



For Immediate Release

Bank's TransPromo Pilot Completed in Record Time

June 10, 2009—Boston, Massachusetts, Leicester UK and Appenzell, Switzerland--A successful TransPromo pilot program for one of the world's largest banks was prepared from scratch and rolled out in just six weeks using GMC Software Technology's PrintNet suite of personalization software.

The pilot was prepared for Bradesco by its transactional print service bureau, ABnote of Sao Paulo, Brazil, part of the multinational secure printing business, American Banknote and a pioneer in the implementation of TransPromo communications.

To conduct the trial, American Banknote installed its first HP Indigo press and the GMC PrintNet software suite in the same month. GMC then set to work to help ABnote meet its tight deadline. "The pilot project had an amazingly short timeline," explained Didier Rouillard, GMC's South American General Manager. "Within a month and a half we had hardware and software installed, people trained and the application tested. This is a process that often takes many months, but with the sense of urgency at Bradesco and an efficient implementation team, we were able to compress the process."

The first pilot TransPromo statements were in the mail in September 2008 with Bradesco seeing preliminary results in October. Additional test runs in October and November provided a good base for assessing the ROI. "Bradesco is not disclosing the figures," Rouillard added. "However, we do know the color TransPromo trials produced considerably higher results than black and white documents. Suffice it to say they were very, very pleased."

The corporate IT resource needed to restructure the data for production printing is one potentially time consuming and expensive aspect of a TransPromo project. "There are many ways to convert an AFP spool into other formats," said Ronaldo De Marchi, Graphic Director of ABnote S.A "Unique to GMC is the ability to ingest an AFP exit spool, analyzing it for the wide range of data required to effectively generate TransPromo communications. This allowed us to take on the data formatting task, eliminating the need to utilize Bradesco's busy IT resources."

"With PrintNet we can identify both where to put messaging on each statement and what messaging to use, right from the spool data. We can also add color to the transactional data and to any images. GMC PrintNet is unique in allowing us to add both color and intelligence to a print spool in this manner," he added.

Bradesco is currently examining the results of the pilot, including customer satisfaction and retention rates and business growth, before deciding on how the benefits of TransPromo communications can be spread throughout the business.

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

More details of this application can be found on the GMC website: www.gmc.net

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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.

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.”

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