Engage
your customers

inspire

Engage your cu

Today, there are **2 billion** people connected to the Internet. These customers are better informed and have higher expectations

Engaging this new profile of every business to become an

GMC Inspire is a **single soluti** relevant communications, de preferred channel. GMC Insp **lifetime, profitable** customer
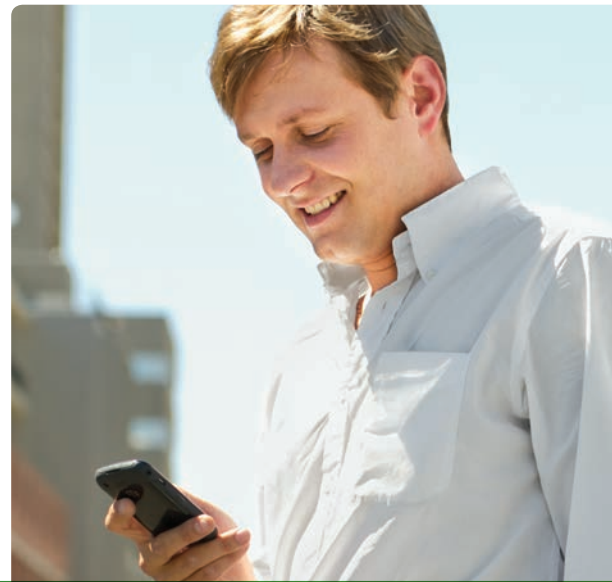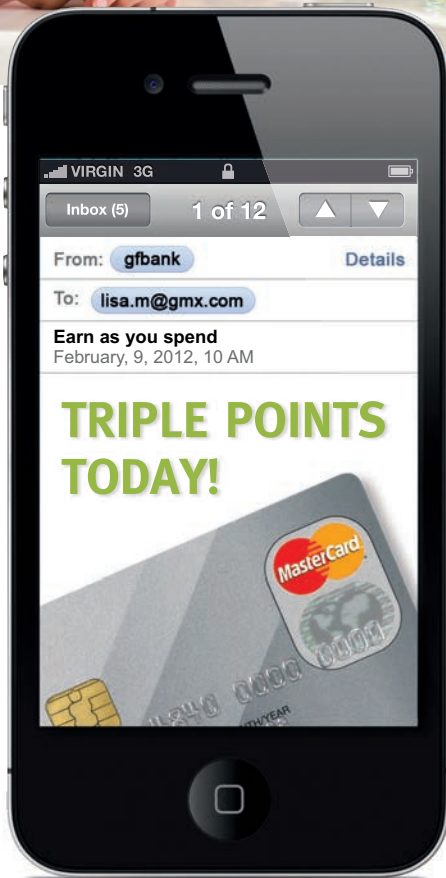
stomers

The digital re

volution

The digital revolution has given birth to a new profile of customers that are always connected and better informed. Customers have higher expectations with a world of choice to fulfill them and are therefore hard to retain and even more difficult to acquire.

The advances in digital technology have dramatically changed the way customers communicate.

From laptops, to smartphones to tablet PC's, your customers are always connected. What's more, with an explosion of social media sites, blogs, wikis and video sharing, they can easily create and share information all over the world. As a result, customers are now better informed, more demanding and have higher expectations. In the digital age, customers have a world of choice and can be extremely selective as to whom they engage with, making their business hard to get and their loyalty easy to distract.

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Communica

TRIPLE POINTS TODAY!

Engaging the digital customer requires communications that are individually relevant, delivered at the right time and through the right channel.

te in context
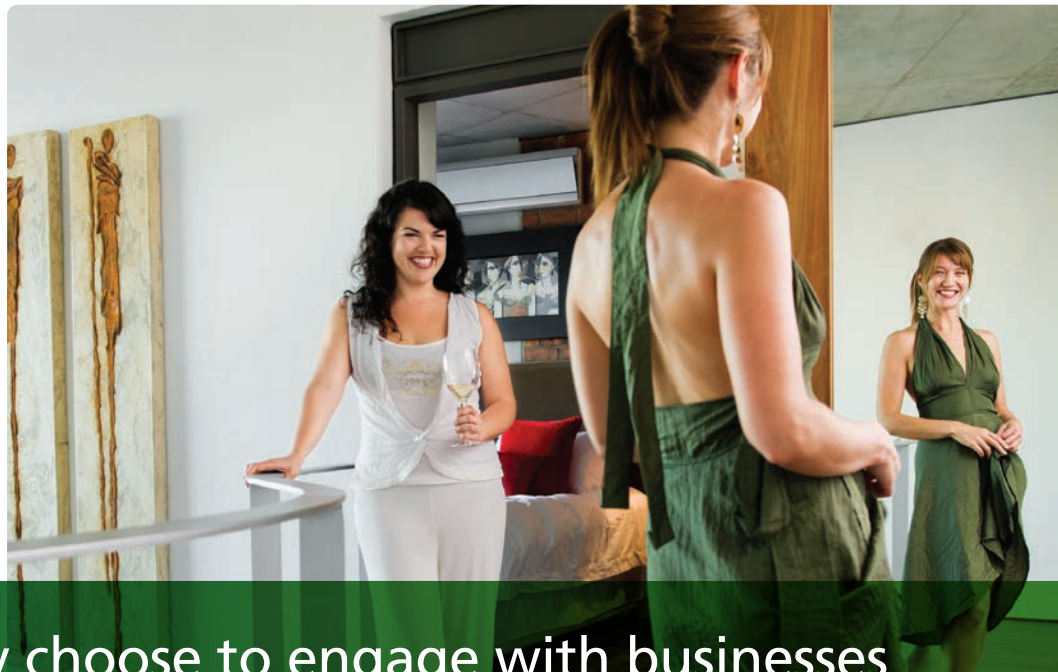
Customers today choose to engage with businesses that can demonstrate an understanding of their individual needs, situations and preferences. Businesses that can achieve this will dominate customer mindshare and gain significant returns.

