

# Arvato Direct Services Uses GMC PrintNet to Address Evolving Market Requirements

## Leading CRM provider standardizes on GMC PrintNet for personalized communications

A subsidiary of the worldwide arvato cross-media and communication services network of companies, arvato direct services is the foremost provider of CRM services in Europe. In evaluating software requirements, arvato direct services Güterlsoh GmbH was looking for a solution that could grow and adapt to evolving market requirements as well as give them significant job turnaround improvements for job layout preparation. Using GMC PrintNet document design and personalization software, arvato direct services has been able to drastically reduce job turnaround, from 2 days to 2 hours in many cases.



arvato direct services serves 35 million customers in more than 20 languages



### Key Facts

#### Client

arvato direct services is the largest CRM service provider in Europe. In their worldwide network of service centers, Arvato provides services to over 35 million customers in more than 20 languages through all communication channels.

#### Challenge

To achieve higher job turnaround improvements with significantly faster processing of complex layouts but maintain a consistent high level of quality.

#### Solution

The modular concept of PrintNet has enabled arvato direct services to create a variety of complex layouts with flexible production in different output formats.

#### Results

Substantial job turnaround improvements, including in some cases from 2 days to 2 hours. Customers and employees are exploring new ways to employ the software in application development.

### Significant Job Turnaround Improvement with Consistent High Quality

A major concern for arvato direct services was to find a solution that provided significantly faster processing of complex layouts with consistent high quality. Due to the significant reduction in handling time, arvato direct services gained a noticeable job turnaround improvement with the implementation of PrintNet.

### Modular Concept of PrintNet Enables High Flexibility

After analyzing several different software offerings, arvato direct services decided on GMC PrintNet software. "For us, it was very important to get a lot more than only layout software. The modular concept of the software has been a key differentiator for us, enabling arvato direct services to react quickly to varying customer requirements," says Jochen Leweling, Senior Manager Print Shop.

"Additionally, the GMC PrintNet solution provides a broad range of alternatives in creating complex layout requirements as well as flexible production of different output formats (AFP / PDL / PDF) from only one layout," says Leweling. "The data delivered by our customers can be taken in and processed one-to-one, be it PDF, word documents or InDesign templates."

#### 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)

**“The response from our customers to PrintNet’s structured graphical workflow has been excellent, enabling adaptation of new programs with minimal effort”** Jochen Leweling, Senior Manager Print Shop

**PrintNet – a Clear Winner with Customers and Employees**

PrintNet direct services was able to achieve their job turnaround improvement goals ahead of expectations. “With the adoption of PrintNet, we have been able to reduce our average job processing time drastically. In several cases, we have been able to reduce the job turnaround from 2 days to 2 hours,” says Leweling.

The software implementation was very smooth: “GMC’s excellent training program and the clear software structure helped the layout programmers learn and use the software quickly. Our employees are very pleased with PrintNet, and are using the software in many new ways in their application and job development,” says Leweling.



**“With PrintNet, we have achieved the ability to react quickly to today’s market requirements, with the flexibility and robust functionality to handle even the most complex jobs.”**

Jochen Leweling, Senior Manager Print Shop



Jochen Leweling, Senior Manager Print Shop

**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.

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