

## Leading Direct Marketer Achieves Dramatic Process Improvement with GMC PrintNet

### PrintNet used to process 200 million documents each month

A Transcontinental Inc. company, Transcontinental Direct has grown since its founding in 2004 to become one of the top direct marketing companies in North America. Through its nationwide network of facilities, Transcontinental Direct offers a broad portfolio of solutions including direct mail services, fulfillment services, postal optimization, database marketing and analytics, forms and commercial printing, and statement processing.



Transcontinental Direct supports a nationwide network of facilities



#### Key Facts

##### Client

A leading provider of direct mail services, fulfillment, postal optimization, database marketing and analytics, forms and commercial printing, and statement processing.

##### Challenge

Needed to transition from mainframe, reduce set up time, and achieve seamless cross platform workflow to get customers mailings to market faster.

##### Solution

PrintNet easily manages variable images, text, barcodes and layouts, with less programming time, mixed platform and application support, fast cycle times, and automated approval and sign-offs.

##### Results

Teams work more efficiently and accurately. Setup times reduced by half, and workflow process improved 100 percent. Clients get quicker turnaround times.

#### A Culture of Excellence

"As one of the elite direct marketing service providers, Transcontinental Direct is always searching for the most efficient processes, most accurate tools and best practices to support the framework of our organization," said Anthony C. Picciano, Transcontinental Director, Systems and Programming. "Since 2005, GMC PrintNet software has been part of this culture of excellence."

#### Moving Personalization Off the Mainframe

With the transition to PrintNet, Transcontinental Direct could move its personalization applications off the mainframe without sacrificing program functionality or spooling capabilities. Today, the operation uses a mix of Mac and PC computers running OS X 10.4.6 and Windows XP Professional. PrintNet offers 100 percent Mac and Windows cross-platform support and allows fast, easy value-add legacy application conversion.

In spite of the mixed platform environment, the PrintNet implementation went quickly. "The integration process started at the end of 2004, and all of our programs were converted by April 2005," said Picciano. Now, virtually all of the 200 million documents processed each month pass through PrintNet.

#### 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)

## Dramatic Reduction in Set Up Times

GMC PrintNet is used by customers worldwide to develop promotional, transactional and on-demand publishing applications that routinely achieve ROI within 6 to 12 months and up to 60 percent reduction in programming time. Transcontinental has experienced similar results. "We have cut our setup time for most jobs by 50 percent, and our entire workflow process has been improved 100 percent," declared Picciano. "We can convert text and set personalization programs much more efficiently and adjust to our clients' needs for quicker turn times."

PrintNet creates a truly designer-friendly environment with support for Quark, MS-Word, RTF and Adobe InDesign imports. "Our customers provide Macintosh-based artwork, which includes QuarkXPress or InDesign documents, fonts, logos and signatures for personalization," said Timothy M. Schorn, Supervisor of Desktop Publishing. "Our Desktop Publishing group uses PrintNet – mainly the layout module – on the Macintosh, as well as the software's QuarkXPress and InDesign plug-ins for XML creation. This lets the group work more efficiently and with more accuracy."

**"Setup time has been drastically reduced. We've cut our setup time by 50 percent and our entire workflow process has been improved 100 percent."** Anthony C. Picciano, Transcontinental Director, Systems and Programming



200 million documents processed each month pass through PrintNet

## Smooth Transfer and Collaboration

"The PrintNet workflow document is passed to our Personalization Programming group with all resources included," Schorn explained. This group works with almost all of the PrintNet modules and applies programming logic and points to the variable data. The workflow documents are merged with the signoff and production data files, all seamlessly within the PrintNet environment. "PrintNet has enabled this group to work more efficiently and with more accuracy. They can proof quickly before spooling and generate multiple output file types including AFP and PDF. We can convert text more accurately and efficiently and utilize the proof feature to quickly review changes and test logic."

GMC PrintNet delivers process improvements that contribute to high standards, workflow flexibility and reduced costs. As a result, Transcontinental Direct customers get their critical communications out faster and more affordably than ever before.

## 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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