HP Exstream Training

We offer the most robust, hands-on educational experience available, equipping users to fully exploit the rich features and functionality of our HP Exstream products. A full schedule of introductory and advanced classes is provided throughout the year at our Lexington office. If you prefer, we will even train onsite at your location. We can also develop custom curriculum tailored to your company’s specific needs and applications.

101: Introduction to HP Exstream Design and Production

**Recommended for:**
HP Exstream Design and Production users

**Description:**
This course is the foundation for all HP Exstream training. It provides a high-level overview of HP Exstream Design and Production to familiarize you with the available features. Using a set of business requirements, you will develop applications, design documents that meet the requirements, and produce and review test documents.

**Activities:**
During this course, you will design a personalized customer correspondence and a personalized customer account statement that contain targeted legal information and targeted marketing communications.

**Delivery:**
Instructor-led

**Length of course:**
3 days

**Related courses:**
When you enroll in this course, you will also enroll in the course from the following list that relates the most to your organization’s needs:
- 103a: Designing Correspondence in HP Exstream Design and Production
- 103b: Designing a Policy Handbook in HP Exstream Design and Production
- 103c: Designing Utility Bills in HP Exstream Design and Production
- 103d: Designing Statements in HP Exstream Design and Production
- 103e: HP Exstream System Administration

*Introduction to HP Exstream Design and Production is a prerequisite for all other HP Exstream training.*
103a: Designing Correspondence in HP Exstream Design and Production

Recommended for:
Designers who create correspondence of all types

Description:
This course examines the process of creating business correspondence within HP Exstream Design and Production. It covers design considerations, rules, section and paragraph content, message frames, flow pages, and whitespace frames. You will also gain hands-on experience with language layers, sections and paragraphs, and imported text content.

Activities:
During this course, you will create several different types of business correspondence, including welcome letters, apology letters, new product announcements, sales letters, and collections notices.

Delivery:
Self-paced lab

Length of course:
2 days

103b: Designing a Policy Handbook in HP Exstream Design and Production

Recommended for:
Designers who create handbooks and other policy or procedure documents, insurance coverage booklets, and employment packets

Description:
This course examines the process of creating policy and procedure documents within HP Exstream Design and Production. It covers design considerations, rules, section and paragraph content, message frames, flow pages, and whitespace frames. You will also gain hands-on experience with Library components, sections and paragraphs, and messages.

Activities:
During this course, you will create an employee handbook that contains general company information, policies, and procedures.

Delivery:
Self-paced lab

Length of course:
2 days
103c: Designing Utility Bills in HP Exstream Design and Production

**Recommended for:**
Designers who create utility bills

**Description:**
This course examines the process of creating utility billing statements within HP Exstream Design and Production. It covers design considerations, rules, dynamic charts, whitespace frames, and messages. You will also gain hands-on experience with designing data-driven tables and charts.

**Activities:**
During this course, you will create a utility bill for water and electric service that contains transaction-driven tables, charts, and targeted messages to fill available white space.

**Delivery:**
Self-paced lab

**Length of course:**
2 days

103d: Designing Statements in HP Exstream Design and Production

**Recommended for:**
Designers who create financial statements

**Description:**
This course examines the statement creation process within HP Exstream Design and Production. It covers data files, rules and formulas, simple and automated tables, charts, messages, and overflow pages.

**Activities:**
During this course, you will create a multi-page credit card statement that contains tables to itemize previous monthly activity and charges, a chart to categorize expenditures by type, and customized messages to fill available white space. You will also apply formulas and rules to target accounts in good standing differently from those that are delinquent or suspended.

**Delivery:**
Self-paced lab

**Length of course:**
2 days
**103e: HP Exstream System Administration**

**Recommended for:**
System administrators

**Description:**
This course examines the most common tasks performed by HP Exstream Design and Production system administrators. It covers the installation, setup, and maintenance of the HP Exstream Design and Production environments.

**Activities:**
During this course, you will configure the objects needed to manage design users, enforce corporate standards and design consistency, and set up document workflow processes.

**Delivery:**
Self-paced lab

**Length of course:**
2 days

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**154: Creating Interactive Documents**

**Recommended for:**
Designers who create interactive documents

**Description:**
This course builds on the basic application development framework and exercises covered in *Introduction to HP Exstream Design and Production*. It provides an overview of HP Exstream Interactive to help you identify how your organization can incorporate interactive documents to support its business processes. Using a set of business requirements, you will develop interactive designs and fulfillment applications; customize the end-user environment; and design, produce, and test interactive documents.

**Activities:**
During this course, you will design Live documents that support one-to-one and high-volume correspondence, policy enrollments, and claims workflows.

**Delivery:**
Instructor-led

**Length of course:**
4 days
**210: Integrating Variable Data**

**Recommended for:**
Developers who define data usage for designers

**Description:**
This course expands on the variable data concepts that are covered in *Introduction to HP Exstream Design and Production*. It covers basic-to-intermediate topics on variables; data files; and rules, formulas, and functions. Through scenarios with business requirements and hands-on exercises, you will integrate and manipulate customer data in designs, and learn to use common testing and troubleshooting tools that are related to variable data.

**Activities:**
During this course, you will work with data objects and logic to personalize customer correspondence that is targeted to customers based on data. You will also personalize a customer statement with complex transactional data.

