



## For Immediate Release

### GMC Previews Integrated Marketing System at Drupa

#### New web-based and workflow automation tools for building integrated, high-impact personalized marketing communication programs

**May 13, 2008 – Düsseldorf, Germany and Appenzell, Switzerland-** GMC Software Technology, the standard in personalized communication, will preview two components of its Integrated Marketing System at Drupa 2008 in stand 08B/C23. **GMC PortalBuilder** and **GMC Open Document Publisher (ODP)** software can help customers build effective, efficient personalized marketing communications programs, from data handling through design to final production and delivery. PortalBuilder creates complete web-based marketing centers and web-enabled automation for integrated, multi-channel personalized campaigns. Open Document Publisher is a solution for managing all customer communications. It enables an automated process to collect, sort, merge and dispatch variable data documents according to customized business rules.

The GMC Integrated Marketing System expands the functionality of the award-winning PrintNet™ software platform to help customers build efficient workflow and documents and capitalize on variable data based marketing campaigns. “GMC recognizes the essential link between variable document production workflow and targeted marketing strategies. With the Integrated Marketing System, we help customers connect these aspects of their business for seamless execution,” said Dr. René Müller, CEO of GMC Software Technology “Portal Builder and Open Document Publisher give customers solid foundations for creating their communications infrastructure.”

While many companies have online ordering for static printed materials, the adoption of time-saving, web-enabled workflow automation for variable data documents has been stymied by development and deployment challenges. **GMC PortalBuilder** software simplifies the process and opens the door for marketing firms, service providers and other businesses to implement timesaving, web-enabled automation for variable data documents and integrated personalized multi-channel campaigns. Marketers gain more flexibility and faster results by having easier access to all the variable components they need.

From its sophisticated storefront core, GMC PortalBuilder creates a fast, easy gateway for personalized marketing communications, so users can expand services and productivity. A desktop wizard accelerates implementation and document development, and no coding is required. Existing marketing assets can be used

to build a user-centric web front end. An administrative back-end manages production, ordering, scheduling, and multi-channel distribution. The modular, standards-based storefront core can link to third-party accounting systems, delivery tracking, and on-line payment processors to further integrate the production workflow into the business.

One of the challenges in digital output management is accommodating the expanding range of applications, unpredictable volume fluctuations, reporting demands, and fluid delivery requirements. **GMC Open Document Publisher** gets workflow under control and turns output management into a productivity generator. Benefits include reduced costs, better system efficiencies and accelerated business processes.

Open Document Publisher collects, sorts, merges and dispatches variable data documents according to business rules. Using standards-based workflow automation, users achieve cost reduction, process optimization and operational efficiency for all their document applications. ODP operates at page and document levels. It offers document collection, consolidation and householding, enclosure handling, insert deduping, transparent reprinting, and media requirements estimating. ODP splits incoming jobs to better balance print loads and production resources. The optimal enveloping combinations are selected automatically based on client-defined rules and physical page characteristics.

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### **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. Its 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. It serves thousands of users worldwide, many 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).

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