



**For Immediate Release**

## **GMC Software Technology Showcases Transpromo Applications at CIAB 2008**

### **Demonstrations Targeted at Marketing and IT Professionals in the Latin American Banking Community**

**June 3, 2008 – São Paulo, Brazil and Appenzell, Switzerland** – At the CIAB Conference, June 11-13, 2008, GMC Software Technology will showcase the latest solutions for designing and producing high impact, personalized print and digital communications. The company will also highlight strategies that allow financial institutions to migrate from black and white to full color and transpromo documents through the GMC's professional services group. Demonstrations are specifically geared to marketing and IT professionals in the Latin American banking community and senior GMC executives will be on hand to answer questions and provide industry-specific product demonstrations at stand number G5.

The standard in personalized communication, GMC PrintNet™ software lets banking users easily design and create personalized documents, such as direct marketing materials, while enabling users to easily integrate data-driven marketing messages into transactional documents or portfolio statements. In addition, PrintNet software specifically allows personnel who create transactional documents to easily access and utilize valuable content and information resources to create more effective, full color personalized communications.

Marketing and IT professionals will get a first-hand look at how PrintNet can accelerate application development, improve document effectiveness and maximize productivity for a variety of marketing, transaction, transpromo and electronic communication applications. GMC PrintNet also provides banking enterprises and service providers with solutions that deliver personalized, compliant transactional and marketing communications that seamlessly integrate with enterprise processes and systems for improved customer satisfaction, acquisition and retention.

In addition, GMC offers a broad range of professional services to its clients and partners. These services include installation and project management; legacy application migration and conversion services; application development and maintenance services as well as customer workshops and training. In addition, GMC has specific expertise for assisting clients and partners in the development of transpromo applications.

###

**GMC Worldwide**

Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, Poland, Shanghai, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA and growing

**GMC Software Technology**

[www.gmc.net](http://www.gmc.net)

## **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, marketing and transpromo materials.

## **Media Contacts**

### **GMC Corporate**

Hal Morrow  
GMC Software Technology  
603-425-5152  
[h.morrow@gmc.net](mailto:h.morrow@gmc.net)

### **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)

PrintNet and the GMC logo are trademarks of GMC Software Technology.