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Peter Müller Joins GMC Software Technology's Senior Management Team

Gartner Veteran to Head New Subsidiary, GMC Analytics

November 17, 2009--Boston, Massachusetts and Appenzell, Switzerland—GMC Software Technology, the standard in personalized communication, today announced that Peter Müller has joined the company's senior management team as President of the company's new subsidiary, GMC Analytics. Müller joined GMC Software Technology in September 2009.

"After 12 successful years at Gartner I am eager to take on this promising new challenge," said Müller. "GMC Analytics is an exciting venture opportunity, with a very promising outlook and a service that is unique in the market. Client centricity and excellent business values are key at GMC Analytics, both which I am passionate about and where I can bring my experience to bear."

Müller spent the last 12 years at Gartner, the world's leading information technology research and advisory company, where he successfully developed the Gartner Swiss Sales office as Managing Director. During this time, he grew revenues in IT research, consulting and events from 2 to 20 million Swiss Francs (CHF). In addition, for the last 2 years, he resided in London and was responsible for Gartner Sales in Asia Pacific and EMEA.

GMC Analytics delivers breakthrough tools and techniques to help marketers create campaigns where consumers are more likely to disclose preferences. The process and methodology combines traditional web surveys and online infotainment, gathering information within an entertaining or fun environment, backed by psychographic/psychological analysis. Using a proprietary software tools, with an easy-to-use interface, GMC Analytics puts 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 from the ISG Institute in Switzerland."

GMC Worldwide

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GMC Software Technology

www.gmc.net



Müller has a Masters degree in Finance and a Bachelor Degree in Business Administration.

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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.

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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