



FOR IMMEDIATE RELEASE

GMC Software Technology to Detail Case Studies at On Demand 2009

Jeffrey DeVoyd, Vice President of Product Marketing, to Present Highly Successful Transpromo Campaigns

March 17, 2009—Boston, Massachusetts and Appenzell, Switzerland— GMC Software Technology, the standard in personalized communication, today announced that Jeffrey DeVoyd, Vice President of Product Marketing, will present examples of highly successful transpromo case studies at the upcoming On Demand Conference and Exposition, March 30 through April 2, 2009 at the Pennsylvania Convention Center, Philadelphia, Pennsylvania.

In a track titled "Trans Meets Promo: A Real Examination of Successful Transpromo Implementation and Use," DeVoyd will examine how print service provider Oniya Shapira, produced a highly-effective transpromo program for their customer Cal (Israel Credit Cards Ltd.) that included personalized marketing messages, high impact color graphics and third-party offers. The session will also review the award-winning Best Western International transpromo campaign, developed by both GMC and InfoPrint Solutions, using targeted, personalized imagery and messaging, designed to drive fall reservations as well as increase awareness for the world's largest hotel chain's co-branded credit card. The session takes place on Wednesday April 1, 2009, at 2:30 PM.

"During these challenging economic times, many companies are looking at how they can reduce costs, and increase profits but often find it increasingly difficult to fund new initiatives that do not have a direct impact on revenue," said Jeffrey DeVoyd. "I believe that well-crafted transpromo campaigns may be the answer, by changing the focus of transactional communications from cost to revenue generation, since transpromo response rates can outperform stand alone marketing campaigns, reduce the overall cost of production and postage as well as deliver self-funding business growth."

Jeffrey DeVoyd is Vice President of Product Marketing for GMC Software Technology. Mr. DeVoyd joined GMC in 1997 with the establishment of the US subsidiary operation. During his tenure with GMC, he has held various management positions in technical support, pre-sales, development, product training and product management. Prior to GMC, Mr. DeVoyd provided printer hardware support and training for Nipson, USA. He holds a BS in Electrical Engineering from the University of Rochester and has presented at numerous industry events including Gartner Print and Imaging Summit, Graphics of the Americas, On Demand, PODi and Xplor's Global Conference and Exhibition.

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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.

Media Contacts

North America

Mark Bonacorso
Media Ink
520-825-0217
markb@mediaink.biz

UK and Europe

Amarylis Midgley
Bylines
+44 (0) 1526 353533
Amarylis@AmarylisMidgley.co.uk

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