Relevant communication

Customers expect personalized, relevant communication based on information that matches their current preferences and reflects their current situation. Communications that speak directly to individual customer needs will increase response rates.

The right time

With busy lifestyles, businesses have much shorter times to capture the attention of their customers. Therefore, timing your communications to ensure it reaches the customer when they will benefit from it most, will boost customer satisfaction and increase marketing efficiency.

The right channel

Customers are always "on the go" and with the upsurge of mobile technologies they are active across many channels. They read their post, log onto their e-mails, visit social networks and read text messages everyday. Businesses need to engage customers across both digital and print channels to accelerate awareness and increase opportunities for engagement.

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One solution

GMC Inspire is the strategic decision for enterprises that want to bring the concept of continuous engagement to reality.

Single platform
GMC Inspire is the single solution for Customer Communications Management enabling marketing, sales and operational teams to communicate with the customer as one voice.

Digital and paper
GMC Inspire empowers business users to take control and quickly respond to changing customer needs through relevant, timely communications across digital and paper channels.

70% faster time to market
GMC Inspire application development times are unmatched in the industry. Whether it is a complete redesign of a customer statement or a new personalized membership booklet, your customer communications are developed and processed in record time.

Superior performance
GMC Inspire is the solid backbone to manage all your enterprise customer communications needs. It has been developed to maintain quality, consistency and speed at the highest volumes and levels of complexity.

Cloud scalability
GMC Inspire's ability to operate in a true web services environment means that it can be deployed easily into a private cloud or a hosted cloud. It can even integrate with other cloud-hosted services such as databases or CRM.

Unmatched reliability
Developed with worldwide ISO 9001 standards and CMMI development methodology, the solution has the lowest bug densitiy in the industry. Businesses can rely on GMC Inspire knowing that it has been through the processes, tests and quality assurance to ensure that it delivers the best results.

for your enterprise

GMC Inspire enables businesses to engage customers across both digital and paper channels. Empowering business users to communicate in context. GMC Inspire brings immediate value with an ROI in less than 9 months.

Real value for

GMC Inspire delivers value from the offset and enables your business to continuously realize exceptional results achieving an ROI typically within 6 to 9 months.

Accelerate customer acquisition
GMC Inspire enables businesses to closely target individuals with personalized messages through the preferred channel, increasing response rates and accelerating customer acquisition.

Increase customer satisfaction
By providing a real time, single view of every customer, GMC Inspire enables business users to solve issues and answer questions faster while instantly personalizing customer correspondence.

Boost cross sell/up sell
GMC Inspire enables you to gain more value from your customer base through transforming routine customer communications, such as statements and correspondence, into effective marketing tools.

Build long-term loyalty
Through tailored loyalty programs GMC Inspire enables your business to deliver a completely differentiated, individual service throughout the customer lifecycle, building trust and loyalty for the long term.

Total operational efficiency
85% of GMC customers experience major efficiency gains in the first week of usage. GMC Inspire streamlines your business processes, savings costs and increasing productivity at each stage of the communication cycle, from creation to production and delivery.

GMC Inspire delivers results

› 35% increase in response rates

› 70% faster time to market

› 50% improvement in operational efficiency

› ROI within 6 to 9 months

you and your clients

In a record 90 days, Bradesco, one of the world's largest banks, transformed routine bank statements into powerful marketing tools. By adding personalized offers for each client on every statement, Bradesco immediately benefited from significant increases in response rates and faster customer acquisition.

Increase the value of your statements with color and personalized marketing messages

GMC Inspire

GMC Inspire enables businesses to take control of the entire communication lifecycle, enabling them to consistently deliver the right message, at the right time through the right channel, for every customer, every time.

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Customer insight

By capturing and bringing together information on personal preferences, lifestyle and business transactions, GMC Inspire provides an enriched, single view of each customer.

Customer communications

With GMC Inspire, businesses can design the most dynamic communications while controlling content to ensure compliance and brand consistency. Inspire enables businesses to design and manage structured, interactive and on-demand communications.

Multichannel production

GMC Inspire's built-in multichannel capabilities enable business to optimize communication delivery across any channel such as web, mobile, print, social media and email.

Response management

GMC Inspire enables businesses to capture, analyze and manage responses to enrich customer insight and continually refine customer conversations.

Process management and automation

GMC Inspire's core engine is built to ensure you can execute and control an enterprise communications strategy with precision, speed and maximum efficiency.

GMC Inspire is built on best-of-breed capabilities that enable enterprises to truly deliver an integrated communications strategy across multiple channels. GMC Inspire increases customer engagement at every touchpoint.

