

PrintNet delivers more value, more results

Variable messaging & design

- Create and manage all your documents from a single platform
- Variable, personalized content; message management; integrated campaigns
- Dynamic charting; direct image integration; superior font handling
- Easy data setup
- Advanced color support and management
- Automated message placement; version control

Multi-channel delivery

- Integrated print and online capabilities
- Multi-channel delivery and access capabilities to satisfy customer preferences
- Design and define once; send your document via print or electronically
- Layouts remain consistent for every variation and channel

Consolidated statements

- Consolidate statements to reduce costs and streamline operations
- Satisfy clients who want fewer documents
- Full functionality for multi-source data and variable page design to accommodate dynamic content

Responsive customer service

- Create convenient, productive web-based service environments
- Quickly find and view exact document replicas
- Reduce response costs and speed service turnaround
- Online documents can be driven by customer input and populated with existing data

Security, privacy, compliance

- Manage and update government regulatory legislation and compliance standards information
- Implement standardized document creation/change processes, reporting and audit trails
- Tracking and verification to comply with regulatory demands and electronic imaging initiatives

Transpromo communications

- Incorporate messages into transaction documents
- Tailor message content to client's specific needs and interests
- Promote additional products and services
- Build joint promotional campaigns with business partners

Make GMC PrintNet your "one-account" communications choice. We'll help you build relationships that will last a lifetime.

For more information, contact your local GMC Software Technology office or visit our web site at www.gmc.net.



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 award-winning 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. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve 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, marketing and transpromo materials.

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 Communications Suite for Financial Services

Building Financial Services Excellence

Financial companies want to deliver the best service possible for their customers and maximum profitability for their institutions. Building better customer relationships is proving to be a strategy that contributes to both goals. But to truly stand out in this highly competitive market, you need to differentiate by focusing on each customer.

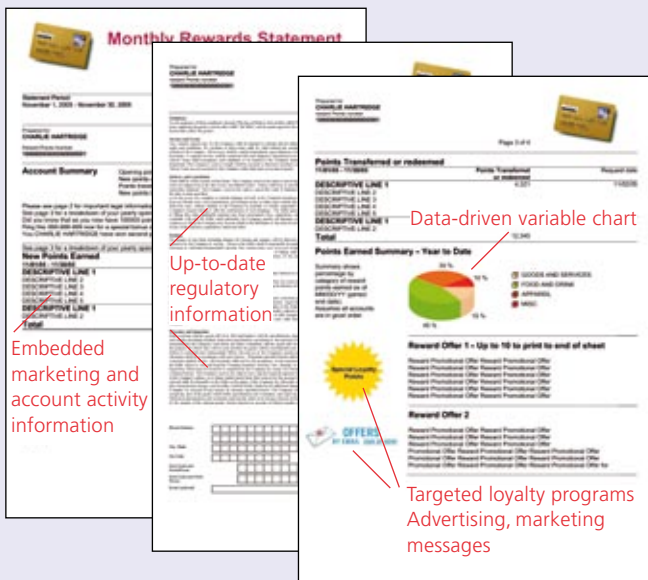
From product-centric to customer focused

Marketing, sales and service activities have been “siload” around individual products like checking accounts, credit cards and loans, instead of around individual customers. Now traditional financial models are being transformed in favor of customer-centric services and communication.

GMC personalized communications solutions enable a “one account” approach with coordinated communications about mortgage, checking, savings, loans, credit cards and other services you may offer. Instead of disjointed marketing efforts, multi-line financial service providers can send the right message or offer to the right customer at the right time and through the right channel.

GMC PrintNet provides one platform for multiple applications

Account statements	Brochures
Investment statements	Direct marketing
Trust statements	Mortgage documents
Wealth management statements	Portfolio reports
401(k) statements	Prospectuses
Consolidated statements	Regulatory correspondence
Confirms	1099s and tax reports
General correspondence	



One platform does it all.

More value, more benefit

GMC PrintNet software helps financial companies gain more value from their communications in ways that benefit clients and company alike. Our document systems enable you to personalize marketing campaigns, integrate with existing databases, update legacy forms, automate processes, satisfy regulatory compliance, and provide accurate access to information. You can even turn your transaction documents into highly effective transpromo marketing tools to promote additional products and services. No matter what financial services you are providing, your customers benefit from more personal attention and meaningful information. You benefit from reduced costs, greater revenue and stronger account loyalty.

- Wealth Management: First-Class Personalized Service**
 High net worth clients have complex financial issues, and they rely on their wealth managers for advice on investments, tax and estate strategies, insurance and more. But with 270 accounts on average, even the most dedicated financial advisor struggles to give individual attention to each valuable client. PrintNet helps you deliver highly personalized service, while maintaining the highest standards for quality and consistency.

- Banking: Consolidating Services & Communications**
 More than ever, banks are investing in customer relationship management to build long-term client loyalty and sell more services, but fragmented banking services and acquisition upheavals make this difficult. PrintNet offers a common platform to consolidate print and electronic documents for better service, streamlined communication and fast response to market changes.
- Retirement Services: Adaptable Design & Delivery**
 As clients move through their retirement years, their financial needs can change. Retirement services providers need to alert individual customers to potential services and opportunities for their portfolios. As each generation becomes more computer savvy, providers also need to reach customers through all the appropriate online and offline channels. Personalized charts depicting account performance help customers better understand their financial picture. PrintNet delivers cross-channel consistency, relevant cross-selling and value-added graphics.
- Brokerage Services: Reaching Customers Across All Channels**
 Trends like consolidation, online services and changing regulations constantly churn the competitive brokerage industry. Compliance and brand management must be maintained across all channels and documents measured against the highest quality standards. As market pressure drives a consultative approach that appeals to customers, PrintNet helps you create personalized, channel-ready communications.

Managing better relationships

PrintNet gives you the tools to manage and integrate the connections between customers, products, processes and distribution channels. You can standardize on one environment for printed and electronic communications, data-driven messaging, statement processing and online presentment. And it integrates seamlessly with existing systems and databases like CRM, Web Services and check imaging.