



HP Announces 2010 HP Exstream Visionary Award Winners

PALO ALTO, Calif., Nov. 18, 2010 – HP today announced the winners of its 2010 Visionary Awards, which recognize HP customers who have used [HP Exstream](#) to improve the customer experience through the communications they send.

2010 Visionary Award winners include Bowne, Broadridge Financial Solutions, Gore Mutual Insurance Company, Humana, Nationwide Insurance and Qwest Corporation.

“It is impressive to see the productivity and workflow enhancements that customers gain when using HP Exstream technology to improve document processes,” said Neal Gottsacker, worldwide director, Solutions and Services Enterprise Software, Imaging and Printing Group, HP. “The Visionary Awards are a great opportunity for us to recognize how our customers are improving their customer satisfaction, speed to market and return on investment.”

Recipients were evaluated on both qualitative and quantitative results, including return on investment, speed to market, improved customer satisfaction and streamlined processes in the following categories: Best Designed Document, Best Interactive Document, Best Application Architecture, Most Sophisticated Application, Best TransPromotional Application and Most Significant Return on Investment.

Humana earned this year’s award for [Best Designed Document](#) for its SmartEOB. An industry leader in personalized communications, Humana used HP Exstream to help transform a customer’s explanation of benefits (EOB) from basic static pieces into highly personalized forms of communication relevant to each recipient.

“Implementing HP Exstream provided the platform for each SmartEOB to be personalized with health tips and cost-saving suggestions, all while estimating a savings to reach more than \$1 million annually,” said Christopher Nicholson, director, Strategic Communications, Humana.

The award for [Best Interactive Document](#) was given to Canada-based Gore Mutual Insurance Company for its DocPro application. The company uses HP Exstream to enhance workflow processes and drive efficiencies. Gore Mutual Insurance Company and HP Exstream have reduced the time to create a letter package by up to 85 percent. Furthermore, DocPro now contains interactive letter templates that

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serve seven business units, thus increasing compliance to company standards.

Bowne, a print service provider, based in Montreal was recognized with an award for the Best Application Architecture. Bowne's marketing and communication team was chosen to receive this award due to the sophistication of its infrastructure design and its streamlined workflow for processing claims documents for its customer, a major insurer in the Canadian market. Bowne has put in place an infrastructure that will support both English and French Interactive Document templates as well as multichannel delivery.

Broadridge Financial Solutions was recognized with the award for Most Sophisticated Application for its Live Fulfillment Application. The company has effectively reduced the time needed to create check documents while lowering development costs. Broadridge Financial Solutions' statements now include personalized messaging, which allows the company to better interact with, and strengthen its relationships to, customers.

Qwest Communications was recognized for Best TransPromotional Application for its new residential TransPromo Bill. HP Exstream software was used to help radically change the look and feel of Qwest's consumer bills, resulting in targeted marketing and personalized billing. As a result, Qwest has experienced increases in sales opportunities and closed sales as well as a decline in billing inquiries.

Nationwide Insurance earned this year's Most Significant Return on Investment award for its National Billing Platform. Nationwide is now able to eliminate 30 million pages annually by cutting up to 90 percent of its statements down to one page or less. Furthermore, customer billing statement inquiries are down nearly 75 percent and billing redesign has reduced processing by up to 50 percent, driving operational savings.

Winners were recognized at a reception and award ceremony at the 2010 North American HP Exstream User Conference. These companies represent a wide range of HP Exstream applications and demonstrate the type of results that can be achieved using the technology.

Additional information regarding HP Exstream is available at www.hpexstream.com.

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>.



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