

Take the **HP EXSTREAM** CHALLENGE.

There's a good reason everyone compares their customer communications solutions to HP Exstream. With more than 700 enterprise customers around the world achieving proven results with our customer communications software and Forrester Consulting consistently ranking HP Exstream as #1 in market presence, it's easy to see why we are the standard. When you not only cut communication costs and streamline business processes, but you also can make every customer interaction more profitable, **PEOPLE NOTICE**.

Discover the truth for yourself.
Take the HP Exstream Challenge.

Want to know the truth about HP Exstream? Our solution integrates seamlessly into your infrastructure to help your communications get to market up to 80% faster. HP Exstream can help you reduce document development time by as much as 85%. And it helps you create communications that drive profitable customer relationships. Simple as that.

Find out where you are in terms of being ready for a complete, end-to-end customer communications solution with the HP Exstream Challenge. Just complete a simple assessment, commissioned by HP and created by Forrester Consulting, and you will find out if you are maximizing the power of your customer

communications. Results are automatically sent to you so you can take the next steps. Change the way your organization thinks about customer communications.

HP Exstream is ranked #1 in overall market presence in The Forrester Wave: Document Output for Customer Communications Management – Q2 2009.

Experts agree. HP Exstream leads the way in customer communications management solutions. According to The Forrester Wave, HP Exstream is the market leader for "structured output" and also leads the market for document output for customer communication management. We were also rated a perfect 5 out of 5 for service in that report.

Are you ready? Visit www.hp.com/go/exstreamchallenge to take the HP Exstream Challenge now.

Effective communications. Multiple channels. **One solution.**

FORRESTER®



It's time to make every customer interaction more profitable.

Today's customers are rewarding their loyalty to companies that know how to talk to them – with relevant, timely information delivered how they want it. HP Exstream gives you everything you need to do just that. Designed for any IT environment, HP Exstream offers a web services engine, interactive capabilities, and online collaboration that enable real-time communications to be created and delivered in your customer's preferred channel.

Send your customers electronic bank statements with relevant investing tips. Deliver insurance claims approvals or requests for more information via text messages. The options are endless. HP Exstream reliably handles interactive, on-demand, and structured communications – so your organization can profit from a complete enterprise communications solution that ensures greater profitability with every customer interaction.

Converting to HP Exstream is fast and easy – with no data conversion necessary.

Moving from your existing customer communications platform to HP Exstream is a seamless process. Not only does HP Exstream plug right into your company's infrastructure, but this end-to-end communications solution also accepts any type of formatted file – from XML to native formats. After all, your company's customer data exists in many places and file formats. So why invest time and money converting all that data into another format? HP Exstream accepts any type of formatted file.

HP Exstream is built using an open architecture and fully supports service-oriented architectures (SOAs).

HP Exstream was designed to be a single software solution that fits into any IT infrastructure, including service-oriented architectures (SOAs). This approach allows you to eliminate the silos in your organization that interfere with unified, effective customer communications. With HP Exstream, customer information is leveraged into a shared database, so it can be reused by people and applications across the enterprise.

Streamlining your document workflows is automatic with HP Exstream.

HP Exstream integrates smoothly into your enterprise workflows – significantly reducing the amount of time needed to develop, design, and deliver your customer communications. Not only does this intuitive solution decrease the complexity of your communications processes, it also supplies high-performance capabilities for high-volume printing and delivery. It all adds up to a more effective means of communication, across any channel your customers prefer.

Discover the whole truth about HP Exstream.

For more information about the industry's leading customer communications management solution that makes an impact on every interaction with customers, please visit www.hp.com/go/exstreamchallenge.

