



Longwood Software, Inc.
107 Main Street
Maynard, MA 01754

Longwood Software Announces 2009 Usage Statistics for RevBase and ForFile

Maynard, MA - January 4, 2010 - Longwood Software, Inc., developer of the RevBase™ marketing asset management solution (www.revbase.com) and the ForFile® file transfer service (www.forfile.com) announces usage statistics for the company's software-as-a-service (SaaS) offerings for the year ending December 31, 2009.

RevBase: Marketing Asset Management

Customers use the RevBase SaaS solution to manage their digital, print and physical marketing assets; share them across their organizations; and distribute them to sales teams and customers. They also use the system to serve their customers via the web with eCommerce and compliance applications.

Although RevBase is available for on-premise installation, most customers use the on-demand, SaaS application introduced in 2000 and enhanced on an ongoing basis since.

- For the second year in a row, customers' on-demand RevBase applications were accessed over one million times during the year.
- Customers added over 7,000 new user accounts during the year, a 24% increase over the number of new accounts added in 2008.
- Customers added over 77,000 new items to their applications in 2009, a 77% increase over 2008. The total upload data volume in 2009 was 67GB.
- Total downloads from RevBase SaaS applications in 2009 exceeded 584,000 (an increase of 16% over 2008), with a total download volume of 1.5 terabytes.
- Orders placed via customers' RevBase shopping carts exceeded 72,000, an increase of 15% over 2008.
- Service uptime – after accounting for both scheduled maintenance periods and non-scheduled (emergency) maintenance periods – was 99.9% for the year.

ForFile: File Transfer Service

Customers use the ForFile SaaS solution to transfer large files securely via the web. In 2009, a wide range of businesses used the ForFile service in North America, South America and Europe. Save The Children Federation used the system on a global basis under an enterprise right-to-use agreement.

- Customers transferred over 36,000 files in 2009, an increase of 90% over 2008.
- Upload data volume for 2009 was 372GB and download data volume was 551GB, up 48% and 62% respectively over 2008.
- Service uptime – after accounting for both scheduled maintenance periods and non-scheduled (emergency) maintenance periods – exceeded 99.9% for the year.



“2009 was a challenging year for many of our customers, and so for us,” said Scott Richardson, president and CEO of Longwood Software. “However, our customers responded to tough economic conditions by more fully utilizing our RevBase and ForFile systems to increase their productivity, cut costs, and streamline internal operations. We’re pleased that many leading marketing and sales organizations expanded their use of our solutions even as they grappled with cutbacks, restructurings, and reductions in revenue, and we’re looking forward to the opportunities of 2010.”

About Longwood Software

Longwood Software, Maynard, MA, is a leading provider of software-as-a-service (SaaS) solutions for marketing and sales teams in manufacturing, technology, and business services. The company’s products are the RevBase marketing asset management/sales support system and the ForFile large file transfer service. The company’s customers include American Greetings, Beiersdorf, Corning Life Sciences, Dunkin’ Brands, Essilor of America, Kronos, Silicon Graphics, The MathWorks, and Thermo Fisher Scientific. For information visit www.longwoodsoftware.com.

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FOR INFORMATION, CONTACT:

Christine Shock
Shock PR, Inc.
508-743-9993
cshock@shockpr.com