



**Make the Move to E-Delivery with  
HP Exstream and SparkPost**

**Paul Brown**

**Product Manager – HP Exstream**

**Tom Mairs**

**Global Solution Specialist – SparkPost**



# Agenda

- I. **Market overview**
- II. **Business priorities, challenges and trends**
- III. **HP Exstream overview**
- IV. **HP Command Center & Delivery Manager**
- V. **SparkPost Integration**
- VI. **Demo**
- VII. **Why SparkPost?**



# Customer communications

Vital to the health and success of your business

Attract customers

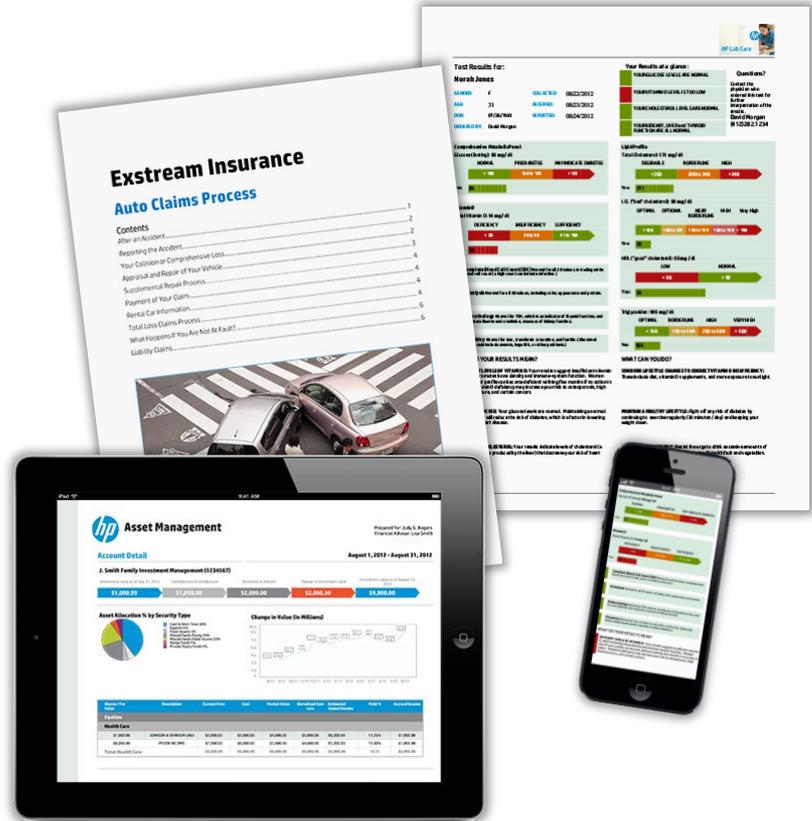
Retain customers

Grow relationships

Record events

Maintain compliance

*Are your customer communications  
a differentiator or an obligation?*



# Many costs to the organization go unrecognized



# What is HP Exstream?



**HP Exstream** is a **multichannel customer communications management (CCM) solution** designed to improve the customer experience and make customer interactions more profitable.



**Increase profitability**

(Drive top-line growth, lower TCO)



**Improve the customer experience**



**Mitigate risk**

# HP Exstream 9.0

## HP Exstream Empower Editor

- Browser-based, zero-install interactive editor

## CSS support

- Use Cascading Style Sheets (CSS) to define and enforce styles for HTML-based communications

