



SANTANDER CONSUMER BANK DEPLOYS STREAMSERVE PERSUASION

StreamServe solution enables leading Nordic consumer bank to personalize its communication with customers and dramatically reduce IT dependency

BURLINGTON, Mass. USA – December 1, 2008 – [StreamServe, Inc.](#), a leading provider of Enterprise Document Presentment (EDP) solutions for business communications, today announced that [Santander Consumer Bank](#) of Norway has upgraded to [StreamServe Persuasion™](#) and is expanding its use of StreamServe's solution throughout its offices in Norway, Sweden, Denmark and Finland. The solution was sold and is being implemented by [Banqsoft](#), one of StreamServe's key systems integrators for the Nordic financial services market.

StreamServe *Persuasion*, an EDP solution, will enable Santander Consumer Bank to take information from its back-end enterprise applications (ERP, CRM, SCM and legacy systems) and transform it into business correspondence that acts as a dynamic and personalized marketing vehicle for cross-sell, up-sell and brand building. By presenting a persuasive, consistent and personalized experience across all communication channels, StreamServe Persuasion will enable Santander to enhance further the value of its customer relationships. [StreamStudio Composer](#), a key component of *Persuasion*, will allow anyone at Santander with editing privileges to add, edit or remove text from already designed documents, so that last-minute changes can be made at will.

“For years, StreamServe’s solutions have enabled us to extend the value of the data existing within our enterprise systems to deliver highly-customized information on the documents delivered to our customers,” said Geir V. Berglind, CTO, Santander Nordic. “By upgrading to StreamServe *Persuasion*, we are moving to a single platform that will allow us to take advantage of *Composer’s* friendly user interface to more easily add marketing messages to our customer correspondence and invoices. With this upgrade, we expect to improve our customer relations further and lessen our dependency on IT.”

“Businesses worldwide have come to depend on StreamServe for simplifying the way in which they compose, manage and deliver highly-personalized documents, regardless of whether they are delivered on paper or by electronic means,” said Dennis Ladd, president and CEO of StreamServe. “We are pleased that Santander Consumer Bank has chosen to expand their use of StreamServe’s solutions, and believe that their upgrade to StreamServe Persuasion demonstrates the value that they have received by using our earlier

solutions. We are also grateful to our partners at Banqsoft for their implementation of our integrated solution and look forward to working with them on future agreements.”

For further information about how StreamServe’s EDP solutions can help your organization improve its enterprise document processing efficiencies, please visit our corporate web site at

<http://www.streamserve.com>.

About StreamServe

StreamServe, Inc. is a global provider of Enterprise Document Presentment business software and business solutions which automatically compose, process, and deliver high volumes of customized paper and electronic documents to customers, suppliers and partners in any format, regardless of application source.

By extending the value of existing front- and back-end information to deliver highly tailored, two-way customer communications, StreamServe addresses all of the document composition, document process automation and enterprise output management needs of today’s enterprise businesses. Through the use of StreamServe’s business software solutions, organizations are empowered to increase the value and profitability of their mission critical relationships, regardless if it is customers or trading partners.

Founded in 1997, the company is headquartered in Burlington, Mass., with 14 offices worldwide. StreamServe serves more than 5,000 customers in 130 countries, including BMW France, CLP Power Hong Kong, Plantronics, and Siemens Financial. Its strategic partners include Adobe Systems, IBM, InfoPrint Solutions Company, Infor, Lawson, and SAP.

For further information about how StreamServe’s Document Presentment solutions can improve the effectiveness of your organization’s communications, please visit us online at <http://www.streamserve.com>.

StreamServe, the StreamServe logo, StreamServe EDP, and “Bringing Documents to Life” are all trademarks of StreamServe Inc. Some software products marketed by StreamServe Inc. and its distributors contain proprietary software components of other software vendors. Other marks are trademarks or registered trademarks of their respective holders. ©StreamServe Inc. 2008

###

Media contacts:

StreamServe Corporate
Peter Gorman
Phone: +1 781 761 6659
Mobile: +1 617 669 4329
peter.gorman@streamserve.com

Banqsoft
Magnus Åhlén
Phone : +46 8 769 76 21
Mobile : +46 709 31 66 21
magnus.ahlen@banqsoft.se

StreamServe Northern Europe
Karin Westlund
Phone: +46 (0)8 686 85 00
Mobile: +46 (0)70 686 85 38
karin.westlund@streamserve.com