

**GMC Case Study**  
:: Publishing and Direct Marketing  
:: Service Bureaus

# CDS Using GMC PrintNet Software to Manage Fulfillment for 175 Million Magazine Subscribers

Personalized, high color content increases client response by 26%

Communication Data Services, Inc. (CDS) – the leading provider of data management and customized magazine and product fulfillment services – offers highly personalized and content driven full color communication with GMC PrintNet T software and Xerox Docucolor iGen3 printer.



*PrintNet T works with modern full color printers and existing infrastructure*

## CDS provides data management services to publishers and mail order companies

A subsidiary of The Hearst Corporation, Communication Data Services (CDS) employs over 3000 people. The company manages over 175 million active subscribers for nearly 400 magazines and product fulfillment clients in the US, Canada and the UK.

CDS recognized that major changes were taking place in the industry caused by the emergence of the latest digital full color printers and increasing use of the Internet and other technologies.

## Software for the vibrant new world of color and customization needed

A key issue facing CDS was overcoming the limitations of the existing proprietary architecture which included the inflexibility of legacy composition tools, difficulties with application programming and the restrictions of existing printers. "We were looking at opportunities in the CMYK color personalization market, but our legacy system would not take us there," explained CDS Director Carolyn J. Williams. Specifically CDS needed to support the full capabilities of the iGen3 printer without the need for costly, time consuming special programming.

### KEY FACTS

#### :: Client

CDS is a major supplier of customized fulfillment services to publishers and direct marketers.

#### :: Challenge

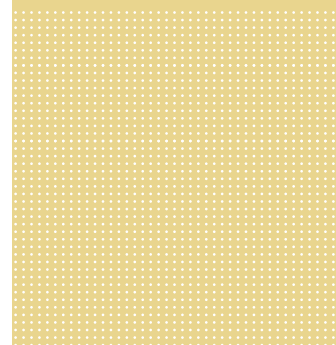
To provide improved services to customers including full color printing and highly personalized communications materials.

#### :: Solution

Company wide Implementation of the PrintNet T platform for faster and more cost-effective design, testing and outputting of all types of communications.

#### :: Results

Dramatic improvement in customer response, more flexible and efficient service bureau business processes.



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"In a perfect world, we wanted a 'design once – output anywhere' tool. We did an extensive evaluation and we feel that PrintNet T brings us as close to that as any product in the market today."

*Carolyn J. Williams is CDS Director of Lettershop Support, Client Services and Digital solutions*

**Integrated solution with GMC PrintNet product family and Xerox full color iGen3 digital press**

To achieve their business goals, CDS saw the need to implement an integrated, flexible solution capable of delivering significant improvements in communication between publishers, direct marketers and their clients. Additionally they saw the opportunity of adding value to the fulfillment process through increased personalization.

**Investment protection with "design once – output anywhere"**

PrintNet T software allows CDS to prepare personalized invoices, subscription letters, renewal notices, and media wrapping referring to specific content in the publication. Additionally, PrintNet T supports multi-channel output, protecting CDS's investment and more fully the features of the Xerox iGen3 technology.

**Better client response and improved production process**

Both CDS and their clients can produce, test and distribute targeted communications materials far more quickly and cost effectively than

was previously possible. Results have shown an astounding 26% improvement in client response. "Since our host site is in the Des Moines headquarters, and our lettershops are in Wilton and Tipton, we feed data to printers from a local area network at each site," said Williams. The benefits of using PrintNet T functionality across all CDS facilities are: uniform backup, easier training, less IT support and the use of a consistent workflow for a wide variety of communication products. The two lettershops combined produce over 550 million pieces of letter mail a year.



*PrintNet ensures the use of a consistent workflow across the communication products*

**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.