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PRESS RELEASE

CUSTOMER COMMUNICATIONS
MANAGEMENT

GMC SOFTWARE NAMED A LEADER FOR FOURTH CONSECUTIVE TIME IN GARTNER MAGIC QUADRANT FOR CUSTOMER COMMUNICATIONS MANAGEMENT SOFTWARE

- ▶ GMC Software positioned highest for ability to execute and furthest for completeness of vision in Leaders quadrant

Paris, February 9, 2017

Neopost, a global leader in Digital Communications, announced today that its subsidiary, GMC Software, has been named a Leader in the 2017 Gartner Magic Quadrant for Customer Communications Management (CCM) Software, positioned highest for both ability to execute and furthest for completeness of vision. The report evaluated 15 vendors from around the globe that met the inclusion criteria.

"We are honored GMC Software is once again positioned a Leader by Gartner," said Henri Dura, COO, Neopost's Enterprise Digital Solutions division. **"Listening to our customers, we continue to deliver solutions to the market faster than anyone else in the industry. Due to our ongoing investment in R&D, we continue to give our customers relevant innovation with every release. This gives our clients both confidence and a competitive edge in a market shaped by rapidly changing technology, regulations and economic climates."**

Gartner's Magic Quadrant defines Leaders: "In terms of Ability to Execute and Completeness of Vision, Leaders are doing well and are prepared for the future with a clear vision. They have strong channel partners and a presence in multiple regions; they achieve consistent financial performance; and they offer broad platform support and good customer support. In addition, they dominate in one or more technologies or vertical markets. Leaders are aware of the ecosystem in which their offerings need to fit."

GMC Software helps organizations to create stronger engagements with their customers and employees using timely and relevant communications. GMC Software provides the means to develop contextual, highly individualized communications across all channels that span the entire customer journey.

With the largest customer communications-focused Research & Development team in the world, GMC Software boasts a 20-month major release cycle in an industry where approximately 40 months is the norm. The company supports more than 1,600 clients and partners in banking, insurance, healthcare and service providers. GMC Software has had the fastest growing CCM customer base globally for the past three years.

To access a full copy of the report free of charge, please click here: [Gartner Magic Quadrant for Customer Communications Management](#).



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ABOUT NEOPOST

NEOPOST is a global leader in Mail Solutions, Digital Communications and Shipping Solutions. Its mission is to guide and support organizations in how they send and receive communications and goods, helping them better connect with their business environment through hardware, software and services.

Neopost supplies innovative user-friendly solutions for physical and digital communications management for large enterprises and SMEs, as well as shipping processes for supply-chain and e-commerce players.

With a strong local presence in 31 countries and over 6,000 employees, Neopost works closely with a network of partners in order to market its solutions in more than 90 countries. In 2015, Neopost reported sales of €1.2 billion.

Neopost is listed in Compartment A of Euronext Paris and belongs notably to the SBF 120 index.

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To know more about GMC Software, go to: <https://gmc.net/>