Customer engagement
platform

Customer insight

Customer communication

Multichannel production

Response management

Customer engagement

Process management and automation

GMC Inspire overview
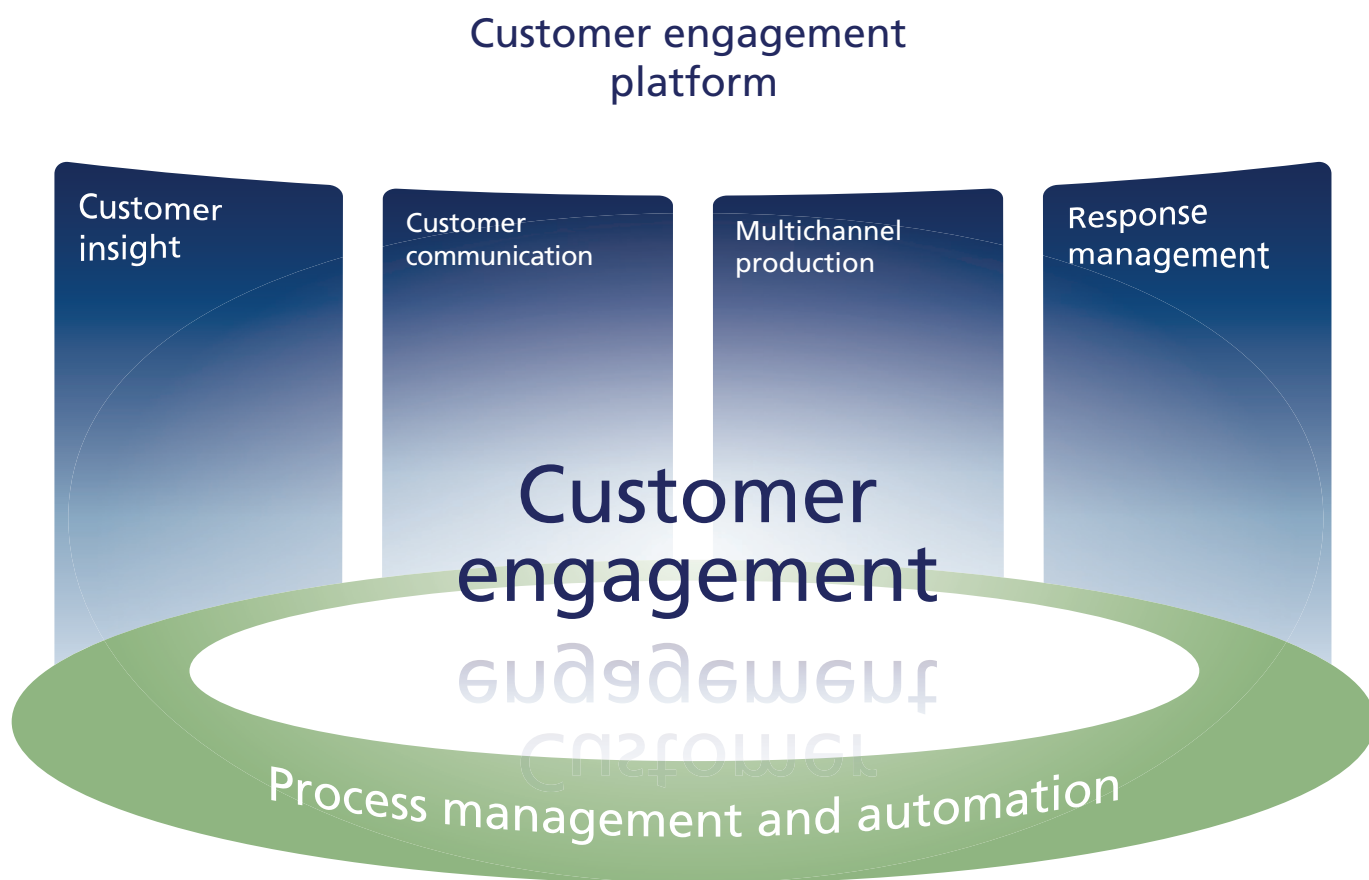
Customer insig

Exceptional data management capabilities enable your business to intelligently bring together data silos across your business providing a single view of every customer.

Unlock the potential of business data

Many businesses have valuable data trapped in enterprise and legacy systems. GMC Inspire can talk to any data source including CRM, ERP, SAP, ECM, and Web-based XML data, so businesses can easily produce thousands of personalized, relevant communications everyday.

Greater impact with social profiles

Web 2.0 has given your customers the ability to share and add relevant information about themselves on social media sites, blogs, video sharing and more. GMC Inspire enables you to profit from this valuable insight, using customer lifestyles, likes and dislikes to develop impactful communications that get opened, read and responded to.

Capturing customer preferences

Customers today are willing to give more information about themselves in return for products and services that closely match their needs. Using this principle, GMC Inspire enables businesses to capture and understand individual buying motivators. Through surveys that are dynamically adapted for each individual, businesses can effectively capture preferences for every customer. Inspire manages these individual preferences directly into every communication, giving your business unrivaled competitive advantage and a massive boost in response rates.

Single view of the customer

Business data

CRM
ERP
ECM

Social media

Customer preferences

−   +

Customer profile
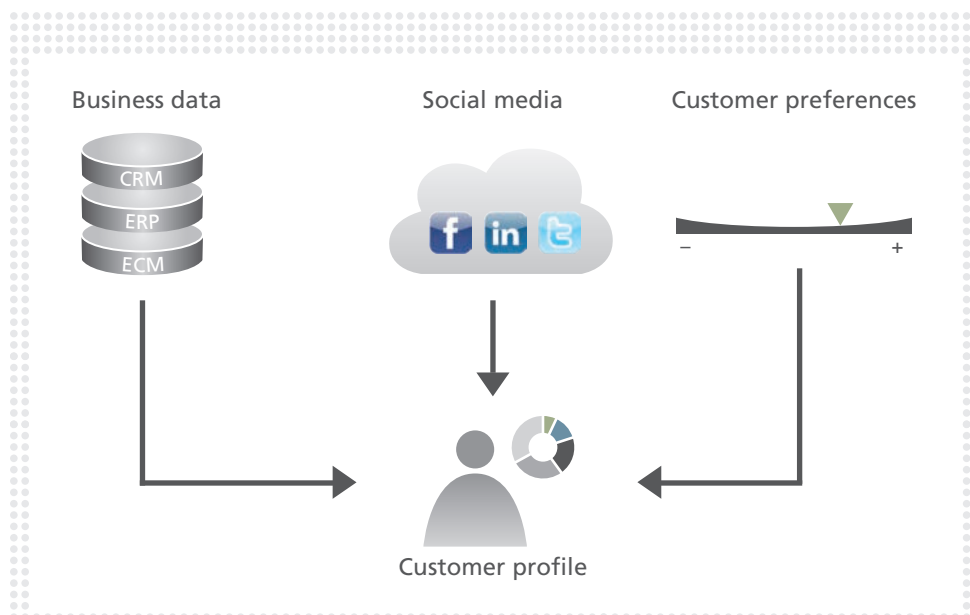
ht

The key success of every communication starts with true customer insight. GMC Inspire unlocks the true value of your customer data enabling your business to understand the exact buying motivators for every customer.

