



Fact Sheet

HP Exstream LiveSite Connector

HP Exstream LiveSite Connector brings together [HP Exstream](#) and [Autonomy Customer Experience Management \(CEM\)](#) to help enterprises design and deliver personalized analytics-based customer communications across all digital and print channels.

With HP Exstream LiveSite Connector and Autonomy CEM, enterprises can create and deploy advanced personalized communications from a single solution that is consistent across print and electronic channels like website, email, mobile and social. In addition, the HP Exstream LiveSite Connector can reduce the time and effort needed to create super personalized customer communications allowing organizations to market to new audiences and produce highly targeted messages in new mediums.

HP Exstream LiveSite Connector lets enterprises:

- Use approved design assets – such as logos, images and text copy – consistently across print and electronic delivery channels.
- Enable marketing professionals to quickly generate behavior-driven marketing messages.
- Quickly propagate campaigns and messages to all customer-preferred channels.
- Allow content created in HP Exstream to be delivered in an Autonomy CEM created web page with synchronized marketing messages and personalized landing pages with targeted marketing.

HP Exstream is a customer communication management (CCM) solution proven to improve the customer experience and make customer interactions more profitable. Designed for enterprises that thrive on strong customer relationships, HP Exstream empowers business users to make the most of every customer touch point by creating insightful, impactful, real-time customer communications proven to fuel business growth.

Pricing and availability

HP Exstream LiveSite Connector will be available December 2012 worldwide. Pricing information is available from your local representatives.

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