



## For Immediate Release

### **GMC Software Technology to Participate in PODi Transpromo Track**

#### **Jeffrey DeVoyd, Vice President, Technology and Product Marketing, to Discuss Best Practices for Transpromo Document Production**

**December 18, 2008 – Boston, Massachusetts and Appenzell, Switzerland** – GMC Software Technology, the standard in personalized communication, today announced that Jeffrey DeVoyd, Vice President, Technology and Product Marketing will participate at the upcoming 2009 PODi AppForum to be held at the The Rio, All-Suite Hotel and Casino in Las Vegas Nevada, January 19-21, 2009.

In a session titled “Best Practices for Transpromo Document Production, It’s about more than document composition,” Madison Advisors and GMC Software Technology will discuss the best practices required to support successful TransPromo document production, looking across all technologies, including data manipulation, asset management and production. Kemal Carr of Madison Advisors and Jeffrey DeVoyd of GMC Software Technology will discuss real-world best practices from Madison Advisors’ Best Practices Analysis (BPA), a comprehensive study that examines best practices across the converging markets of high-volume output, print on demand (POD) and electronic delivery operations, including those of captive or internal document services operations and for-profit service providers. This session will also examine the Oniya Shapira case study, soon to be published by PODi, plus details from several other live implementations. DeVoyd will help attendees justify the investment in transpromo that will help ensure its success while giving them other areas to think about when developing their next transpromo application. The session takes place Tuesday, January 20, 2009 at 11:15 AM.

“With so many of our customers implementing transpromo applications, the Best Practices for Transpromo Document Production track provides an opportunity for us to share what we’ve learned,” said Jeffrey DeVoyd. “In addition, we’ll be showing some actual transpromo examples that will give attendees new ideas of how to use Transpromo in their own companies.”

Jeffrey DeVoyd is Vice President, Technology and 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. He has presented at numerous industry events including Xplor, On Demand/AIIM and Graphics of Americas.

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

## Media Contacts

### North America

Mark Bonacorso  
Media Ink  
520-825-0217  
[markb@mediaink.biz](mailto:markb@mediaink.biz)

### UK and Europe

Amarylis Midgley  
Bylines  
+44 (0) 1526 353533  
[Amarylis@AmarylisMidgley.co.uk](mailto:Amarylis@AmarylisMidgley.co.uk)

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