Customer analytics and segmentation

GMC Inspire analytics enable businesses to visualize all customers and their profiles at a glance. Enriching the traditional analytic information of demographics, transaction history and predictive modeling, Inspire incorporates the new powerful dimension of customer preference management. With the knowledge of individual customer preferences and buying motivators, businesses can accurately segment their customer base for closer targeted multichannel campaigns and increased marketing efficiency.
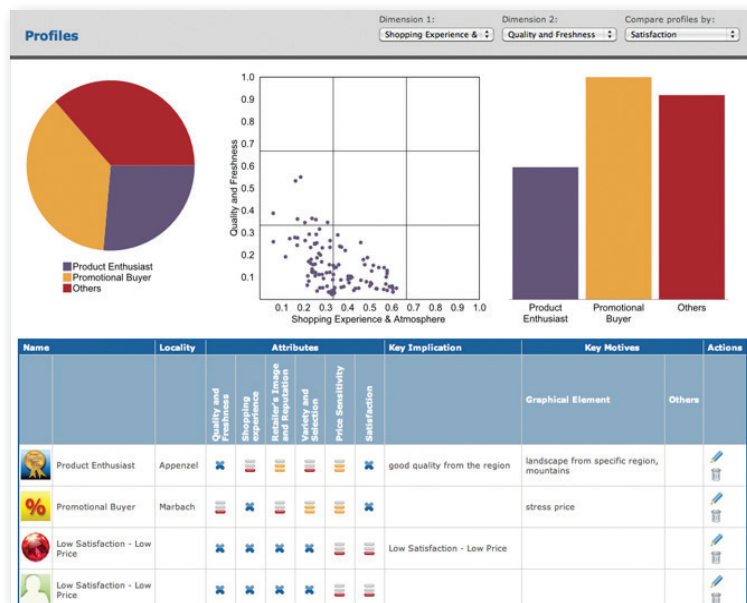
Inspire Dashboard visually presents customer profiles

At a glance
› Integrate with your enterprise systems: CRM, ERP, SAP, ECM, XML data
› Use social and lifestyle profiles
› Capture and manage customer preferences
› Understand exact buying motivators
› Perform advanced customer analytics
› Accurate segmentation and targeting

Customer com

Dynamic design

GMC Inspire enables businesses to create communications that are individualized for each customer.

While your designers define the content rules and parameters for each section, GMC Inspire's advanced design and data processing capabilities ensure that these are intelligently translated for each customer for effective, dynamic communications.

Design integration
Directly import PDFs and design formats from most graphics packages such as Adobe InDesign and Quark XPress into the design environment.

Data-driven graphics
Transform customer data into powerful graphics and charts that provide visual aids to help customers understand your communications faster.

Image manipulation
Apply effects on images and generate personalized images based on variable date for higher attention.

White space management
Maximize the value of your documents with message management capabilities helping you take advantage of available space on print or digital communications.

Advanced color management
Maintain the original quality of color at the highest speeds and volumes and automatically convert color spaces for specific output channels.

International writing and characters
Handle the most complex languages such as Hebrew, Arabic and Chinese and create global communications with one solution.

Real-time proofing
View your design on-the-fly with real data, evaluate different concepts, eliminate errors and reduce development time.

Data-driven graphics

Transactional data

Imagery that impacts

Response tracking

Promotional messages (white space management)

munication

Achieving impactful communications requires a solution that is intuitive for business users, dynamic to support the most creative thinking and robust enough to manage communications across multiple channels; it requires GMC Inspire.
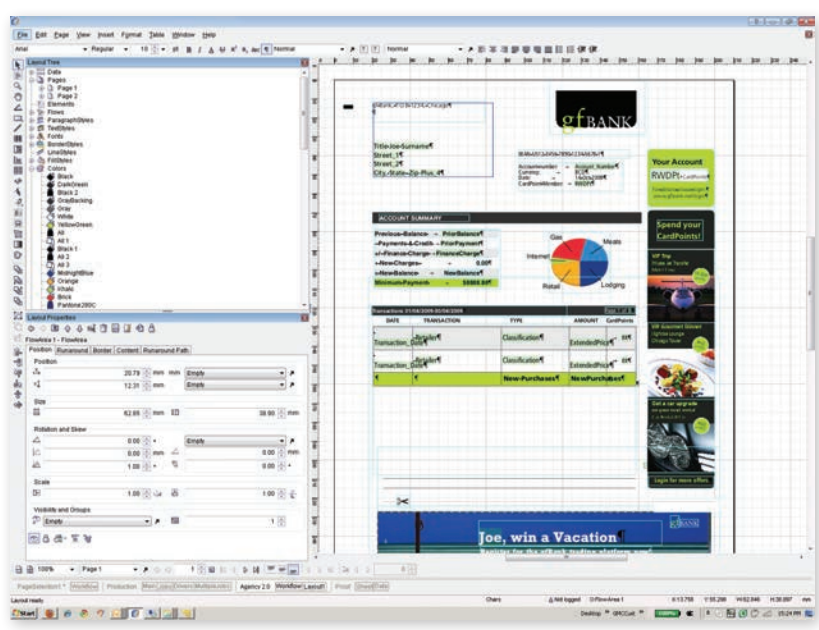
Design dynamic communications with variable data and images

Document migration

Legacy applications play important roles in enterprises and upgrading and replacing them is often very cost-intensive. The built-in conversion capabilities of GMC Inspire are some of the most advanced in the industry. Once legacy applications are in the Inspire design environment, they can be revitalized with color, variable elements, dynamic charts, images and converted to print and digital formats without having to reprogram entire applications.

"With GMC, we are able to offer customers the latest technology in personalization and customization that many of our competitors cannot deliver."
Redi-Mail, Allen Spokane, Vice President of IT

Content management

GMC Inspire has built-in content management capabilities that enable businesses to monitor and control every process of the communication lifecycle.

With GMC Inspire, communications are not only relevant in content, but also compliant and in keeping within corporate guidelines.

Version control
Keep track of all versions of templates, including who made changes, what changes were made, and when they were made, increasing accountability and communication integrity.

Asset management
Centrally manage all your brand assets ensuring that your business users are always using corporate-approved images, fonts, graphics, colors and more.

