



## FOR IMMEDIATE RELEASE

### **French Insurance Business Adds Value to Statements with PrintNet**

**November 25, 2009--Boston, Massachusetts and Appenzell, Switzerland**—GMC Software Technology, the standard in personalized communication, today announced that French insurance business GFP is keeping ahead of the competition by using PrintNet™ from GMC Software Technology to improve and add value to its correspondence.

GFP manages medical expenses and welfare benefit insurance statements taken out by individuals or groups with mutual insurance companies, public organizations, insurance companies and brokers. In 2008, the company managed over 350,000 policyholders (875,000 beneficiaries) sending out monthly statements of allowances paid--over 3.5 million pages-- on paper customized for each of its 40 clients.

“The original idea was to give policy-holders information about how they were using their healthcare services, by reusing the statistics we send to our partners on a regular basis,” explained Dominique Chambrin, Director of Networks and Information Systems at GFP.

Existing software was not capable of adding graphics and the use of color was restricted. After assessing the market, GFP chose PrintNet to manage the whole print and production process. PrintNet has enabled it to make full use of color, graphics, diagrams and charts to improve the layout of statements, all on plain paper stock instead of relying on pre-printed stationery.

Information is reorganized dynamically, grouping payments by beneficiary for example or showing whether a course of treatment will be covered by the social security system. Now statements are easier to read and process time is reduced to minutes.

In a very competitive market, PrintNet has equipped GFP to differentiate itself by adding value and creating a system capable of supporting future business growth and developments in document presentation.

For more information on this application or read the entire case study visit:  
[http://www.gmc.net/fileadmin/pdfs/newsletters/GMC\\_Casestudy\\_GFP\\_en.pdf](http://www.gmc.net/fileadmin/pdfs/newsletters/GMC_Casestudy_GFP_en.pdf)

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**GMC Software Technology**

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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](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; the GMC logo and PrintNet are trademarks of GMC Software AG.

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