

## GMC PrintNet – The Seamless Solution for On-Demand Publishing

Today's content-rich environment dictates the need for an end-to-end document solution that can automate small or large on-demand communications. Your company's ability to effectively compete depends on its ability to easily and rapidly manage communications with your customers across all available channels. Utilizing multiple-channel output, and supporting total composition and production needs with information at every point in the process, GMC Software Technology is helping more and more businesses around the world to completely automate print and electronic document production.

### PrintNet: A Single Solution for Automated Publishing

PrintNet's multiple-channel publishing solution automates composition and processing of customized communications – ranging from the smallest Internet-based print-on-demand (POD) request for a personalized benefits booklet or membership card, to automating the assembly and production of multiple-language customized catalogs, directories and large, product assembly and maintenance manuals. PrintNet is scalable and helps organize and control business-critical documents by printing them on-demand, eliminating inventory and obsolescence. Using a distribute-and-print methodology and automated document distribution, everyone can get exactly what is needed on a just-in-time, as needed basis.

### PrintNet Enables Customer Satisfaction

Drawing information from large databases – including SAP and CRM systems – PrintNet creates highly personalized documents on-the-fly, processes them and logs back into content databases, recording customer contact, documents sent and actions taken. This process automatically takes place in the background, and can be accomplished by non-technical people. Working directly from their own desktops, customer support personnel can enable both timely and critical communications that are so necessary to maintaining satisfied customers. Working from the Internet, customers can easily request up-to-date documents that are specifically tailored to their own needs. Whether a simple letter, a shipping document/invoice, a customized directory of doctors and health-care providers or an extensive replacement parts catalog for a wholesale distributor, PrintNet does it all.

### Deliver Simple to Complex Documents – Where You Need Them, When You Need Them

Customized documents, in many formats and many languages, can be rapidly created and sent anywhere in the world. PrintNet supports the entire supply chain from creative (directly importing InDesign, Quark, Word) through to the point of fulfillment. Its familiar drag-and-drop GUI features single-pass data stream transformation; connectivity for data and content databases and web-based storefronts; automated workflow, processing, tracking and verification; and web-based proofing, approval and collaboration tools for convenience and fast turnaround cycles. Businesses of all sizes and in all industries – insurance; finance; direct mail; book, manual and catalog publishers; government; utilities and telecommunication providers; manufacturing; wholesale/retail distributors – can benefit from PrintNet's totally integrated design, composition, approval and output capabilities.



## GMC PrintNet For Print Service Providers

Business Owner	IT	Operations	Customer
<ul style="list-style-type: none"> <li>• Significantly improved productivity</li> <li>• Elimination of manual, inefficient processes</li> <li>• Elimination of outdated and obsolete materials</li> <li>• More business from existing customers</li> <li>• Less programming costs</li> <li>• Improved customer intelligence and satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Open architecture</li> <li>• Open APIs – database and CRM system interconnectivity</li> <li>• Automated processing</li> <li>• Advanced data integration and pre- and post-processing</li> <li>• Broad operating system support</li> <li>• Flexible, scaleable, reliable</li> </ul>	<ul style="list-style-type: none"> <li>• Multichannel output</li> <li>• Automated reprinting</li> <li>• Zero defect production</li> <li>• Universal protocol support</li> <li>• Faster job delivery</li> <li>• Maximum productivity</li> </ul>	<ul style="list-style-type: none"> <li>• Faster delivery of products &amp; services</li> <li>• Higher level of satisfaction &amp; loyalty</li> <li>• Expanded services</li> <li>• Storefront interactivity</li> <li>• Higher quality products &amp; services</li> <li>• More timely response</li> </ul>

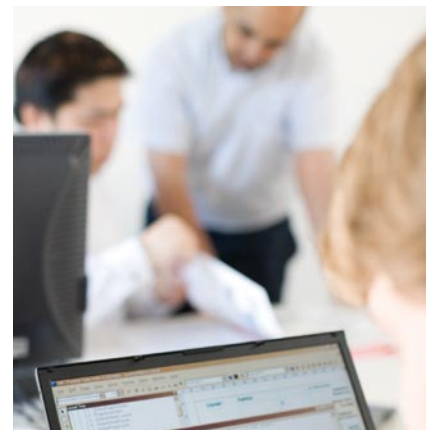
### Laborsaving Production Automation

Comprehensive process automation and output management capabilities provided by PrintNet offer many advantages and business benefits for both print-on-demand and high-volume database publishing including more affordable processes, less manual labor and less potential for error. Specific benefits include:

- Create and process what is needed, when it's needed, where it is needed
- Cut paper costs, waste and inventory by eliminating expensive preprinted documents and forms
- Easily manage distributed printing of transactional and marketing documents and all communications
- Eliminate errors
- Transparent resource management
- Automated reprint functionality
- Automated load balancing
- Zero defect production
- Multi-channel distribution in any printable, readable or executable format to appropriate devices
- Seamless operation and compatibility with all major formats across all workflows
- A flexible architecture for integrating data processing, formatting and conversion operations

### Standards-Based Compatibility & Ease of Administration

PrintNet offers broad platform and protocol support. The system is compatible with Windows, Sun Solaris, Linux and other UNIX environments. A key strength of PrintNet is the command line interface (CLI), for seamless integration into existing environments with minimal disruption, plus the ability to interact closely with custom made scripts, e.g. JAVA, PERL, AWK and others. Almost any printable data stream such as PostScript, PDF, PCL, Text and AFPDS, can be handled, allowing a broader range of applications to be supported. PrintNet is simple to administrate and convenient GUI job visualization supports preflight proofing, error checking and job monitoring for superior quality control.



### 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.

We offer exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. GMC serves 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.

### GMC Worldwide

Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, Poland, Shanghai, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA and growing.

### GMC Software Technology

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