Business rules
Build specific rules to govern the content, formatting and placement of all elements in the communication templates.

Access control
Apply user restrictions to entire contents or certain sections ensuring data privacy legislations.

Collaboration and approval
Approve your communications online with different users inside and outside the organization. Selected users can share comments and views eliminating manual effort and streamlining processes.
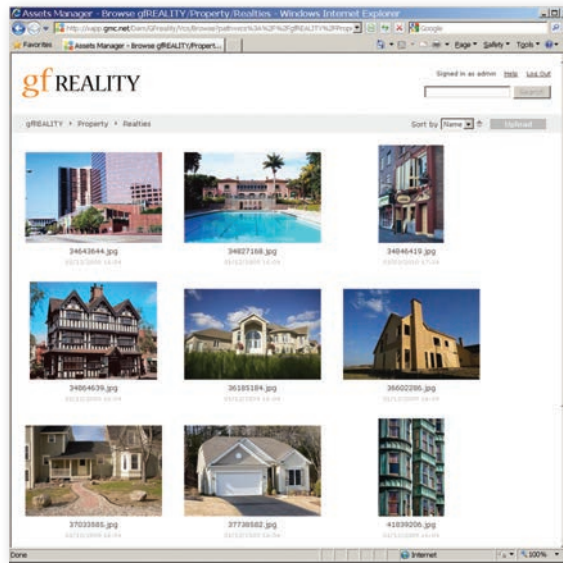
Manage your digital assets centrally

Eliminate errors with Web-based approval

Customer communications act as representatives of your business. This is why GMC Inspire handles your communications with the highest precision and control ensuring consistent messages, accurate data and brand management.

Visual workflow

GMC Inspire is designed to enable ease of use and fast setup of complex communications. Using a visual workflow, Inspire gives the business users control in applying logic, rules and defining the communication process without the need for programming. Inspire enables your business to remain agile and responsive to changing customer needs.
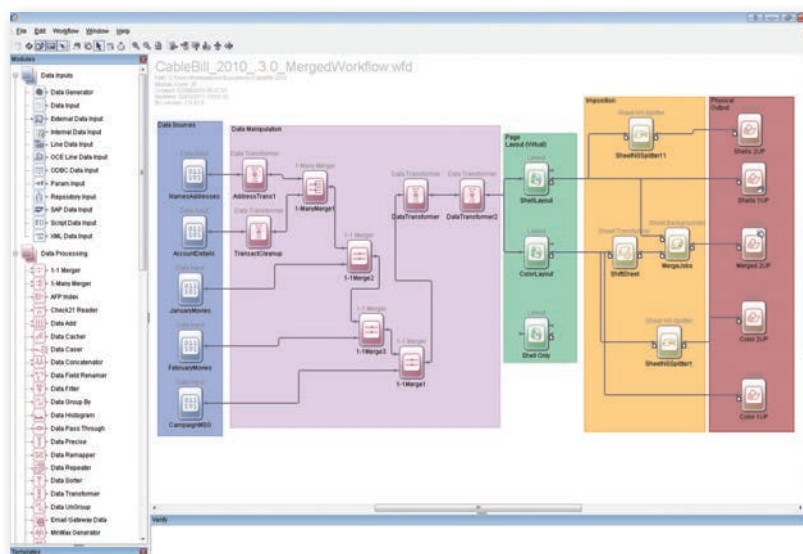

Define the workflow visually with GMC Inspire Designer

Structured, interactive, on-demand communications

GMC Inspire provides businesses with a flexible platform to manage enterprise-wide customer communications.

High-volume structured communications
GMC Inspire enables businesses to design regular structured communications such as transactional statements, bills, and scheduled marketing campaigns that are produced in batches for paper and digital channels.

Individual interactive communications
GMC Inspire enables businesses to deliver interactive communications that provide the personal touch, professional appearance and instant response required to leave a positive impression on customers. Call Center agents and line of business employees are empowered to add specific product information, marketing messages and contract terms to personalize communications such as insurance policies, welcome kits, contract negotiations and more. GMC Inspire provides a totally controlled and guided environment that is defined by your business to ensure that communications are always compliant and consistent with corporate branding.
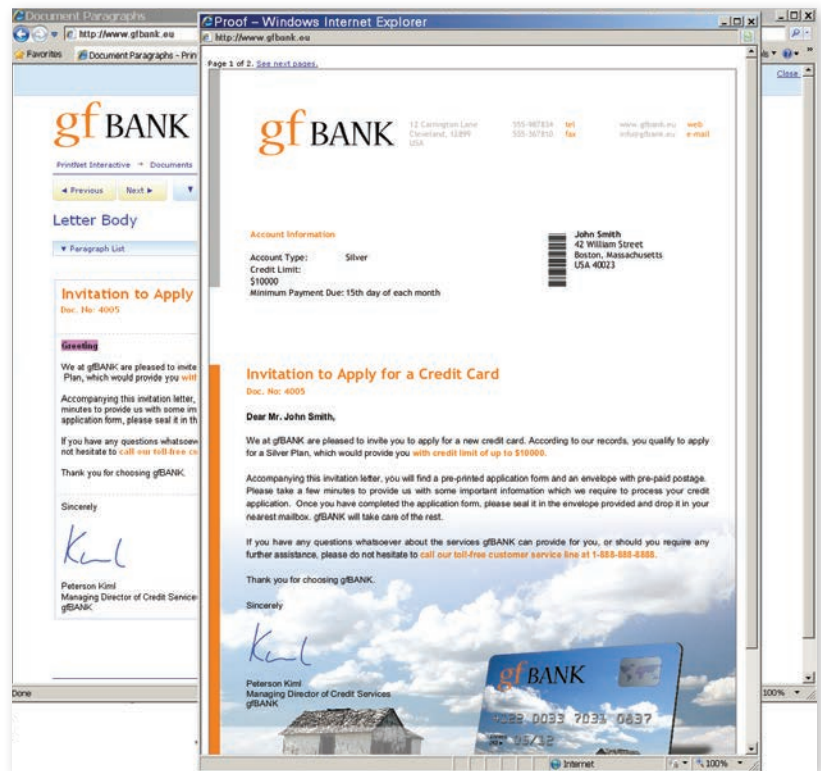
Use your browser to enter data and personalize customer correspondence

