



## Longwood Software's RevBase Provides Customization of Marketing Assets

**Maynard, MA – April 11, 2011** – Longwood Software, Inc., developers of the RevBase<sup>®</sup> software-as-a-service (SaaS) marketing asset management system ([www.revbase.com](http://www.revbase.com)), announced today a new RevBase feature that enables easy customization and personalization of marketing assets. Now, marketers can create PDF-based templates for marketing and sales materials that are tailored by users with pre-approved marketing messages or user-supplied data, including contact information, logos, special pricing, images and sales messages. This enables creation of promotional offers, sell sheets, literature and other assets that are relevant and compelling to specific audiences.

Marketers save time and money in their creative operations with the new RevBase feature. They continue to have control over the design and core content of marketing assets such as ads, newsletters and brochures. But now they can combine their central creative design with field insight and accountability by letting users tailor items specifically for their customers.

“RevBase now offers an easy-to-implement capability that gives marketers and salespeople the power to create assets that are tuned for maximum effectiveness” said Scott Richardson, President/CEO of Longwood Software. “At the same time, marketers can ensure that all such assets remain brand-compliant. Best of all, this feature is both affordable and easily implemented.”

RevBase manages selected marketing and sales materials as templates. Marketers create pre-approved content components that users can access within RevBase and use with the templates. Users can choose to modify the templates by inserting Marketing-approved content and/or local and market-specific information. In addition to the convenience and time savings, marketers no longer have to pay graphic designers to make these changes. Customized assets can be downloaded, emailed to customers, and/or dispatched to printers.

For example, dealers or distributors can create professional looking datasheets by adding their own logos, addresses, and phone numbers. Sales reps can create promotional flyers that feature product offers for their own regions, and add personalized sales messages and prices.

The new RevBase capability is available immediately, and includes training and support.



In addition to the new customization/personalization feature, RevBase fulfills the expanding needs of marketers to manage, share and distribute marketing assets across field operations, sales teams and partners on a global basis. Ensuring consistency, accuracy and reuse of hundreds or thousands of assets in distributed marketing and selling operations are key RevBase benefits.

The RevBase system offers 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 Auto Reports and Item Expiration to alert administrators when items are becoming outdated. RevBase is designed for “out of the box” use, and requires no technical training, IT support, or custom development.

#### **About Longwood Software, Inc.**

Longwood Software, Inc, (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 system and the ForFile® large file transfer service. The company’s customers include American Greetings, Beiersdorf, Corning Life Sciences, Dunkin’ Brands, Gardner Denver, Kronos, Save the Children Federation, The MathWorks, and Thermo Fisher Scientific. For more information visit [www.revbase.com](http://www.revbase.com) or [www.forfile.com](http://www.forfile.com).

###

RevBase and ForFile are registered trademarks of Longwood Software. All other trademarks and registered trademarks mentioned herein are the property of their respective owners.

#### **FOR INFORMATION, CONTACT:**

Christine Shock  
Shock PR, Inc.  
508-743-9993  
[cshock@shockpr.com](mailto:cshock@shockpr.com)