

## GMC PrintNet – The Preferred Solution for Print Service Providers

As the print services marketplace becomes increasingly diverse and competitive, many of the world's leading print providers have chosen GMC PrintNet software as their solution of choice for a wide range of applications including transactional printing, direct mail, on-demand database publishing and hybrid mail. The New Standard in personalized customer communications, PrintNet software offers the strongest application development, job maintenance, PDF workflow, process automation, output protocol and color management capabilities available in the marketplace.



GMC PrintNet™ delivers measurable benefits with a comprehensive, end-to-end solution that features seamless graphical workflow, data integration and transformation, design and composition, on-line collaboration, proofing and approval, multi-channel input and output, and on-line storefront capabilities. Our customers enjoy key competitive advantages that include:

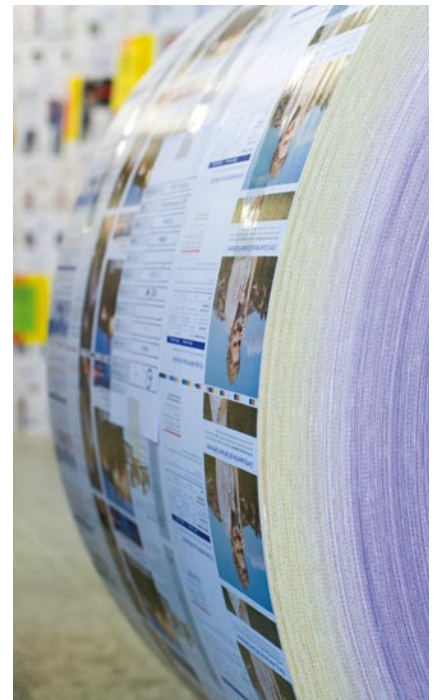
- 400% improvement in job turnaround for higher customer satisfaction, retention and loyalty
- 6 to 12 month ROI for increased profitability, new business opportunities
- Flexibility, scalability and reliability for dependable production, investment protection and a platform for future growth

### **PrintNet: Your Document Central Solution**

PrintNet enables you to drive multiple document-related applications from a single platform, eliminating the need for separate platforms for Web and print based documents, variable data transaction and promotional documents, print on demand or statement processing and presentment.

Among its competitive advantages are:

- Complete control over the entire document lifecycle
- Automated graphical document composition and workflow – design, merge, sort, group, split-output (permitting different imposition for each output channel) from the same job file



## GMC PrintNet For Print Service Providers

Business Owner	IT	Creative	Operations	Customer
<ul style="list-style-type: none"> <li>• Superior ROI</li> <li>• Protect investment</li> <li>• Diverse lines of business; direct mail, transaction printing, database publishing, hybrid mail</li> <li>• New business development</li> <li>• Customer satisfaction/ improve response rates</li> </ul>	<ul style="list-style-type: none"> <li>• Rapid job turnaround</li> <li>• Less programming time</li> <li>• Advanced data integration, pre-processing, print stream conversion</li> <li>• Broad operating system support</li> <li>• Flexible, scaleable, reliable</li> </ul>	<ul style="list-style-type: none"> <li>• Fast job development</li> <li>• Advanced document design</li> <li>• Macintosh &amp; PC</li> <li>• Quark, InDesign, PrintNet</li> <li>• Superior graphics</li> <li>• Web collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Multikanal-Ausgabe</li> <li>• Universelle Druckunterstützung</li> <li>• Universelle Protokollunterstützung</li> <li>• Überlegene Nachbearbeitung, Ausschließfunktionen</li> <li>• Schnellere Joblieferung</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborative work flow</li> <li>• Web sign off &amp; approval</li> <li>• Macintosh &amp; PC</li> <li>• Storefront interactivity</li> <li>• Email &amp; PDF</li> <li>• Loyalty &amp; retention</li> </ul>

- Fully-integrated Web based document design, collaboration and approval
- Automatic generation of dynamic charts, data driven graphics, transaction tables
- Data integration from multiple sources including SAP, CSV, DBF and structured variable length, XML data files. Accepts business data types without additional data manipulation.
- Multi-channel output – compose once, output anywhere with full verification – at fully rated output speeds. Supports PPML, SVG, VDX, Postscript, PDF, PCL, IPDS, AFP, Metacode, IJPS, VPS, Image, Text and Internet storefront-HTML, fax-TIFF, SMS messaging.
- Print stream transformation from any format to any other format
- Post-processing control – audit, accountability, document tracking and mailsort integration
- Proven, reliable platform ensures Site-to-Site interoperability



### Plug and Play Production Automation – Saves Time, Increases Throughput

PrintNet automates your production process with a highly flexible and configurable production software solution that centralizes enterprise-wide process automation and task management. Using advanced automation techniques to process and route application data streams to the appropriate places, PrintNet's processing speed helps operations achieve maximum throughput, improved customer service and faster turnaround, with dramatically reduced costs.

PrintNet directly accepts any business data type – including legacy formats – without the need for additional data manipulation, automatically merging and transforming data into any other desired format. It also features a fully integrated graphical interface with the ability to take in designs from Quark and Adobe InDesign.

### On-line Document Collaboration – Faster response, Happy customers

PrintNet incorporates an integrated, on-line collaboration environment for document design, composition, review, submission and production. Customers can design or modify documents online, position text and objects on a page, upload data files, proof a composed document using live data, and submit a production ready file. PrintNet ensures fast, accurate and secure document review, annotation and approval, eliminating overnight courier charges and delivery delays.

### 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)