

GMC PrintNet – The Solution of Choice for Direct Marketing

Counting nearly 50% of the leading global direct marketing and print service providers among our clients, GMC knows what it takes to be successful in this highly competitive market. Our PrintNet™ software is designed to provide you with an end-to-end solution for rapid design, production and delivery of a broad range of print and electronic direct marketing materials – incentive and loyalty programs, direct mail, rewards, membership cards, and combinations of promotional and transactional applications.



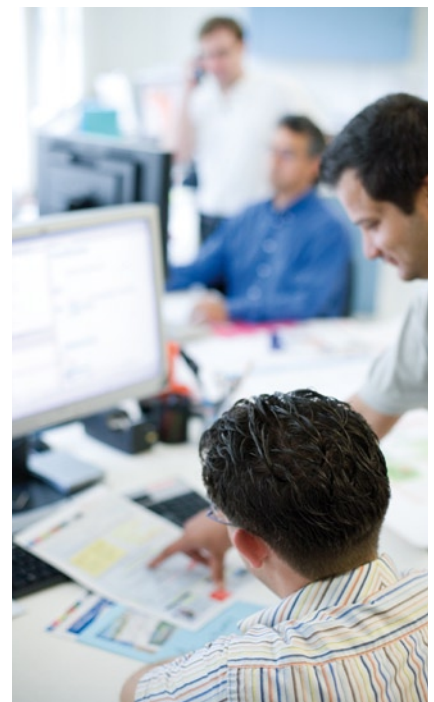
We give you the ability to quickly and efficiently set up, process, output and maintain all your direct marketing applications, raising your profitability and ability to drive better response rates for your customers. Our customers typically achieve ROI in 6 to 12 months, with job turnaround improvement of up to 400%.

One platform – comprehensive solutions

Setting the New Standard for personalized customer communications, GMC's PrintNet software suite features a single platform for Web and print based documents with the strongest application development, job maintenance, PDF workflow and color management capabilities in the marketplace.

GMC PrintNet offers seamless "creative world" integration for:

- Design once, output anywhere
- Multi-channel output
- Quark, InDesign, PDF, EPS, MS Word
- PC and Macintosh platforms
- Automated graphical document composition and workflow – design, merge, sort, group, split-output from the same job file
- Integrated Web based document design, collaboration and approval
- Advanced color management
- Storefront integration



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 PrintNet – Benefits

Business Owner	IT	Creative	Operations	Customer
<ul style="list-style-type: none"> • Superior ROI • Protect investment • New business development • Customer satisfaction/ improve response rates 	<ul style="list-style-type: none"> • Rapid job turnaround • Less programming time • Advanced data integration & processing • Broad operating system support • Universal protocol support • Flexible, scaleable, reliable 	<ul style="list-style-type: none"> • Fast job development • Advanced document design • Macintosh & PC • Quark, InDesign, PrintNet • Superior graphics • Graphical work flow 	<ul style="list-style-type: none"> • Multichannel output • Universal print support • Universal protocol support • Rapid job turnaround • Maximum productivity 	<ul style="list-style-type: none"> • Collaborative workflow • Web sign off & approval • Macintosh & PC • Storefront interactivity • Email & PDF

Easy job setup with output anywhere

The ability to quickly set up complex jobs with hundreds of variable graphics is a PrintNet hallmark. It offers flexibility in project design, an object-oriented interface, seamless import of PDF and EPS files, and fully utilize designs made in Quark and Adobe InDesign for Windows and Macintosh platforms.

Direct Marketing jobs often involve 2-D barcodes with encoded data, for coupon redemption, matching, verification and tracking. With PrintNet, you don't have to play with font sizes, formulas and wizards, just resize the barcode box and PrintNet automatically resizes the barcode.

PrintNet accepts input from multiple sources and outputs to PPML, SVG, VDX, Postscript, PDF, PCL, IPDS, AFP, Metacode, IJPDS, VPS, Image, Text, or electronically via Internet-HTML, fax-TIFF, SMS messaging. There is no need to purchase separate solutions for print or electronic jobs. Set up a job once and output anywhere!

Electronic proofs – Fast, on-line customer approval

The ability to quickly produce exact electronic approval proofs – layered with a background PDF – is important in maintaining satisfied customers. Using PrintNet, customer proofs are sent electronically to enable fast, accurate and secure document review, annotation and online approval, eliminating overnight courier charges and delivery delays – completing your approval process in minutes rather than days.

Faster turn-around for Less Cost and More Business

Our customers report tremendous savings in programming time and costs after installing the PrintNet software suite, with strong business growth as a direct result. PrintNet's end-to-end document solution provides complete control over the entire document lifecycle, featuring a Web based collaboration and approval process, advanced graphical document workflow, and data integration from multiple sources.

The New Standard you can trust and depend on

A world-class software suite, PrintNet benefits direct marketing service providers by immediately improving communication processes and reducing response times, while cutting costs, driving new business and increasing profits.



GMC Software Technology

GMC Software Technology helps businesses implement high impact, personalized 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.