The GMC Inspire platform is designed to manage communications in diverse production environments enabling businesses to power structured, interactive and on-demand communications.
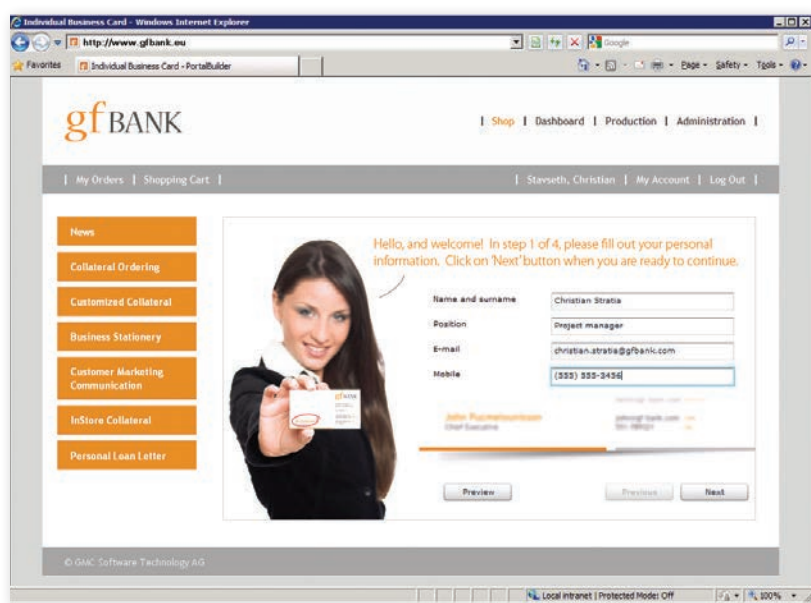
Build online storefronts to simplify marketing fulfillment

On-demand event driven communications
GMC Inspire enables businesses to profit from online storefronts for marketing fulfillment, photobooks, web-to-media and more. On-demand communications can also automatically be triggered by multiple events such as customer requests, Call Center logs, purchases, web enquires, SMS responses and more.

At a glance
› Business user control
› Dynamic design
› Intelligent variable data processing
› Unlimited creative elements
› Legacy migration
› Content management
› High-volume structured communications
› Interactive communications
› On-demand event driven communications

Multichannel

With one single platform, GMC Inspire empowers businesses to implement an integrated multichannel communications strategy across the enterprise.

production

GMC Inspire provides unrivalled multichannel capabilities that produce, optimize and deliver communications through both digital and paper channels.

One solution, multiple channels
Advanced production capabilities enable communications to be delivered through any channel including SMS, email, web presentment, print, mobile, fax, social media and other emerging channels. With the built-in multichannel capabilities business users only have to use one design environment to produce the specified digital or print format.

High-performance composition
While your business users define the content, parameters and delivery channels, the high-performance production engine composes high-volume communications automatically for any delivery channel.

Delivery optimization for digital and print
All communications throughout the enterprise require optimization across all channels to reduce delivery costs and increase operational efficiency. GMC Inspire intelligently collates and delivers communications, according to the clients preferences and in the most cost-effective way for the enterprise.

Production reporting
When dealing with critical business communications, production-reporting is essential to ensure communications are processed and delivered accurately. GMC Inspire enables businesses to plan production processes while the solution tracks production in real time to capture, rectify and report any errors.

"GMC allows us to generate the output in whatever format the client wants and produce multichannel campaigns."
4DM, Darren Crawford, Managing Director

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At a glance
› Mobile and web presentment
› SMS, e-mail, print, fax, RSS
› Advanced multichannel production
› Multichannel delivery optimization
› Postal optimization
› Production tracking and reporting

Response mana

GMC Inspire enables you to capture, track and manage responses back into your business environment to give greater customer insight, trigger follow-on communications and generate more personalized, relevant communications.

Response management
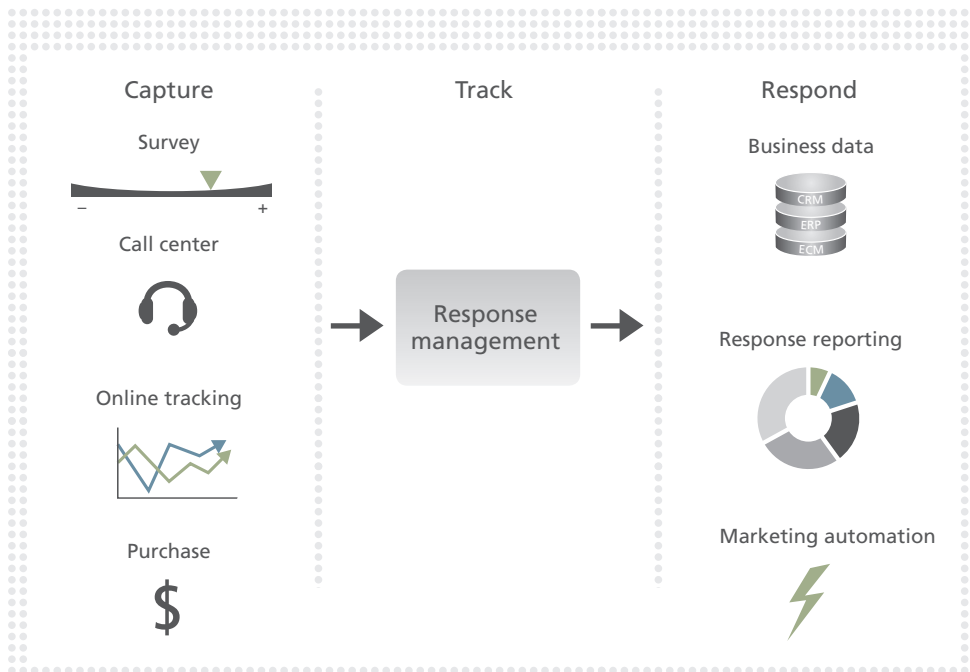
Manage customer response for improved insight

Collect preference data with surveys

Capture information with surveys
Create personalized surveys with the survey engine and gain valuable feedback on the effectiveness of your communications and other business activities.

gement

GMC Inspire intelligently manages responses to enable businesses to understand what worked and how future communications can be improved for continuous customer engagement.

