Significantly increase marketing efficiency across your whole organization.

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.

HP Dynamic Publishing is a software platform and a set of services for creating, managing, and delivering customer communications across the enterprise. From brochures and catalogues, to transpromo and direct mail campaigns, HP Dynamic Publishing leverages all of your existing content and tools to automate creation and facilitate a unified collaboration framework, delivering cost savings and brand control, and accelerating 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.
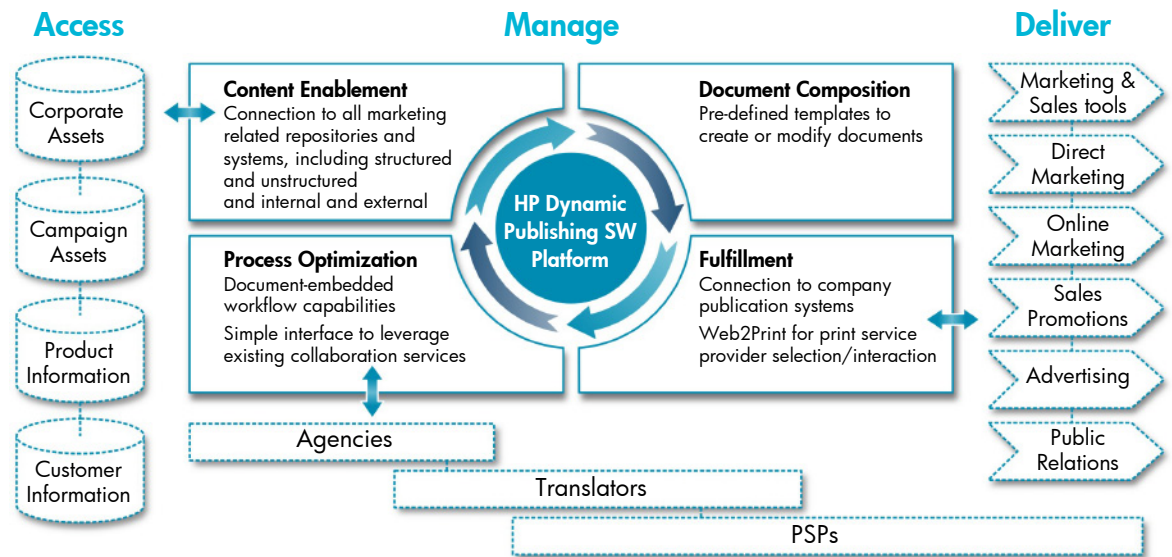
According to Forrester, marketing budgets in large global companies were down 20% in 2009.[1] Marketing activity, however, is on the rise, and marketing departments will need to find ways to increase efficiency and make better use of their existing resources—or risk letting the competition get the upper hand.

HP Dynamic Publishing provides 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, intelligently integrating documents into workflow and review processes. Designed to fit into any marketing structure, HP Dynamic Publishing 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 Publishing 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 Dynamic Publishing integrates marketing silos and sustains brand asset growth while reducing cost, risk, and time to market.

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 Publishing SW Platform

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

PSPs

Deliver

- Marketing & 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, businesses must adapt quickly to increase the visibility of their brand and connect effectively with customers. HP Dynamic Publishing 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 by printing on demand
- 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
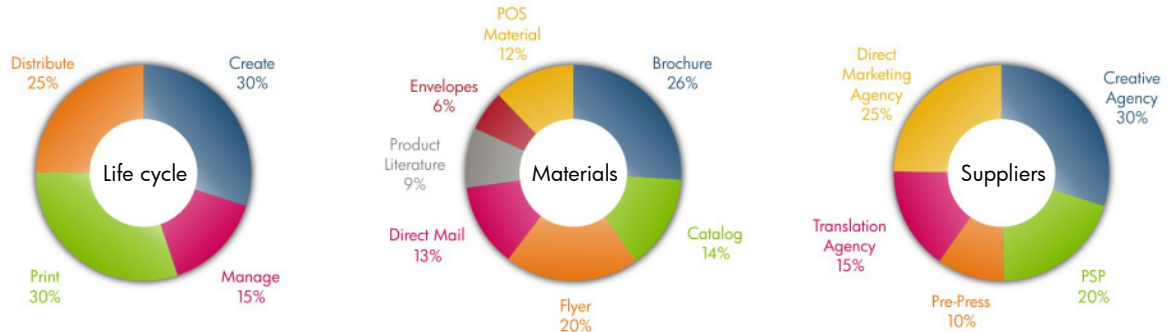
HP Dynamic Publishing assessment for Marketing: Do you know what you really spend on marketing collateral?

