



**FOR IMMEDIATE RELEASE**

## **GMC Software Technology Forms New Subsidiary**

### **GMC Analytics to Provide Software and Services to Analyze Customer Preferences**

**November 10, 2009--Boston, Massachusetts and Appenzell, Switzerland**—GMC Software Technology, the standard in personalized communication, today announced that the company has formed a new subsidiary, GMC Analytics. GMC Analytics will offer a blend of software and services designed to augment customer data with information about customer preferences allowing print service providers and their customers to better target and measure consumer preferences.

GMC Analytics will deliver breakthrough tools and techniques to help marketers create campaigns where consumers are more likely to disclose preferences. The process and methodology will combine traditional web surveys and online infotainment, gathering information within an entertaining or fun environment, backed by psychographic/psychological analysis. Using proprietary software tools, with an easy-to-use interface, GMC Analytics will put sophisticated data analytics in the hands of print service providers of any size as well as their customers.

“As marketers work to unify the customer experience using a consolidated customer communications platform, data quality becomes increasingly critical,” said René Müller, CEO of GMC Software Technology. “Traditional data analytics, mining tools and processes fall short of meeting today’s requirements, that’s why we formed GMC Analytics, powered by leading edge market research techniques.”

Developed in partnership with ISG Institute in Switzerland, GMC Analytics’ suite of powerful statistical tools evaluates data from online interviews and uses sophisticated decision support tools to generate individual reference data. This data can then be effectively used to deliver response rates as high as 20% to 30% – a factor of 10 higher than conventional methodologies. In addition, an expert professional services team will also provide support when there is a need for analysis of more complex scenarios.

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**GMC Worldwide**

Brazil, Canada, Chile, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA

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**GMC Software Technology**

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