



FOR IMMEDIATE RELEASE

Longwood Software Enhances RevBase Marketing Asset Management System with Full-Text Search

New Search Capability Delivers Relevant Results in Sales, Marketing and Customer Service Applications

Maynard, MA – January 15, 2013 – Longwood Software, Inc., developers of the RevBase® software-as-a-service (SaaS) marketing asset management system (www.revbase.com), have announced the RevBase full text search option, a complete solution for full text search applications in marketing, sales, and customer service. RevBase’s full text search is a ready-to-use marketing application that tackles the daily challenges salespeople face finding and communicating the most relevant information to customers and prospects.

Customers across all industries expect their suppliers and partners to provide product/service information that is highly relevant, accurate, and up to date. For most companies, the volume of product information, marketing materials, technical documents, and selling tools is large, and gets larger every day. In addition, marketers don’t have the time to identify keywords for thousands of marketing assets.

“Our global marketing and sales teams, and our distribution partners, rely on RevBase to deliver relevant, up-to-date information about our wide range of products,” said Pixie Kempel, CMD Design Center Manager for Thermo Fisher Scientific. “The new full text search feature will help us meet the evolving needs of our users, and better manage our large and growing volume of marketing and sales assets.”

The new RevBase full text search capability addresses users’ needs by enabling searches to be performed with powerful text processing that finds words, phrases, and numbers within files, and then delivers highly precise search results displayed in order of relevance. This allows salespeople and marketers to locate the product information they need to serve customers effectively and to win business.

Tightly integrated with the RevBase asset repository, full text search includes an indexing engine that builds a catalog of searchable text that is found in PDF, Word, Excel, PowerPoint, and Zip

files along with over 125 additional file formats. The catalog is updated automatically as files are added to the RevBase repository. The indexed content is searched by entering words or phrases in a keywords text box in the administrator and visitor interfaces. The system looks through all the words in the marketing asset document repository, filters out and disregards “noise” words such as “an” or “the”, conjugates verbs, generates synonyms with a built-in thesaurus and identifies the best matches based on the search criteria entered by the user. The search results are displayed with the most relevant items first – that is, the items with the highest rank for the search.

“RevBase’s expanded set of search tools, including full text search, help our customers deliver targeted messages and accurate, up to date information to their customers,” said Scott Richardson, President of Longwood Software. “Our goal has always been to provide customers with the highest functionality, along with the best experience possible every time they use RevBase. This new RevBase capability makes it even easier for users to find exactly what they are looking for so they can make effective use of their time and better serve customers.”

The RevBase full text search option is available now for customers and is easily configured for a range of applications within the RevBase system. New RevBase customers can configure the full text search option as part of their QuickStart implementation service, or can add it at any time during their service.

RevBase 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. Users can customize/personalize marketing materials with RevBase, schedule automatic reports, and set up item expiration alerts so administrators know 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 or www.forfile.com.

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