



HP Exstream Application Manager

Overview

HP Exstream Application Manager enables users to centrally manage and share content across HP Exstream document applications. From a single software environment, users can easily add, update, synchronize and protect the integrity of shared objects (that is, content components of the document), substantially improving efficiency and productivity, and resulting in lower document processing costs.

Deployed at more than 500 enterprise customer sites worldwide, HP Exstream is a fully integrated software platform for creating, managing and delivering fully customized customer communications in high-volume, on demand and interactive environments. From letters and proposals created interactively by front office employees; to personalized text, email and web self-service documents generated in real time; to fully customized bills and statements produced in high volumes, HP Exstream helps create and streamline the workflows that sustain business.

Enhanced support for shared content and synchronized applications

HP Exstream Application Manager provides a simple, yet intelligent environment that allows users to manage and share content across multiple HP Exstream document applications. Employees in any department within the organization – from front office personnel to marketing staff, legal professionals and compliance officers – can create and maintain consistent messages and formats for use across multiple applications. HP Exstream Application Manager enables enterprises to:

- Create a repository for reusable content rather than recreate content in each design database.
- Search repositories for content, allowing users to easily leverage it across multiple applications, synchronizing objects at packaging time.
- Share logos, legal statements or standard branding components across applications even if each application is handled and managed by a different department within the organization.
- Drag and drop objects from repositories to design databases and produce communications using content from multiple and often disparate sources.
- Facilitate the approval, adoption and management of new content from

Editorial Contacts

Amy Rhodes, HP
+1 949 212 3401
amy.rhodes@hp.com

Sylvia Baker, Porter Novelli for HP
+1 404 995 4528
sylvia.baker@porternovelli.com

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com



anywhere in the enterprise.

Streamlined operations for centralized database management and maintenance

HP Exstream Application Manager simplifies design database management and maintenance, helping enterprises to lower operating costs, help ensure document compliance and quickly respond to market changes. HP Exstream Application Manager equips enterprises with not only the ability to more easily manage many different document applications but also to:

- Manage multiple databases from a single interface, thereby reducing overhead and enabling users to create a document with content pulled from any or all of the databases within HP Exstream Application Manager.
- Track and report changes in one central location and find potential errors early.
- Reduce the possibility of causing errors in other document applications and the amount of time spent testing databases when one application is upgraded to a new version.
- Upgrade existing content used by a document application with little, or no, effect on content in other applications.

Expanded design capabilities to create the ideal production system

HP Exstream Application Manager can easily be implemented to match enterprise needs and can adapt as needs change. With HP Exstream Application Manager, enterprises can build an ideal production system where users can:

- Add design databases for new document applications such as statements, policy generation, direct marketing, on-demand fulfilment, billing or correspondence.
- Create new databases to phase in the adoption and testing of new features and software functionalities to evolve communication applications.
- Preserve all existing HP Exstream document applications when augmenting databases to adapt to changing workflows.

Enhanced HP Exstream user interface

HP Exstream Application Manager delivers an all-new user interface designed to manage a family of databases. The interface allows users to:

- Define databases and their interrelationships.
- Move and propagate content across multiple document applications.
- Generate reports on synchronization, font usage, user activity and more.
- Help ensure that content meets compliance by using configurable reports.
- Search for similar document objects to speed up and maximize enterprise



content sharing.

Availability

HP Exstream Application Manager is planned for worldwide general availability in April 2010. More information is available at www.hpexstream.com, or by contacting HP at exstream.info@hp.com or +1 866 318 5925.

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