



## HP Named a “Market Leader” with HP Exstream Software by Leading Analyst Firm

SINGAPORE, Asia Pacific, Oct. 27, 2009 – HP today announced that IDC, a leading provider of IT research and advice, ranked [HP Exstream](#) enterprise document automation software as a “Market Leader” in its [worldwide dynamic enterprise publishing software report](#).

According to the report, “By the time HP acquired Exstream Software in 2008, the company had grown to become the market leader in dynamic enterprise publishing software revenue.”

To create and deliver more meaningful communications to customers and constituents, companies and public agencies require technology solutions that enable them to lower costs, address ever-increasing compliance mandates and leverage the vast amounts of information flowing into and out of their organizations.

HP Exstream helps companies and agencies substantially reduce the costs and improve the effectiveness of ongoing communications – from fully customized high-volume statements, bills and complex publications, to on-demand marketing and self-service web applications, to personalized correspondence, proposals and forms completed interactively.

Enterprises can use HP Exstream software to better acquire and retain customers. Public sector agencies can use it to improve the clarity of communications and increase responsiveness from constituents.

“HP Exstream aims to provide an enterprise-wide platform that can meet the broad range of business publishing needs for personalized communications – in any volume, in any format and to any channel,” said Melissa Webster, program vice president, Content and Digital Media Technologies, IDC.

HP Exstream provides businesses and agencies around the world a single software platform to design, create, deliver and manage all types of customer and constituent communications, regardless of complexity, variability or delivery channel. Companies and agencies that use HP Exstream can significantly reduce document development and production costs and get critical communications to customers and constituents faster, in their native languages, through preferred channels, and with clearer, more relevant content.

“We are driven by helping our customers rethink the way they communicate with their customers and constituents, while also streamlining document processes and improving productivity to reduce costs,” said Darren Covington, Vice President for Sales and

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Service, Enterprise Software, HP Asia Pacific and Japan. "We are fully committed to providing industry-leading technology and services that enable our customers to be more competitive and effective now and in the future."

Additional information regarding HP Exstream is available at [www.hpexstream.com](http://www.hpexstream.com).

### **About HP**

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

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