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Longwood Software Announces RevBase™ Briefcase for User-Managed Content

Sales Staff and Field Marketers Easily Manage Documents, Presentations, Images and Spreadsheets within Portals

Maynard, MA -- February 15, 2010 - Longwood Software, Inc., developer of the RevBase™ on-demand marketing asset management system (www.revbase.com), announces RevBase Briefcase, a new capability for sales and marketing professionals. With Briefcase, salespeople and field-based staff can manage their own documents, images, and other content in web-accessible portals, and share this user-managed content with colleagues and customers. This supports tailored sales interactions with customers, and sharing of best practices across the organization. RevBase is a SaaS (software-as-a-service) solution for marketing asset management and sales support used by leading manufacturing, technology, healthcare, and business services companies.

A premier operator of acute care hospitals in the southern United States is using the RevBase Briefcase to let marketers at each of their hospitals collaborate with their colleagues across the hospital system by sharing effective marketing and advertising materials. By adding Briefcase to their RevBase solution, the hospital system can capitalize on both locally-tailored and centrally-managed branding materials.

With Briefcase, users add and manage their own sets of marketing and sales materials within their company's RevBase solution, and create collections of marketing assets to meet specific customer needs. Individuals manage all items in their online Briefcase within their own secure RevBase micro-site, accessible only to them and the company's RevBase administrator. Users point-and-click to add, edit, or remove items from their Briefcase, and can designate selected items for sharing with others in the organization. All items in the Briefcase can be emailed alongside items from other zones in the company's solution.

"Three of our largest and most cutting-edge customers initially expressed a need for this capability, but we expect the majority of our customers will adopt it in the near future," said Scott Richardson, president and CEO of Longwood Software. "Briefcase represents an emerging best practice for marketers who want to improve the way they collaborate with sales teams, and who want to combine the best of centrally-created marketing programs with field-based customization."

The RevBase marketing asset management solution delivers electronic and print fulfillment capabilities, including a searchable database for marketing assets; a visual shopping cart for collecting items for distribution; multiple email delivery modes; and click-through tracking of electronically-fulfilled materials. RevBase also features customizable reports and item expiration to alert marketers when items are becoming outdated. RevBase is designed for "out of the box" use, and requires no technical training, IT support, or custom development.



Longwood Software also provides ForFile[®], a software-as-a-service solution that allows large files to be transferred electronically. The service is a secure, scalable, reliable alternative to burning and shipping CDs, or using FTP sites for transferring files up to 700 MB.

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, health care 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, Gardner Denver, Kronos, Silicon Graphics, The MathWorks, and Thermo Fisher Scientific.

For information visit <http://www.longwoodsoftware.com>.

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