Track response through multiple channels
GMC Inspire enables businesses to measure and evaluate customer responses through SMS, print, e-mail and more. Businesses can drill down to granular level data of click through rates, open rates, visits to personalized URL's, call-backs and more.

Enterprise feedback management
Customers interact and respond to your business communications through many channels such as call centers, customer purchases, visiting stores and more. GMC Inspire makes it easy to keep track of this continual incoming data and automatically pushes data back into the appropriate enterprise systems.

Continuing the conversation
GMC Inspire intelligently applies insights gained from customer responses to continue the customer conversation and refine digital and print communications.

At a glance
› Intelligent customer surveys
› Capture response from all channels
› Response analytics
› Enterprise feedback management
› Apply continual customer insight
› Refine customer conversations

Process manage

GMC Inspire controls and automates the most complex communication processes. That's why businesses trust Inspire to manage the most critical and sensitive customer communications.

Process management

### Customer Communication Management

Through overseeing and tracking all communication activities from planning, through to deployment, production, delivery and response measurement, businesses are continually refining the execution of their customer communication management strategy for better results and higher returns.

Business process integration

GMC Inspire enables you to leverage existing investments by supporting SOA (Service Oriented Architecture). This means that you can connect to your enterprise-wide architecture through your existing services framework to power both batch and on-line applications.

Embedding compliance

GMC Inspire helps your business reduce risk and eliminate errors at every stage of the communication process. It can be configured to comply with your business rules and guidelines, continuously monitoring key performance indicators in relation to defined service level agreements (SLA).
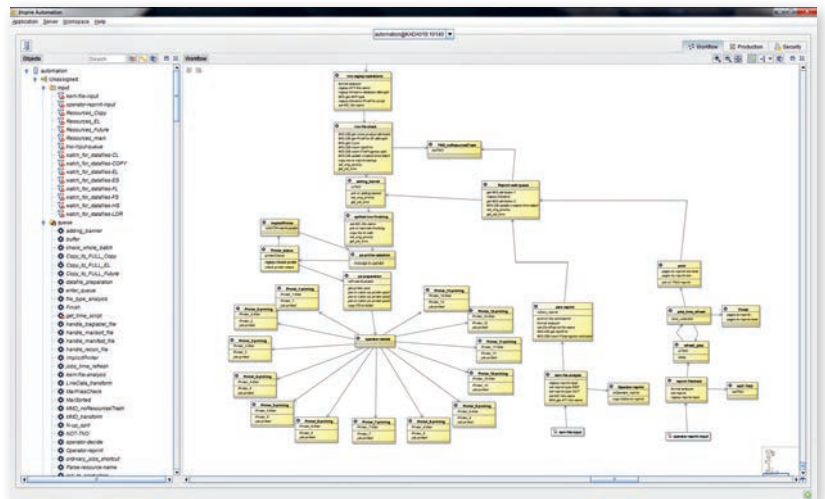
Fully configurable automation engine

ment and automation

At the core of GMC Inspire is a powerful engine driving and controlling the entire communications process for maximum precision and efficiency.

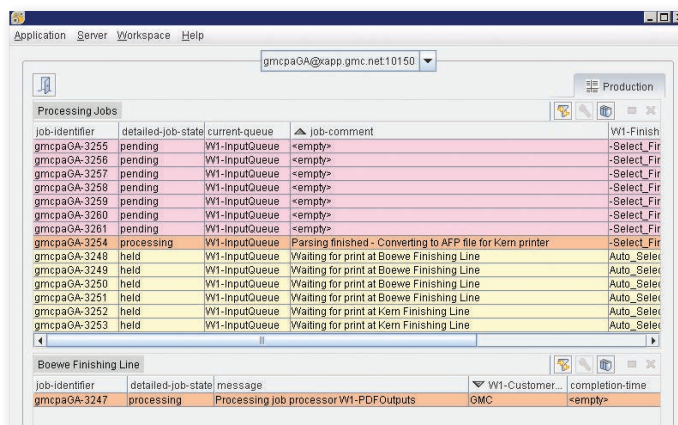### Automation

Automated document factory (ADF)

GMC Inspire automation provides integrated "document factory" capabilities for managing and controlling the entire communication process from data acquisition through to design, composition, production, finishing and multichannel delivery. Inspire continuously monitors the production process to ensure adherence to quality processes and to rectify defects in real time. With Inspire "zero defects" is not a concept but a reality.

Output management

Automating the process 24/7 delivers efficiency and reliability to your operations. The automation engine can be configured to power any business process to streamline your structured, interactive and on-demand communications. With GMC Inspire, businesses are gaining flexibility, capacity and efficiency boosts that were otherwise not possible.

Archive and retrieval

Having an efficient archive and retrieval system is vital in today's highly regulated business environment. GMC Inspire enables all communications to be automatically archived and stored in the right place without your business users having to give it a single thought. Archives can be retrieved instantly to improve Call Center conversations and support customer service staff.

Monitor the status of current jobs

"The GMC solution has enabled us to automate the entire personalization and production process, saving hundreds of hours in programming time and nearly a million dollars in operational costs the first year it was implemented."

Vertrue, Inc., James Frey, VP, Operations & Production Services

At a glance
› Business process integration
› 24/7 automation
› SLA compliance
› Fully configurable automation engine
› Automated document factory (ADF)
› Archive and retrieval
› End-to-end process management

Professional

With worldwide professional services and support, your business can be confident that nothing will get in the way of delivering effective communications that add value and impact the bottom line.

