



Longwood Software, Inc.
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Longwood Software Announces 2011 Usage Statistics for RevBase® and ForFile®

Maynard, MA – January 3, 2012 - 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, 2011.

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.

A wide range of industry-leading companies use the RevBase SaaS application, which was introduced in 2000 and has been enhanced on an ongoing basis since.

- In 2011, customers' SaaS RevBase applications were accessed over 1.5 million times during the year.
- Customers added over 8,754 user accounts to their RevBase applications during the year, a 12% decrease over the number of new accounts in 2010. However, in 2011 three major customers deployed RevBase in public web applications – which have large numbers of users and few new accounts.
- Customers added over 93,350 assets to their applications in 2011, a 27% increase from 2010. The total uploaded data volume in 2011 was 113GB, a 31% increase.
- Total downloads from RevBase SaaS applications in 2010 exceeded 1,055,000 (an increase of 10% over 2010), with a total download volume of 2.8 terabytes.
- Orders placed via customers' RevBase shopping carts exceeded 71,540, a decrease of 22% over 2010, reflecting customers' continued transition to digital distribution.
- Service uptime – after accounting for both scheduled maintenance periods and non-scheduled (emergency) maintenance periods – exceeded 99.9% for the year.

ForFile: File Transfer Service

Customers use the ForFile SaaS solution to transfer large files securely via the web. In 2011, a wide range of businesses used the ForFile service in North America, South America, Europe, Asia and Africa. Save The Children Federation used the system on a global basis under an enterprise right-to-use agreement.

- Customers transferred over 48,000 files in 2011, a decrease of 4% over 2010.
- Upload data volume for 2011 was 583GB and download data volume was 830GB, up 11% and 15% respectively over 2010.
- Service uptime – after accounting for both scheduled maintenance periods and non-scheduled (emergency) maintenance periods – exceeded 99.9% for the year.



“2011 was another solid year of customer use of our SaaS offerings,” said Scott Richardson, president and CEO of Longwood Software. “We’re pleased that many leading marketing and sales organizations expanded their use of RevBase to include high-profile public web applications. We also added innovative capabilities for asset customization, which have been well-received by customers. We look forward to introducing additional new features for our customers in 2012.”

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, Kronos, MeadWestvaco, The MathWorks, and Thermo Fisher Scientific. For information visit www.longwoodsoftware.com.

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