

## GMC PrintNet – The Single Solution for Transaction Printing

Typically achieving an ROI in 6 to 12 months with job turnaround improvement of up to 400%, GMC PrintNet™ is an ideal solution for outsource providers and enterprise organizations engaged in transaction-related customer communications. PrintNet offers exceptional application development and support services, backed by advanced process automation capabilities to address even the most challenging tasks found in banking, finance, card issuance, utility, insurance, telecommunications and corporate enterprises.



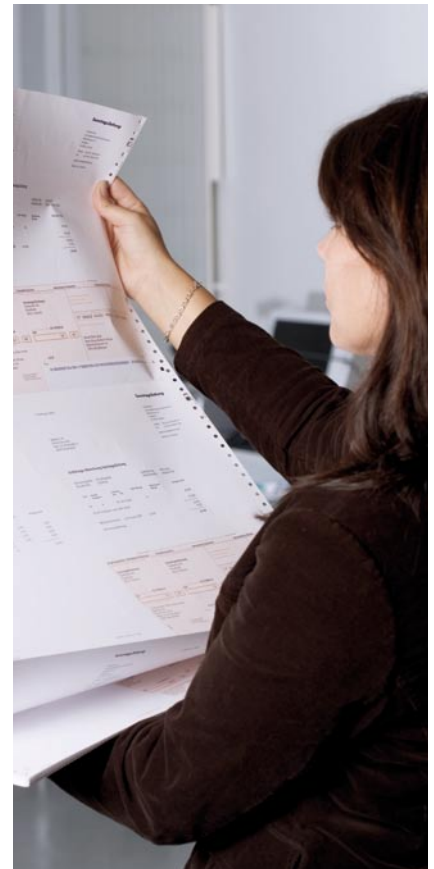
### A Common Platform for All Your Needs

PrintNet drives multiple document-related applications from a single platform, composing and producing statements, bills and invoices, new account kits and correspondence, while enabling targeted marketing messages and customer service follow-up communications.

A world-class, single-source solution for producing batch or user interaction driven paper and web-based output, PrintNet eliminates the need for separate platforms for Web and print based documents, variable data transaction and promotional documents, print on demand or statement processing and electronic bill presentment (EBPP).

PrintNet offers many important advantages including:

- Advanced graphical document design, composition and workflow
- Automatic generation of dynamic charts, data driven graphics, transaction tables
- Message management
- Content management, digital asset management support
- Integrated Web based document design, collaboration and approval
- Version control
- Automated, flexible data acquisition and processing from multiple sources
- Print stream transformation from any format to any other format
- Multichannel output – paper and electronic
- Strong post-composition capabilities – merge, sort, group, split-output, imposition per output channel
- Tracking, reporting, verification, MIS integration
- Storefront integration
- Color management



### 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 For Transaction Printing

Business Unit Director / Marketing	Finance / Purchasing	IT	Operations	Customer
<ul style="list-style-type: none"> <li>Personalized, targeted communications</li> <li>Approval &amp; tracking</li> <li>Collaborative internal/external work environment</li> <li>Integrated marketing</li> <li>New business development</li> <li>Customer acquisition/loyalty</li> </ul>	<ul style="list-style-type: none"> <li>Investment protection</li> <li>Rapid ROI</li> <li>Control &amp; reduction of Total Cost of Ownership (TCO)</li> <li>Secure, dependable</li> <li>ISO 9001:2000 certification</li> </ul>	<ul style="list-style-type: none"> <li>Open architecture</li> <li>Scaleable, reliable, flexible</li> <li>Less programming time</li> <li>Advanced data integration, pre-processing, print stream conversion</li> <li>Broad operating system support</li> </ul>	<ul style="list-style-type: none"> <li>Multichannel output</li> <li>Universal print support</li> <li>Universal protocol support</li> <li>Superior post-composition, impositioning</li> <li>Faster job delivery</li> <li>Maximum productivity</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>

### Do More with Your Transactions

The ability to quickly set up complex jobs with hundreds of variables from multiple data sources is a PrintNet hallmark. It offers flexibility in project design, an object-oriented interface, seamless import of PDF and EPS files, and fully utilizes designs made in Quark and Adobe InDesign for Windows and Macintosh platforms. With PrintNet Message Management, you also have the ability to add marketing messages to your transaction documents to strengthen customer relationships and drive additional business opportunities.

Whether it's on paper or on screen, stored as a record, retrieved by the customer or one of your staff, you can ensure the right content is pulled together in one place and gets to the customer and all those who will assist in developing customer confidence and satisfaction. A valuable addition to marketing, variable documents can improve the way you conduct business by delivering individualized, personal information; notifying clients of new services; and keeping customers up-to-date.



### Easy to Use, Powerful Results

With its easy-to-use interfaces, easy-to-understand procedures, and powerful broad-spectrum data connectivity, it's understandable how PrintNet has become the solution of choice for transaction print providers. Collaboration and workflow features give teams the power to collectively work on content, data, and planning; to gain approvals, legal consent, and revisions; and to see electronic proofs of the output to verify quality. It can link to any number of data stores, content, or graphical libraries, so that marketers can merge data from these sources to produce documents that combine individual account records with variable data like targeted promotional messages, with interest rates that vary depending on credit score, or offers that vary by postal code.

PrintNet accepts input from multiple sources in any format – including SAP – and outputs to PPML, SVG, VDX, Postscript, PDF, PCL, IPDS, AFP, Metacode, IJPS, 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.

### GMC PrintNet – The New Standard

A world-class software suite, PrintNet will give you a competitive edge by dramatically improving communication processes and improving customer satisfaction and loyalty, while cutting costs, driving new business and increasing profits. You can depend on it.

#### 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.