



## For Immediate Release

# GMC Software Technology Named a Leading Vendor in New Dynamic Enterprise Publishing Study

## Market Opportunities and Strong Growth Also Cited

**August 28, 2009 – Boston, Massachusetts and Appenzell, Switzerland** – Global market intelligence company IDC has named GMC Software Technology, the standard in personalized communication, as a leading vendor in a recent study of the Dynamic Enterprise Publishing (DEP) market. The study also predicts that the DEP market revenues will reach \$1.4 billion in 2013, representing a 9.1% compound annual growth rate (CAGR) over the 2008-2013 forecast periods.

Titled "Worldwide Dynamic Enterprise Publishing Software 2009-2013 Forecast and Analysis: Customer Correspondence, Transpromo and Multichannel Publishing Drive Growth" (Doc #219546), the IDC report provides a bottom-up sizing of the dynamic enterprise publishing software market in 2008 and 2009–2013 forecasts for this market. Historical and forecast revenue data are shown for the total worldwide market and by geographic region. This study also includes segmentations by industry vertical and by use case. It provides profiles of the leading vendors and identifies the characteristics that vendors will need to be successful in the future.

"The dynamic enterprise publishing market has grown quickly over the past several years, and we believe this market will continue to post strong growth over the next five," said Melissa Webster, program vice president, Content and Digital Media Technologies at IDC. "These solutions help to enhance customer loyalty, increase share of wallet and grow product and service revenue to reduce operational costs and ensure compliance."

"We are honored that IDC has named GMC Software Technology as a leading vendor in their study," said Dr. René Müller, CEO. "In addition, their market forecast is very encouraging. It validates our solutions, vision and sets the stage for our future growth."

In April of 2009 and despite the current economic climate, GMC Software Technology reported outstanding results with a 45% year over year growth for 2008 and well on its way to becoming the largest independent software vendor in this segment.

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### 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 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).

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