## Responsive design

- Device-based HTML output scaling, whether mobile, tablet, or desktop

## Updated user interface

- Consistent style and appearance across core products

**Single, unified environment for print, email, mobile apps, the web, social media, and SMS texts**

**Familiar controls simplify communication design**

**Easily build dynamic communications**

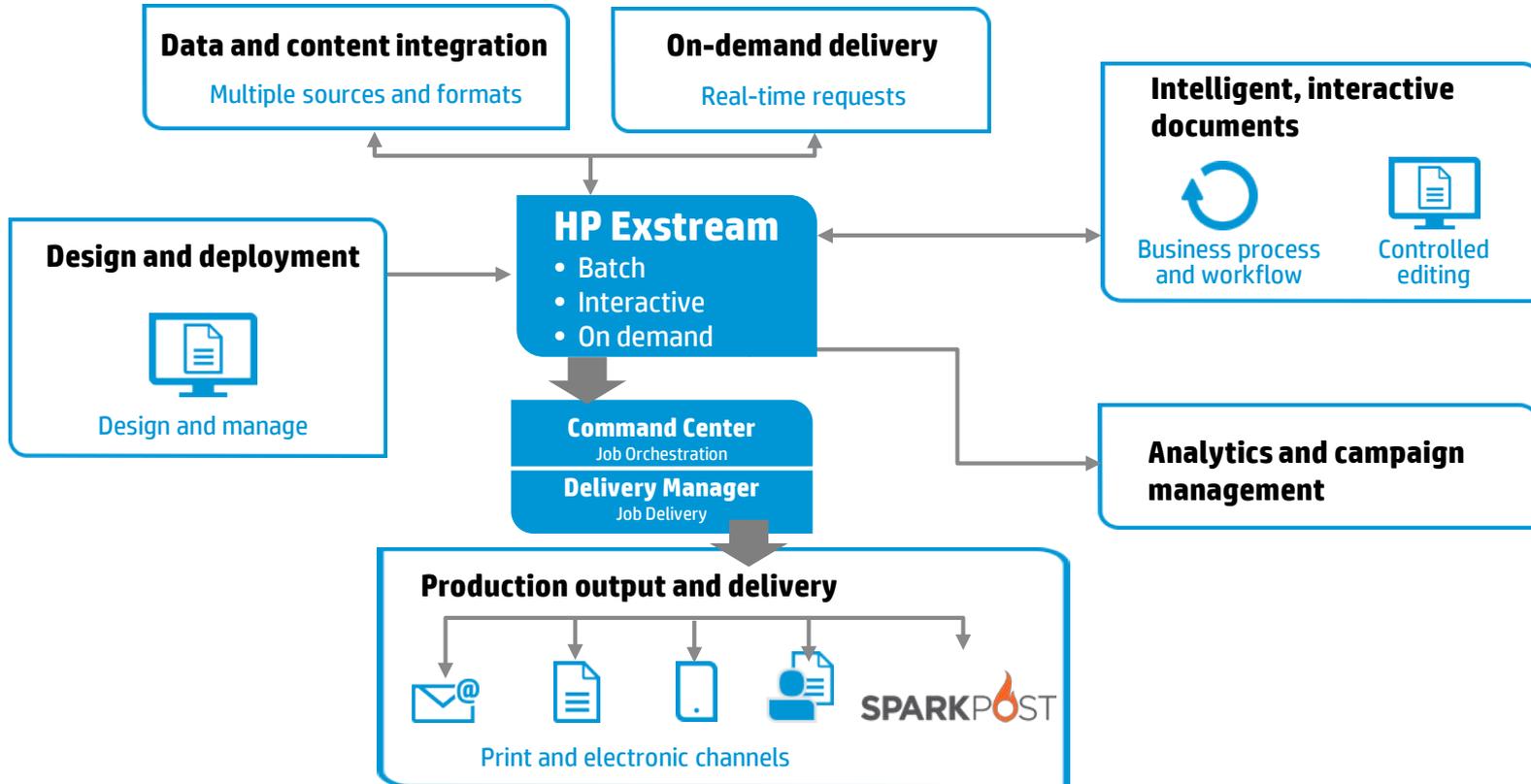
The screenshot shows the HP Exstream Designer interface. The main design canvas displays a communication design for a bank statement. The design includes sections for Statement Information, Contact Information, Important Messages, and Consolidated Balance Summary. The Consolidated Balance Summary section shows a table with columns for Account, Beginning Balance, and Ending Balance. The table data is as follows:

Account	Beginning Balance	Ending Balance
Premium Savings	0012394892342	3273.31
TOTAL ASSETS		\$152.36

