



## **For Immediate Release**

### **Better Service and Lower Costs thanks to GMC Software Technology and Xerox Partnership**

**May 18, 2009—Boston, Massachusetts, Appenzell, Switzerland** --Customers around the world are profiting from a new partnership between GMC Software Technology and Xerox. A comprehensive partnership that includes GMC training Xerox salespeople and analysts, the integration of GMC's software with Xerox's FreeFlow software and a joint go-to-market approach.

Combining the core strengths of both organizations, with a closer technical collaboration, the partnership is delivering a growing number of innovative TransPromo applications for customers across Europe such as Telemail, the Spanish print service provider. Telemail has been able to speed up its service and cut costs thanks to the working partnership and joint approach of GMC Software Technology and Xerox.

For the growing TransPromo market, Telemail uses Xerox continuous feed printers and to get the best out of them, has opted for GMC's PrintNet software for a complete end-to-end solution that keeps them ahead of the competition. "The main reason we bought PrintNet is because it is the best software for delivering variable data and TransPromo applications," explained Telemail's Managing Director, Agustín Minaya. "We use the latest Xerox 490/980 continuous feed printers for TransPromo work, and GMC's software complements this new technology perfectly."

Because GMC and Xerox are so familiar with each other's technology, installation is so much smoother. "The installation process was pretty easy and fast. The training took about a week and we were surprised at how intuitive the software was," Minaya added. "Before we had to maintain software from different vendors and that was difficult and expensive to support. "

For GMC and Xerox, a sharing of expertise benefits both companies and helps in the development of solutions offered to the market.

"The partnership we have with Xerox is bringing more to customers like Telemail than if we were working separately. It saves them time and simplifies the implementation of new generation technology for their business," said GMC's Scott Baker, Vice President Worldwide Business Development. "We are finding it a very positive and productive working partnership."

“Our growing success in the continuous feed marketplace is based not only on our own technology and expertise, but also by working with the best of breed partners like GMC Software Technology. The combination of Xerox and GMC enables us to offer our customers the most compelling propositions in the TransPromo application marketplace today.” said Valentin Govaerts, senior vice president, Production and Graphic Arts Industry, Xerox Europe.

GMC is one of a select number of partners who support the brand new Xerox Continuous Innovation Centre, in Villepinte, France. The Centre is staffed by Xerox experts who work with customers to design, test and demonstrate a range of new and innovative applications that will enable them to create new revenue streams from continuous feed printing.

###

### **About Xerox Europe**

Xerox Europe, the European operations of Xerox Corporation, markets a comprehensive range of Xerox products, solutions and services, as well as associated supplies and software. Its offerings are focused on three main areas: offices from small to large, production print and graphic arts environments, and services that include consulting, systems design and management, and document outsourcing.

Xerox Europe also has manufacturing and logistics operations in Ireland, the UK and the Netherlands, and a research and development facility (Xerox Research Centre Europe) in Grenoble, France

Xerox Graphic Arts Premier Partners is an exclusive global community of innovative digital printing, graphic arts and communication companies that is defining the future of the print industry. Together they are shaping The New Business of Printing to give their clients a competitive edge. For more information on the Xerox Premier Partner network, please visit [www.xerox.com/xpp](http://www.xerox.com/xpp).

For more information visit [www.xerox.com](http://www.xerox.com)

Xerox® and the sphere of connectivity design are trademarks of Xerox Corporation in the United States and /or other countries.

### **Media Contact:**

Xerox

Robert Corbishley

Xerox Europe

+44 (0) 1895 843 239

[robert.corbishley@xerox.com](mailto:robert.corbishley@xerox.com)

## **About GMC Software Technology**

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve thousands of users worldwide and many of our customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence and transpromo materials. [www.gmc.net](http://www.gmc.net).

GMC Software Technology continues to add to its tally of industry awards. Most recently, in March 2009, Xplor International awarded the company “Technology Application of the Year” for a second year in a row. In 2008, the European Digital Press Association (EDP) named GMC “Best Special Application Software of the Year.”

GMC Software Technology is a registered trademark and the GMC logo and PrintNet are trademarks of GMC Software AG.

### **Media Contacts:**

USA

Mark Bonacorso

Media Ink

520-825-0217

[markb@mediaink.biz](mailto:markb@mediaink.biz)

UK

Amarylis Midgley

Bylines

+44 (0) 1526 353533

[Amarylis@AmarylisMidgley.co.uk](mailto:Amarylis@AmarylisMidgley.co.uk)