**Delivery:**
Instructor-led

**Length of course:**
3 days

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**211: High-Volume Delivery**

**Recommended for:**
Designers who develop applications that require high-volume printing, sorting, and delivery

**Description:**
This course provides an overview of the high-volume capabilities of HP Exstream Design and Production to help you identify how your organization can maximize efficiency in the print and mailing environment. It covers output drivers and queues, sorting and bundling, multiple-ups, inserters, and barcodes. You will also gain hands-on experience with integrating applications in the production environment.

**Activities:**
During this course, you will process large quantities of customer communications for many different types of delivery channels (print and electronic) simultaneously. You will streamline distribution by routing customer communications to appropriate output queues based on rules, and you will improve processing performance by sorting and bundling communications. You will also learn to save on labor and costs by consolidating applications, limiting the number of pages, and setting postal breaks.

**Delivery:**
Instructor-led

**Length of course:**
2 days
301: Creating Marketing Documents

Recommended for:
Designers who create marketing documents

Description:
The course provides an in-depth look into the marketing message and campaign management capabilities of HP Exstream Design and Production. It covers how to develop and prioritize targeted marketing messages and campaigns, control delivery of marketing content based on customer criteria and postal weight limitations, and measure the success of a campaign by tracking message delivery and customer response.

Activities:
During this course, you will create integrated marketing campaigns that effectively make use of white space in customer communications. You will also track the distribution and success of each campaign.

Delivery:
Instructor-led

Length of course
2 days

302: Creating Complex Documents

Recommended for:
Designers who create complex documents that include both static and dynamic content

Description:
The course provides an in-depth look into the design capabilities within HP Exstream Design and Production that allow your organization to create complex documents that contain static and dynamic content. It covers targeted messages, sections and paragraphs, tables of contents, indexes, footnotes, Library components, approval processes, effectivity, jurisdictions, and design object versioning.

Activities:
During this course, you will create a complex document that contains static and dynamic text, reference elements, targeted content based on customer information, effective dates, and reusable content. You will also set up the document to be assembled dynamically at engine run time based on variable data.

Delivery:
Instructor-led

Length of course:
3 days
303: Creating Complex Statements

Recommended for:
Designers who create complex statement documents

Description:
This course provides an in-depth look into the design capabilities within HP Exstream Design and Production that allow your organization to create complex statements. These statements contain data-driven content, such as telephone bills, bank statements, and 401(k) statements. It covers transaction-driven tables, rules, section-based processing, dynamic charts, whitespace frames, flow pages, rules, and event timing.

Activities:
During this course, you will create a complex statement that contains table designs that can accommodate non-section and section data, as well as rule-driven and variable data-driven charts and graphs. You will also apply formulas and rules to include or exclude specific content based on customer data.

Delivery:
Instructor-led

Length of course:
4 days
Recommended training paths

Depending on your role in HP Exstream Design and Production, your training path can vary. Training paths for the most common user roles are provided in the following sections. If you are responsible for work outside of these roles, we can help you select a custom training path.

**Traditional document designers**

If you are primarily responsible for designing documents that are used in traditional outputs, such as AFP or PDF, then your training path should include the following courses:

- **101: Introduction to HP Exstream Design and Production**
- One of the following introductory design-focused labs, depending on business needs:
  - **103a: Designing Correspondence in HP Exstream Design and Production**
  - **103b: Designing a Policy Handbook in HP Exstream Design and Production**
  - **103c: Designing Utility Bills in HP Exstream Design and Production**
  - **103d: Designing Statements in HP Exstream Design and Production**
- One or more of the following advanced design courses, depending on business needs:
  - **301: Creating Marketing Documents**
  - **302: Creating Complex Documents**
  - **303: Creating Complex Statements**

**Interactive document designers**

If you are primarily responsible for designing interactive documents, then your training path should include the following courses:

- **101: Introduction to HP Exstream Design and Production**
- One of the following introductory design-focused labs, depending on business needs:
  - **103a: Designing Correspondence in HP Exstream Design and Production**
  - **103b: Designing a Policy Handbook in HP Exstream Design and Production**
  - **103c: Designing Utility Bills in HP Exstream Design and Production**
  - **103d: Designing Statements in HP Exstream Design and Production**
- **154: Creating Interactive Documents**

You might be interested in attending the advanced design courses, depending on the types of documents that you create. However, these courses are directed toward traditional document design, rather than interactive documents. No advanced interactive design courses are available at this time.
Marketing communications designers

If you are primarily responsible for designing marketing materials, such as messages and campaigns, then
your training path should include the following courses:

- 101: Introduction to HP Exstream Design and Production
- 103a: Designing Correspondence in HP Exstream Design and Production
- 301: Creating Marketing Documents

Data designers

If you are responsible for designing the data usage in HP Exstream applications, such as setting up data
files and mapping data, then your training path should include the following courses:

- 101: Introduction to HP Exstream Design and Production
- 103e: HP Exstream Design and Production System Administration
- 210: Integrating Variable Data

System administrators

If you are responsible for user administration, the system environment design, and the architecture
integration, then your training path should include the following courses:

- 101: Introduction to HP Exstream Design and Production
- 103e: HP Exstream Design and Production System Administration
- 210: Integrating Variable Data
- 211: High-Volume Delivery

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