



## For Immediate Release

### **GMC Software Technology to Participate in Xplor General Session**

#### **Scott Baker, Vice President Worldwide Business Development, Joins Industry Experts to Discuss “The Great Debate Panel: Transpromo-Yes, No or Maybe”**

**January 12, 2009 – Boston, Massachusetts and Appenzell, Switzerland** – GMC Software Technology, the standard in personalized communication, today announced that Scott Baker, Vice President of Worldwide Business Development, will participate at the upcoming 2009 Xplor Global Conference and Exhibition at the TradeWinds Hotel and Conference Center in Tampa Bay, Florida, March 4-7, 2009.

In a panel discussion titled “The Great Debate Panel: Transpromo-Yes, No or Maybe,” Baker joins industry experts Kemal Carr of Madison Advisors, Lee Gallagher of IBM and James Shand of E-Knows to discuss the opportunities created by this marriage of transactional statement printing and promotional marketing. Pat McGrew, EDP, data center and transaction segment evangelist in the Graphics Communication Group at Eastman Kodak will moderate this general session. The session takes place Wednesday, March 4, 2009 at 4:15 to 5:45 PM.

“I believe the debate will help people understand how they can use the marriage of transactional data and promotional marketing content as an essential part of their customer communication strategy,” said Scott Baker. “Also, for those people who are not yet convinced, I hope the debate will provide insight into the benefits of Transpromo.”

Scott Baker, VP Worldwide Business Development at GMC Software AG, is responsible for developing and managing GMC Software Technology’s global partnerships and strategic alliances. Baker has spent over 20 years in business development, strategic alliance and partner management within the enterprise output management, ECM and business intelligence software markets. Prior his tenure at GMC, Baker created successful partner organizations at Alysis Technologies, Datawatch Corporation and Insci Corp. Baker has presented at the Lyra Symposium, Xplor, AIIM, Gartner IT Expo and various industry workshops and customer events. He has also authored technology articles for various trade publications.

###

#### **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)

GMC Software Technology is a registered trademark and the GMC logo and PrintNet are trademarks of GMC Software AG.