



Exstream Professional Services

HP Publishing Assessment

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**

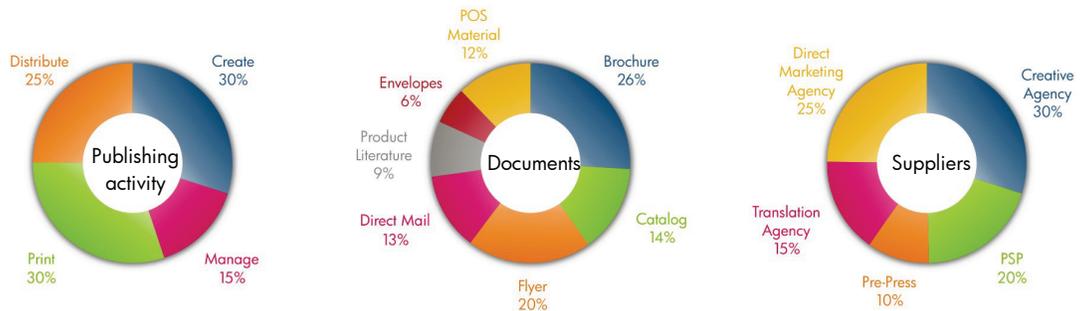
The hidden costs of your customer-facing communications

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.



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.

Customer quote

"The HP Publishing Assessment has helped us to identify the true end-to-end publishing spend and to understand how it's split. Thanks to this assessment, we have now a clear roadmap of solutions tailored to our needs, to achieve savings and to increase our marketing effectiveness.

HP has unveiled both significant quick win opportunities and transformational projects to drive incremental savings potential and value to the business."

– **Sophie Barthelemy**,
Global Procurement Director at
Renault Nissan

"Time-to-market is a key competitive factor in our industry, and the HP Assessment has helped us diagnose the efficiency of our publishing processes.

HP has identified incremental savings opportunities on top of our efforts, and new opportunities that accelerate time-to-market, enable multi-channel communications, and significantly reduce costs.

Working with HP has been a very good experience, confirming our strategic partnership."

– **Jean Luc Charlier**,
Marketing Global Procurement
Manager at **Philips**

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.**

