



## **Is The Recession Really Over? Having Closed Major Contracts at IPEX 2010, GMC Software Technology Thinks So!**

**June 01, 2010 – Boston, Massachusetts, Appenzell, Switzerland** – GMC Software Technology, the standard in personalized communication, today announced that the company saw record-breaking results at IPEX 2010 that ran for 8 days, attracted over 1000 exhibitors and 35,000 attendees from across the globe. It was a great success for GMC who took home over 300 leads, 4 major deals and the European Digital Press award for Best Web-to-Print Solution of the Year.

“We had an unbelievable event,” said Rene Muller, CEO of GMC Software Technology. “It was great to see so many attendees who had already heard of GMC and the success other customers have had with our solutions. I’m even more confident that the balance of 2010 will be a very busy year for GMC”.

GMC, a solution provider that inspires new ways for companies to profit from customer communications, demonstrated their core solutions at IPEX 2010 ranging from Direct Marketing, TransPromo, Web-to-Print, Multi Channel Communications and Postal Optimization.

The company continues to expand their global operations closing two large deals at IPEX 2010 with clients that attended from India. “Both of the companies felt that GMC had a very strong value proposition and that the GMC platform was easily scalable which meant they could expand and drive new customer applications today and in the future,” said Purnendu Mohanty, Sales Manager, GMC India.

GMC stressed of the importance in leveraging different capabilities with business partners to enable customers to achieve real business goals. Bill Parker, CMO of GMC stated, “IPEX is a very important event for us as it allows us to showcase our solutions and to demonstrate integration with our key business partners. We pride ourselves from being able to work with all of the leading vendors and it was great to see GMC demonstrations running in HP, InfoPrint, Kodak, Nipson, Xiekon and Xerox stands.”

GMC Software Technology’s expanded partnership with Xerox, announced last month as part of the Xerox Premier Partners Global Network program, continues to grow strong as Xerox signed a significant contract at IPEX with a major print service provider based in Finland.

GMC PortalBuilder also took the Best Web-to-Print software award for 2010 over rivals at this year’s European Digital Press Association (EDP) awards. GMC PortalBuilder was also similarly recognized with three additional awards this year from On Demand Conference and Expo as well as Xplor International.

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#### **GMC Software Technology**

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Visit the GMC blog page at <http://www.gmc.net/blog> to see all the event's highlights and interviews with key ambassadors from the print industry that share their views on how the future of customer communications will evolve. Interviews feature Cathedral Corporation, Gimbel & Associates, HP, Kodak, Nipson and Xerox to mention a few.

GMC's software products provide both enterprise users and print service providers with a single source for an end-to-end solution that facilitates and streamlines multi-channel customer communications most often found through disparate products coming from multiple vendors. In addition, their products help businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs.

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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 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. Unlike our competitors, we offer 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 combined transactional/marketing materials. [www.gmc.net](http://www.gmc.net)

GMC Software Technology continues to add to its tally of industry awards. Most recently, the company was recognized by Xerox naming GMC Software Technology 2009 Business Partner of the Year for its continued contribution to Xerox, its customers and the printing industry. Just prior, the ON DEMAND Conference & Exposition recognized the company with a Best of Show, Honorable Mention award in the Web-to-Print category and winner of the Most Innovative Use of Technology award for its PortalBuilder software solution. Also in 2010, the European Digital Press Association (EDP) awarded GMC PortalBuilder the Best Web-To-Print Software of the Year for 2010 and in March, Xplor International awarded the company "Innovator of the Year" and "Technology Application of the Year for a third year in a row. In 2007, the EDP named GMC PrintNet™ Best Variable Data Software and in 2008 and named GMC PrintNet Connect and WebProof "Best Special Application Software of the Year."

PrintNet and the GMC logo are trademarks of GMC Software Technology.

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