



News Advisory

Autonomy, an HP Company, Delivers Marketing Performance Suite Designed for the Human Information Era

Comprehensive offering allows marketers to understand, attract, engage and convert customers in real time

Editorial contacts

Randy Cairns, HP

+1 650 687 8042

cairns@hp.com

www.hp.com/go/newsroom

FRANKFURT, Germany, Dec. 4, 2012 — Autonomy, an HP Company, today delivered a comprehensive offering designed to help organizations dramatically increase market share, optimize marketing spend, and increase revenue across all channels.

The Autonomy Marketing Performance Suite provides chief marketing officers (CMOs), digital marketers and customer experience managers with a single solution that enables them to understand, attract, engage and convert customers in real time. Powered by Autonomy's Intelligent Data Operating Layer (IDOL), the suite automatically recognizes concepts, patterns and ideas in unstructured, human information, and enables organizations to deliver contextualized, multichannel experiences that result in increased customer engagement, conversions and revenue.

As part of today's announcement, Autonomy is unveiling several new innovations in the Marketing Performance Suite. These innovations, which are the result of a collaborative, strategic effort between Autonomy, HP Software, HP Labs, and HP Printing and Personal Systems, include the following:

- Executive Scorecards—CMOs Marketing Officers and digital marketers can now benefit from HP Software's innovative Executive Scorecards. HP Software Professional Services or an HP Software Services partner can leverage this technology service to deliver scorecards that meet the unique needs of marketers. The dashboard could track multiple key performance indicators, including customer satisfaction, lead conversion, online advertising effectiveness, social impact and SEO ranking. HP Software and Autonomy offer this as a consulting service that leverages best practices, methodology and software to give marketers a powerful console that allows them to detect and act on signals of opportunity in real time.
- Facebook Advertising Bid Optimization—Proven online advertising optimization solution Autonomy Optimost Campaign has been enhanced with new bidding algorithms for social advertising. This capability enables marketers to identify the most cost-effective price points for purchasing advertisements on Facebook, and deliver more targeted, relevant ads to targeted segments on the social platform.

- Enhanced Segmentation—Autonomy Optimost, the company’s multivariate testing solution has been enhanced with dynamic segment discovery capabilities. The solution takes advantage of new classes of user and behavior data to automatically detect and target content to new customer segments in real-time, resulting in increased revenue by audience.
- Integrated Customer Experience Management and Social Awareness—Autonomy TeamSite and LiveSite have been enhanced so that content within websites can be correlated with activity within social networks in near real time. For example, within minutes of launching a product, initiating a campaign or interesting news story, Autonomy Explore can show associated activity and emerging trends within social networks including tweets. Correlating emerging trends within a short window of marketing activities provides an extremely efficient closed loop system enabling rapid targeted engagements to constantly improve customer interest.
- Integration with Market-Leading eCommerce Engines—New integration between Autonomy Web Content Management and multichannel commerce solutions, including Hybris, enables businesses to manage its customers’ entire shopping experience using a single platform. By rapidly creating and deploying dynamic sites that are optimized with personalized content, companies can provide relevant content for customers across all channels.
- Intuitive and Integrated User Interface—A revamped user interface for Web Content Management and Marketing Optimization now gives marketers easy-to-use, task-oriented interfaces that allow them to manage multiple functions from one console, allowing marketers to more easily create compelling websites.
- Augmented Reality and Web Content Management—Autonomy Web Content Management customers can now use Aurasma, the groundbreaking augmented reality technology, to extend dynamic, personalized experiences to the mobile channel. With more than 10,000 partners and 4 million downloads to date, Aurasma is helping leading brands engage with their fans and customers in a highly engaging, interactive manner.
- Autonomy LiveSite and HP Exstream—In order to bring the digital and print worlds together, integration of LiveSite’s dynamic content rendering with HP Exstream’s customer communications management solution is now available. Organizations can leverage this bidirectional integration to deliver much more relevant, personalized content to their customers to both online and offline channels.

“Marketers today have huge responsibilities for driving business performance, but are confronted with multiple, siloed solutions, an onslaught of new forms of data that legacy systems cannot comprehend, and a constantly evolving customer base consisting of thousands of micro-segments across multiple channels,” said Rafiq Mohammadi, general manager, Promote, Autonomy, an HP Company. “Autonomy enables chief marketing officers to thrive in this new world with a comprehensive suite that understands, attracts, engages, and converts customers, and empowers marketers with an integrated, intuitive interface to detect and act on signals of opportunity in real time.”

Autonomy Marketing Performance Suite

The Autonomy Marketing Performance Suite, powered by Autonomy IDOL, uniquely enables marketers to develop a deep, contextual and actionable understanding of the meaning in both unstructured and structured data. The suite includes the full spectrum of marketing solutions to understand, attract, engage and convert customers in real time, resulting in increased customer engagement, market share and revenues. The Autonomy Marketing Performance Suite consists of the following market-leading offerings:

- Customer Experience Management—including web content management, rich media management and augmented reality solutions.
- Marketing Optimization—including online advertising optimization and multivariate testing solutions.
- Multichannel Analytics—including social media and call center analytics.

About Autonomy

Autonomy, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy's powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a unique tool for companies seeking to get the most out of their data. Autonomy's product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management. Please visit www.autonomy.com to find out more.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

This news advisory contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance, market share or competitive performance relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include macroeconomic and geopolitical trends and events; the competitive pressures faced by HP's businesses; the development and transition of new products and services (and the enhancement of existing products and services) to meet customer needs and respond to emerging technological trends; the execution and

performance of contracts by HP and its customers, suppliers and partners; the protection of HP's intellectual property assets, including intellectual property licensed from third parties; integration and other risks associated with business combination and investment transactions; the hiring and retention of key employees; assumptions related to pension and other post-retirement costs and retirement programs; the execution, timing and results of restructuring plans, including estimates and assumptions related to the cost and the anticipated benefits of implementing those plans; expectations and assumptions relating to the execution and timing of cost reduction programs and restructuring and integration plans; the resolution of pending investigations, claims and disputes; and other risks that are described in HP's Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2012 and HP's other filings with the Securities and Exchange Commission, including HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2011. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.