

FOR IMMEDIATE RELEASE

GMC Software Technology Joins Screen's EQUIOSNET Partnership Program

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Boston, Massachusetts and Appenzell, Switzerland

GMC Software Technology, a leader in customer communications and output management solutions, today announced that the company has joined Screen's EQUIOSNET partnership program. As a result, users can now enjoy verification of the interface connectivity between GMC solutions and Screen's products.

"We look forward to being a part of Screen's EQUIOSNET partnership program," said Zbyněk Hodic, Chief Technology Officer at GMC Software Technology. "Print Service Providers and in-plant operations can look forward to precise output for the Screen family of printers as well as additional value that GMC solutions bring."

The EQUIOSNET Partnership Program is a workflow collaboration plan organized by Screen in acknowledgment of the dramatic market movement from mass production to segmented, personalized printing. Screen believes the EQUIOSNET Partnership Program enhances EQUIOSNET, Screen's printing business solutions that combine the CtP (Computer to Plate) and POD (Print On Demand) workflows. The program enables end-to-end automation and more, made possible through the collaboration of partners from a variety of fields in the graphic arts industry.

GMC Software Technology is a leader in Customer Communications Management. The company's flagship solution, GMC Inspire™, makes it easy for companies to execute integrated multichannel campaigns that engage and build two-way dialogues with customers. The company states that using GMC Inspire, businesses see measurable results through significant increases in response rates and cross-sell/up-sell as well as increased efficiency and significant cost savings.

"GMC's solutions are widely recognized and sought after with Screen's user base and our partnership will allow our customers to more easily produce relevant, effective customer communications" said Sean Dawson, Workflow Product Manager of Screen. "In addition, our partnership with GMC will also allow customers to lay the foundation to expand into multichannel campaigns across email and mobile devices in addition to print."

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GMC Software Technology

GMC Software Technology delivers the most effective solutions in the field of Customer Communications Management (CCM). With unrivalled experience in the industry, GMC has consistently demonstrated the ability to help businesses increase customer engagement across all touchpoints. The company's CCM platform, GMC Inspire, enables enterprises to deliver relevant



GMC Software Technology AG
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communications, at the right time, through the preferred channel for every customer – driving customer loyalty, acquisition and operational efficiency.

GMC Software Technology serves thousands of clients worldwide across the banking, insurance, retail, business services, telco/utilities and healthcare industry. Having received numerous awards in the field Customer Communications Management, the company is recognized as an industry leader for innovation.

For more information, please visit www.gmc.net

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