



For Immediate Release

ISM Canada Enhances Statement Capabilities with GMC Software Technology

May 22, 2008 – Boston, Massachusetts and Appenzel, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that ISM Canada will be enhancing their existing statement offerings and introducing new transpromo applications with GMC PrintNet™ as their design and variable data software platform. Based in Regina, Saskatchewan, Canada, ISM Canada is a leading provider of competitively priced, best-of-breed IT services for public and private sector organizations.

As a wholly owned subsidiary of IBM Canada Ltd. and a member of IBM Global Technology Services, ISM Canada is a full service, end-to-end IT solutions provider that offers enduring relationships based on a deep commitment to the changing needs of their clients. Specifically, ISM Canada's Digital Document Services (DDS) division provides end-to-end creation, production and distribution for mission-critical invoices and statements. ISM Canada produces over 60 million variable data impressions per year for a number of clients, some of which include financial institutions, telephone companies, utility (power and gas), corporations, insurance companies, health organizations and provincial government departments.

"We wanted to expand our current offerings and give our clients the ability to combine their transactional data with marketing messages, images and graphics. To provide this type of capability, our current composition platform would have required a significant investment in additional programming time," said Dan McMurtry, President and Chief Executive Officer, ISM Canada. "In addition, we were looking for a software solution that was versatile, allowed us to preserve our investment in existing applications, with the added flexibility to address transpromo requirements and scalability for future growth."

ISM Canada will be using PrintNet Designer to create and produce high impact, personalized direct marketing, transaction, and transpromo documents; and PrintNet PA business process automation software to improve workflow and output capabilities.

"We are pleased that ISM Canada selected GMC PrintNet as their statement composition and output management solution," said Michael Watts, General Manager, GMC North America. "We are confident that ISM Canada's clients will take advantage of their new capabilities and offerings made possible through our ongoing relationship."

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GMC Software Technology

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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. 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.

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