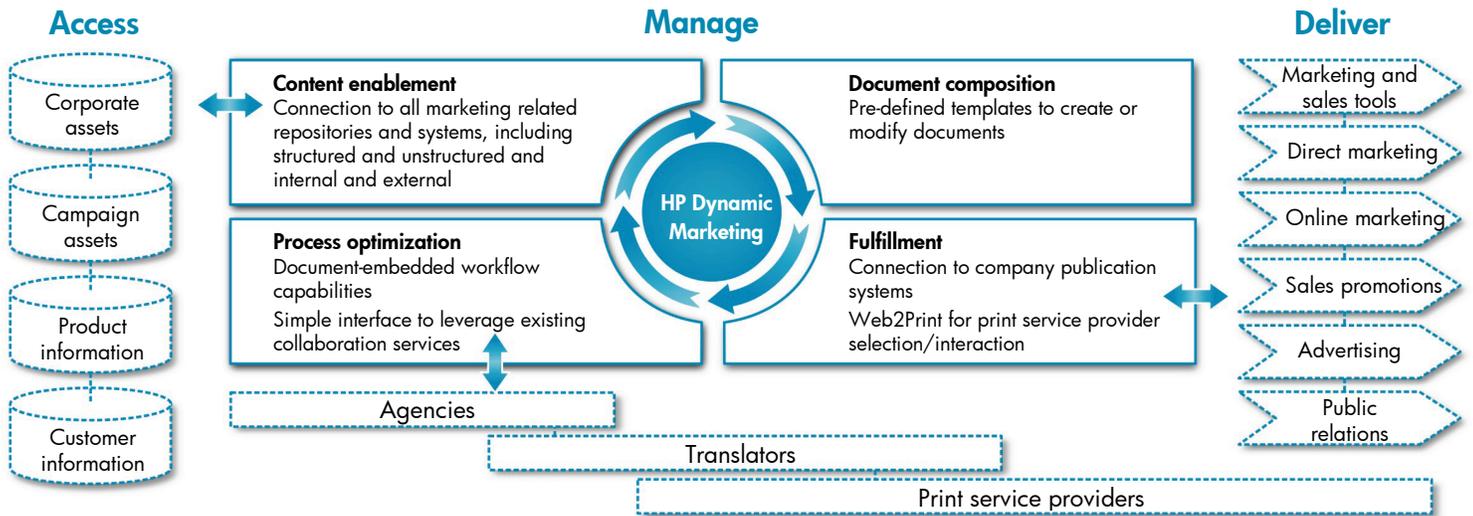
Emerging marketing challenges

Marketing departments are often not centralized. Different people, tools, and processes may create, manage, and deliver documents for different regions, business units, products, or channels. This results in inefficiency, which can entail high costs, inconsistent branding, and a long time to market.

According to Forrester, marketing budgets in large global companies were down 20% in 2009.[1] Marketing activity, however, is on the rise, and marketing departments will need to find ways to increase efficiency and make better use of their existing resources—or risk letting the competition get the upper hand.

The HP Dynamic Marketing solution includes a fully integrated software platform that connects to virtually all repositories and applications related to marketing. Handle every aspect of document creation and multi-channel delivery, from personalizing on-demand correspondence to automating processes from end to end, to intelligently integrating documents into workflow and review processes. Designed to fit into any marketing structure, HP Dynamic Marketing connects CRM and business intelligence systems and produces fully customized materials that accelerate customer decision processes while increasing the preference for your brand.

HP Dynamic Marketing consulting, integration, operational, and support services help you drive a smooth implementation and minimize business disruption.

[1] "Marketing Budgets Suffer Significant Cuts." Bradner, Lisa. *Forrester.* July 2, 2009.

HP Customer Communications Solutions

Access

- Corporate assets
- Campaign assets
- Product information
- Customer information

Manage

Content enablement
Connection to all marketing related repositories and systems, including structured and unstructured and internal and external

Document composition
Pre-defined templates to create or modify documents

HP Dynamic Marketing

Process optimization
Document-embedded workflow capabilities
Simple interface to leverage existing collaboration services

Fulfillment
Connection to company publication systems
Web2Print for print service provider selection/interaction

Agencies

Translators

Print service providers

Deliver

- Marketing and sales tools
- Direct marketing
- Online marketing
- Sales promotions
- Advertising
- Public relations

Deliver more with fewer resources

With marketing budgets down and new channel opportunities to connect with customers on the rise, insurance providers must adapt quickly to increase the visibility of their brand and connect effectively with customers. HP Dynamic Marketing helps you:

Reduce marketing costs by up to 30%

- Reuse existing content by introducing virtual storage (versus physical storage)
- Leverage technology by connecting existing applications and repositories
- Decrease the number of participants and review cycles by optimizing workflows
- Reduce waste with on-demand printing
- Decrease agency fees by easily translating and modifying content based on region and language

Accelerate time to market up to 50%

- Streamline processes by automating creation, management, and distribution workflows
- Get immediate access to reviewed and up-to-date content by retrieving data from its original source
- Enable quick document modifications by standardizing messaging and creative efforts

Govern your brand

- Control brand assets by eliminating dispersed content
- Employ campaign consistency across all channels (such as direct mail, email, web, and point of sale materials) by integrating tools and processes for communications of all types

- Produce compelling, consistent messages across all departments by retrieving data from one source
- Enable high level of personalization
- Provide a better customer experience by allowing greater customization
- Increase content effectiveness by using CRM data that speak to customers
- Accelerate customer decision-making processes by delivering relevant communications

HP—a trusted partner

HP has developed and implemented customer communications solutions in hundreds of Fortune 500 enterprises around the world.

HP provides a wide range of training, consulting, and technical support services to maximize your investment in our products. Customers who take advantage of our training and support have faster and more successful implementations, and learn best practices by working with our solutions experts.

We offer a set of combined education and consulting services designed to accelerate knowledge transfer and jumpstart the completion of an initial application. Our customers can also access online support systems for problem tracking and enhancement requests.

Learn more

Contact us today to learn how you can change the way you do business. For more information about HP Dynamic Marketing, please contact us at exstream.info@hp.com or 866-318-5925.

Integrate

marketing silos and **sustain** brand asset **growth** while reducing cost, risk and time to market.

HP Customer Communications Solutions