Consulting

Our experts are at hand in every stage of the process from initial installation to helping you realize the highest return on investment. Our teams are flexible and can act as a dedicated workforce for your business or attend to specific requests to help bring applications to market faster.

Our full-range of services include:
› Legacy migration
› Proof of concept
› Solution architecture
› Application development
› Solution implementation
› Solution testing
› Software maintenance
› Process analysis
› Product integration
› Project management
› Customer workshops

Training

GMC Software Technology delivers a range of training programs and documentation designed to support your specific business needs. Basic, intermediate and advanced training courses are available at your site or designated GMC sites. Users can also access online e-learning training programs with video and audio conferencing.

24/7 worldwide support

GMC are committed to delivering exceptional after-sales services. Our support teams are available 24 hours a day 7 days a week to help your business users with day-to-day usage of GMC Inspire to ensure maximum productivity.

"I have over 40 years of software and IT background, involving many different vendors – and GMC's support is the best I have ever experienced."

Diamond Marketing Solutions, Dick Brinkmann, Vice President of Information Services

services and support

GMC customers are supported by the most experienced and professional teams that are committed to ensuring your business achieves the best results, in the fastest time.

GMC community

Our customers get exclusive access to the GMC user community. This is our own social network site where GMC Inspire users can gain fast access to support and share ideas, experiences and thoughts with other customers around the world.

Exchange know-how in the GMC community

GMC worldwide

With subsidiaries and a network of partners,
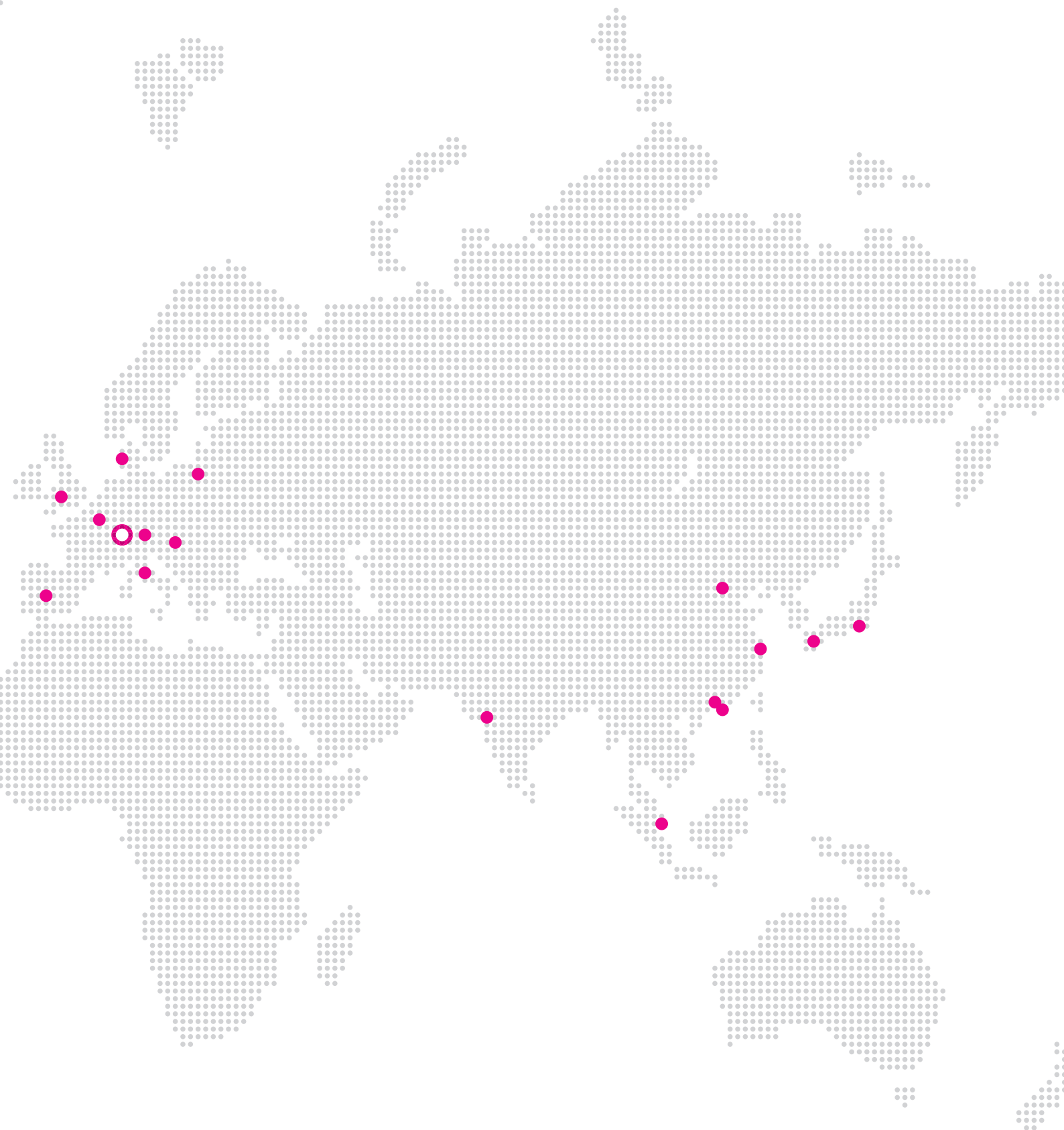GMC is present in over 60 countries.

The Americas
Brazil
Canada
Mexico
USA

Europe
Czech Republic
Denmark
France
Germany
Hungary
Italy
Poland
Spain
Switzerland
United Kingdom

Asia
China
India
Japan
Singapore
Taiwan

Headquarter
GMC Software AG
Hirschengasse 12
9050 Appenzell
Switzerland

Research and development
GMC Software Technology sro
Na Brne 1972
500 06 Hradec Kralove
Czech Republic

www.gmc.net

GMC Software Technology delivers the best-of-breed solution with unrivalled experience in the field of Customer Communications Management (CCM).
As the acknowledged benchmark in the industry our solutions inspire businesses and enterprises to take customer communications to a whole new level and benefit from every conversation.