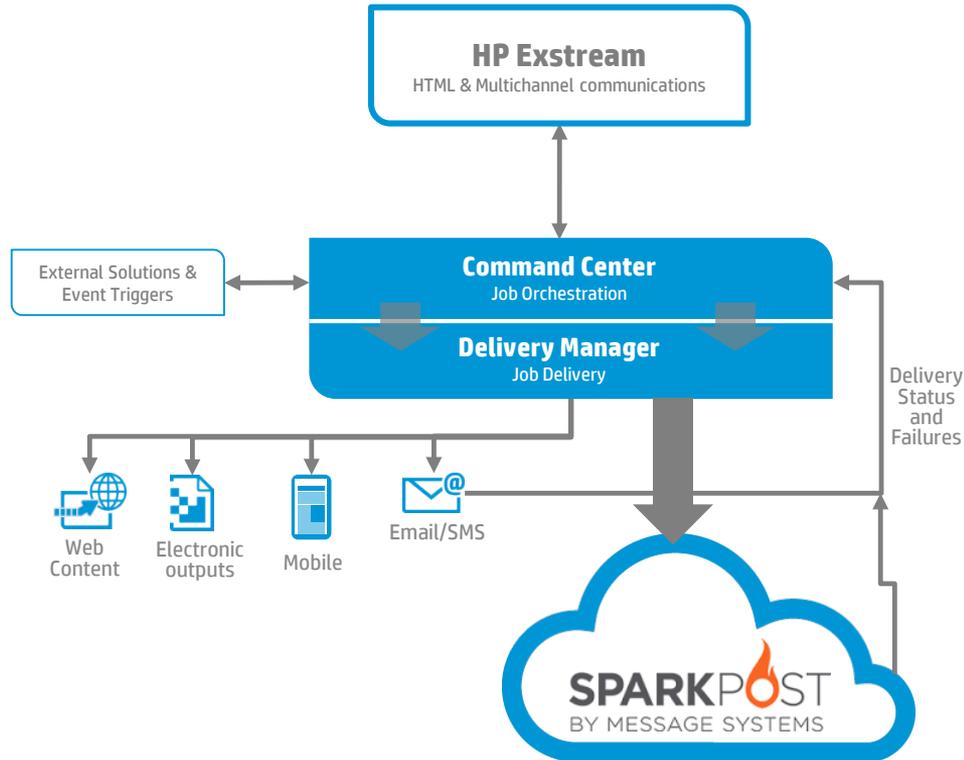
The interface also features an Outline Viewer on the left side, which lists the components of the communication design, such as PageNumbering, AccountInfo, CustomerServices, and ConsolidatedBalanceSummary. The design canvas is divided into several sections, each with a blue box and a number indicating a specific feature or control. The first section is labeled 'Graphic (Address Block)' and the second is labeled 'Graphic (FrontInfo\_Graphic)'. The third section is labeled 'Consolidated Balance Summary' and the fourth is labeled 'TOTAL ASSETS'.

# HP Exstream

Unified portfolio supporting ALL your customer communication management needs



# HP Exstream Command Center & Delivery Manager



# **HP Exstream Command Center**

# HP Exstream Command Center

## HP Exstream orchestration solution:

- **Advanced Job Triggering**
  - Intelligent monitoring of production triggers for events such as the arrival of specific data files, a customer service representatives' request for a document, or a self-service customer activity on a web portal
- **Job Prioritization**
  - Optimize performance based on criticality of job
- **Management of HP Exstream engines**
  - Keeps track of what job goes to what engine
- **Output Management**
  - manage output and delivery to a portal, workflow system or content management system
- **Job notification and reporting framework**
  - Consolidated and configurable reports on all messages and events that can be delivered to a person or destination
- **Job Scheduler**
  - Organize production jobs with a built in job scheduler for finite control of HP Exstream
- **Optional Delivery Manager add on**
  - Added capabilities to deliver business critical documents to electronic destinations with assured delivery capabilities should one delivery channel fail

# Orchestration

Command Center managing the production environment

## How customers are using Command Center:

- An Insurance Provider uses Command Center to create an exception process where jobs needing intervention are sent to a specific folder or queue for manual processing
- An International Mobile Carrier creates a job processing trigger when a customer signs up for a new service
- A US Healthcare Provider uses Command Center to trigger and deliver content to a mobile application
- A large Financial Services enterprise uses Command Center to schedule batch output at night when network traffic is minimal



# HP Exstream Delivery Manager

# HP Exstream Delivery Manager

## HP Exstream communication delivery solution:

- **Assured Delivery**
  - Ensure electronic communications are delivered to the destination
- **Central Hub**
  - Consolidated view of all communication events
- **Integrate with any delivery solution or repository**
  - Email, SMS, Push, archive solutions
- **Completes the solution**
  - Fully connected solution from design to delivery
- **SparkPost integration**
  - Consolidate reporting data and advanced assured delivery
- **Command Center integration**
  - Fully integrated into Command Center

# Delivery

Delivery Manager for assured electronic communications

## How customers are using Delivery Manager

- An International Financial Services company delivers HTML email to customers while simultaneously sending a copy to archive ensuring compliance
- A Telco in Latin America uses Delivery Manager for pushing communications to document and archive repositories for compliance purposes
- A large Insurance Provider utilizes the Delivery Manager and SparkPost integrated solution as the de facto standard for electronic communications for all lines of business



# SparkPost Demo

# What is SparkPost?

HP's Premier Messaging Partner



- SparkPost is a **fully integrated messaging solution** integrated with HP Exstream Delivery Manager for closed loop, assured message delivery.
- SparkPost is a **cloud-based multichannel messaging** service to allow for the secure, fast, assured delivery of transactional customer messages.
- SparkPost is a **single platform** for multichannel messaging, including **email, SMS and mobile push** messages – all generated from HP Exstream.
- With HP Exstream and SparkPost, you can now provide your brand with an **end-to-end solution** for customer engagement and support your eDelivery strategies.