How much cost is hidden under your marketing materials? How efficient are your marketing publishing processes? How do they compare to the industry? To answer these questions, we created the HP Dynamic Publishing assessment offering to help identify the interplay between people, processes, and tools in your existing processes, and target ways to improve them.

Assessment objectives

- Identify total marketing costs and understand their distribution. Marketing materials are often spread across different parts of the company, which can lead to marketing costs that are two to three times higher than the company might believe. The HP Dynamic Publishing assessment consolidates data across the entire company, and delivers a detailed report divided into soft and hard costs, functions, document types, suppliers, and regions, among others.


- Identify how to obtain savings. The HP Dynamic Publishing assessment benchmarks current processes and builds a document map to understand their usage and effectiveness. HP has world-class experience in publishing processes, with customers in a variety of industries, including financial services, automotive, telecommunications, and retail and consumer packaged goods.

- Recommend process improvement tools and services to develop a comprehensive solution. The HP Dynamic Publishing assessment determines risks, gaps, and potential issues. It balances investment and savings to produce a best-in-class enterprise collaboration architecture, with an implementation strategy that ensures minimum IT effort and meets return on investment (ROI) objectives.

Assessment methodology

HP employs Lean Six Sigma methodology, a resource improvement methodology that combines the HP Six Sigma methodology with Lean Management principles, originally developed as a set of practices aimed at improving manufacturing processes and eliminating defects. Subsequently, it has been extended to other types of business processes, from process mapping to analyzing the saving opportunities and ROI. HP is a pioneer in applying these principles to comprehensive marketing strategies.

The assessment takes a total of 6-10 weeks, with three key steps: the executive-level overview, the complete quantitative assessment, and the high-level design phase.
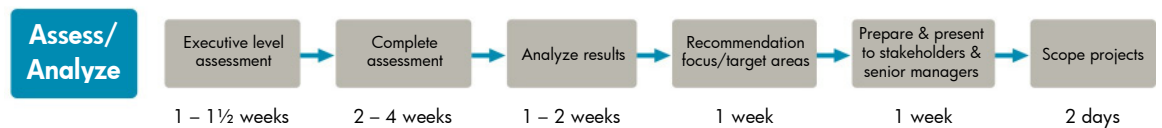
Assessment results

The key deliverables of the assessment are:

- List of recommendations for the short, medium, and long term
- End-to-end solution roadmap
- Architecture proposal aligning business need with technology capabilities
- Business case containing savings, investment, and ROI

The HP Dynamic Publishing assessment helps the Senior Management Executives understand the HP Dynamic Publishing offering, and ensure a smooth implementation. A customized roadmap is gradually implemented, according to customer-specific needs.

Marketing costs are often **two to three times higher** than what the company might believe

HP—a trusted partner

The industry leader for enterprise document automation

HP Exstream enterprise document automation software, the core of HP Dynamic Publishing, is the proven single platform solution used by industry-leading companies around the world. Enterprises are unlocking the potential of their content, becoming more competitive, improving customer retention, and ultimately driving more revenue.

There's a reason we maintain our position as the industry leader: we understand the key strategies and technologies required to optimize the full end-to-end solutions necessary to create, manage, and deliver all marketing publications.

The enterprise as a client

HP has developed and implemented a range of solutions and services in Fortune 500 enterprises around the world.

Geographic coverage

HP serves more than one billion customers in over 170 countries on six continents across consumer, SMB, and enterprise segments. We understand the complexity of delivering a service and product portfolio to the global marketplace.

Partner with HP

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 an HP Exstream representative to find out how we have changed the way our customers do business. For more information about HP Dynamic Publishing for Marketing, please contact us at **exstream.info@hp.com** or 866-318-5925.

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