Do you know what you really spend on marketing communications?

- Marketing costs are often **two to three times higher** than companies believe

- Quickly uncover **savings** and **efficiency** opportunities

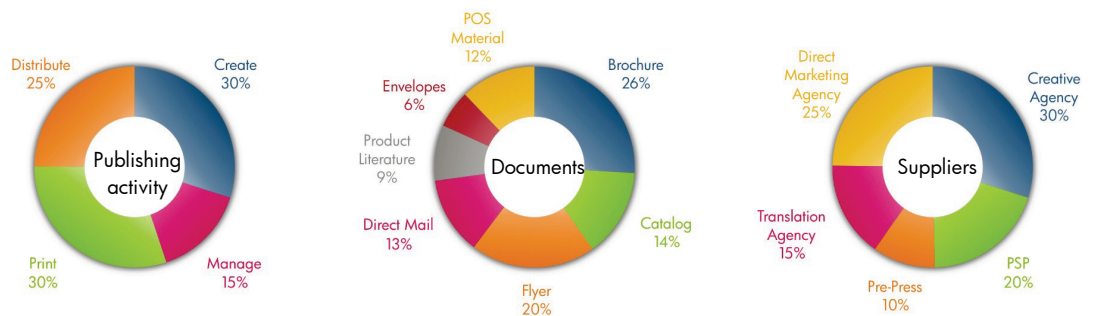- **Custom solutions** presented within a **technology roadmap**

The hidden costs of your customer-facing communications

What costs are hiding in the creation and management of your sales and marketing materials? How efficient are your marketing publishing processes, and how do they compare to those of your competitors? Receive answers to these questions and more with the HP Publishing Assessment. The assessment helps identify the interplay between people, processes, and tools in your existing customer communications processes, and targets ways to improve them.

Objectives

Identify and locate your total publishing costs

The responsibility for creating and managing sales and marketing materials is often spread across different parts of the company. This can lead to marketing costs that are two to three times higher than the company believes. The assessment consolidates data across the entire company, and delivers a detailed report that includes soft and hard costs, functions, document types, suppliers, and regions.

Publishing activity
- Create 30%
- Manage 15%
- Print 30%
- Distribute 25%

Documents
- Brochure 26%
- Catalog 14%
- Flyer 20%
- Direct Mail 13%
- Product Literature 9%
- Envelopes 6%
- POS Material 12%

Suppliers
- Creative Agency 30%
- PSP 20%
- Pre-Press 10%
- Translation Agency 15%
- Direct Marketing Agency 25%

Identify savings opportunities

The assessment benchmarks current processes and builds a document map to gauge their performance and effectiveness. HP has world-class experience in publishing processes, with customers in a variety of industries, including insurance, financial services, automotive, telecommunications, retail, and consumer packaged goods.

Recommend process improvement tools and services

To develop a comprehensive solution, the 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 reducing 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 sales and marketing strategies.

The assessment takes approximately 16 weeks, with three key phases, as described below: [1]

Week															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Preparation and data gathering			Executive assessment				Complete assessment and design								Close

Assessment results

The key deliverables of the assessment are:

- Recommendations for the short, medium, and long term
- An end-to-end solution roadmap based on customer-specific needs
- An architecture proposal that aligns business needs with technology capabilities
- A business case that details savings, investment, and ROI

The HP Publishing Assessment helps Senior Management Executives understand HP Customer Communications Solutions offerings, and ensures a smooth implementation.

HP—a trusted partner

HP has developed and implemented customer communication solutions in hundreds of companies around the world. Our Professional Services teams have developed hundreds of successful projects and applications, and enabled organizations to handle the most complex transactional statements, staggering volumes of correspondence, and a variety of direct marketing pieces.

We have helped 90 Fortune 500 companies develop business solutions that changed their business. The results of the Professional Services team's influence can be seen in the millions of customer pages produced each month using customer communication management software such as HP Exstream.

Contact us

If your business is ready to optimize its customer communication management processes, contact us today at **exstream.info@hp.com** or 866-318-5925 for more information.

[1] Assessment duration depends on company size, project scope, and the number of regional/global business units, among other factors.

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