

About the Sponsor – HP Exstream

HP Exstream Asia Pacific Japan proudly supports “***The Asian Banker Excellence in Retail Financial Services Awards and Convention 2010***”.

Our market-leading HP Exstream enterprise document automation software offers an unparalleled ability to build and manage document applications of all types, regardless of composition requirements, content to process, and delivery channel.

HP Exstream software (formerly Dialogue from Exstream Software) has revolutionized the way companies think about customer communications.

The first enterprise document automation software to combine customer relationship management with mission-critical document production and multi-channel output from a single design, HP Exstream is a single platform for design through delivery of any type of document across the enterprise, regardless of complexity or variability.

Whether you are a bank, investment firm, credit card and/or lending provider, your business, by nature, is customer-focused. And the more you can cater to a customer's individual needs, the more likely their satisfaction and loyalty will rise. Leading financial services companies worldwide, including six of the top 10 US banks and four of the top 10 securities firms* are using HP Exstream solutions to reduce document processing costs and retain and expand customer relationships for increased profitability.

Use HP Exstream to rapidly create complex, variable document applications and:

- Create and modify fully variable, data-driven document applications in half the time it takes with alternative solutions using HP Exstream's intuitive visual interface and automation of labor-intensive processes.
- An object-oriented software solution, HP Exstream lets you design and combine objects to build document applications. Store design elements in a common database to easily reuse them across applications, significantly reducing document development and maintenance time.
- Audit fully-composed test output and review it immediately online, and then edit your design simply by clicking on an object. HP Exstream includes many advanced capabilities to compare output, simplify test data, analyze marketing campaigns, and perform regression testing.

* *Fortune magazine*, May 2009

For more information, please visit www.hpexstream.com