



Fact Sheet

HP Relate for Salesforce

Salesforce users need to easily create and deliver communications vital to the customer experience in order to accelerate customer acquisition, expand cross-sell and up-sell opportunities, and improve customer relationships.

HP Relate, an extension of HP Exstream's market leading customer communications management solution, is a cloud-based offering that simplifies the creation of sophisticated, interactive documents from within the Salesforce environment.

Through its seamless integration with Salesforce, HP Relate allows users to spend less time planning and composing documents and more time engaging with customers. Users can now customize and deliver compelling, highly personalized documents including sales quotes, proposals, direct marketing and correspondences while maintaining company standards.

HP Relate capabilities include:

- Ability to "drag and drop" Salesforce data onto an easy-to-use template designer, including native Salesforce data, custom data or third-party data.
- Ability to customize documents by adding personalized text, images, pages and more to communications.
- Compliance with company standards for images and text to maintain consistency between all company customer communications.
- Options to create rules, logic and calculations using a template design spreadsheet.
- Collaboration tools through an interactive Customer Care portal that provides users with forums to ask questions and view videos, as well as an area to log issues and share ideas with HP and other HP Relate users.

Pricing and availability

HP Relate will be available in the United States in summer 2013 via the Salesforce AppExchange at www.appexchange.com. Pricing is available from local representatives.

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