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# AID Offers Fortune 500 Clients High-Speed Personalization with GMC PrintNet™ Software

## Cuts days from customer cycle times for time-to-market and competitive gains

With state-of-the-art West Coast production facilities, Advanced Image Direct (AID) serves top Fortune 500 companies across the United States, including telecom, software, mortgage, travel and other markets where personalization and quality are requirements for revenue-driving customer communications.



PrintNet T gives AID the ability to quickly create complex and highly personalized direct-mail pieces.

### Shorter runs targeted to specific audiences

Today's marketers are turning to shorter runs targeted to specific audiences, and AID tailors its production processes to handle these complex jobs. These jobs include letters, catalogs and complex self-mailers incorporating response cards, checks, envelopes and order forms.

### One composition tool for all data streams

AID maintains a broad array of printing platforms to handle a variety of requirements. "We wanted

one composition tool for all our data streams," explained AID President Frank Verrill. "PrintNet works for us because of the number of print platforms it supports. We use it for AFP, PostScript cut-sheet, and IPDS ink jet output." PrintNet automatically merges data from multiple sources, and all common output formats are supported.

### Intuitive interface shortens implementation

AID needed a tool that would enable them to quickly create complex personalized documents

### KEY FACTS

AID serves Fortune 500 companies, telecom, software, mortgage, resorts, airlines and other markets where personalization and quality are requirements for revenue-driving customer communication.

#### :: Challenge

AID needed a single composition tool that would handle all of their data streams; and enable them to quickly create the complex personalized documents that are their specialty.

#### :: Solution

PrintNet T, WebProof, conversion tools for Quark, InDesign and Word, and print managers for IJPDS, AFP, Postscript and PDF permit fast composition, deployment and customer signoff.

#### :: Results

AID can now produce documents more rapidly than with other tools they have used.

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"PrintNet is based on a page layout concept similar to Quark or InDesign. This allows our programmers to set up jobs easily and quickly respond to customer changes. With PrintNet, we can produce documents more rapidly than other tools we've used. As a result, we have cut production times, reduced labor costs, and shortened turnaround. Often, days are removed from the document production side."

*Frank Verrill, AID President*

that are their specialty. "GMC provides seamless document composition and production capabilities that don't slow down our advanced equipment, or our 30 million piece monthly production," says Verrill.

**Web capabilities provide competitive advantages**

"It was imperative to have a composition tool that maximizes the potential of our web-based environment." Verrill says PrintNet helps maximize their competitive edge, with its fully automated, all-in-one tool for data processing, layout, and high-speed printing of statements and other complex documents. PrintNet WebProof, for example, provides AID with an integrated on-line collaboration environment for fast, accurate and secure document review and annotation. "The product is fairly intuitive, so implementation has had a short time-line."

Using PrintNet, AID can design a personalized mailer just once, and have complete flexibility of data stream routing. "Basically one document may be repurposed without major surgery – just change your output parameters, and move from AFP to Postscript or IJPDS," Verrill says. "With PrintNet, the document composition part is a snap to move from one form to another. It makes us look like heroes, especially when customers are turned down by competitors. We simply repurpose the document and output the results."

**Rapid document development a powerful benefit**

"With inkjet and bindery capabilities, GMC gives us the ability to highly personalize very creative direct-mail pieces for a powerful competitive advantage," he explained. PrintNet T software includes a range of design capabilities including layout verification, variable page selection, any-angle object rotation, object grouping, 2D object transformation, and transparent resource management.

One of the most powerful benefits PrintNet brings to AID is extremely rapid document development. "With today's Just-in-Time marketplace, you have to quickly respond to customer needs. PrintNet allows us to meet these stringent timetables by cutting internal and customer cycle times," explains Verrill.

**About GMC Software Technology**

Setting the New Standard in personalised customer communications, GMC Software Technology's PrintNet T Triple Suite is a powerful totally-integrated and seamless, end-to-end solution for designing, composing, producing, presenting, managing and automating customised print and electronic (including a WebServices J2EE environment) documents from multiple inputs and formats. PrintNet software features ease of use and implementation, ensuring rapid application development and fast time-to-market. GMC Software Technology is headquartered in Switzerland with offices in Europe, the US, Canada, Latin America and Asia. The GMC group of companies is ISO 9001:2000 certified.



*PrintNet T applied handwriting fonts to letters & envelopes promote higher opening rates*