



## **FOR IMMEDIATE RELEASE**

### **Longwood Software Introduces RevBase for Mobile**

#### *Marketing Asset Management Extended to Smartphones and Tablets*

**Maynard, MA – January 2, 2014** – Longwood Software, Inc., developers of the RevBase® software-as-a-service (SaaS) marketing asset management system ([www.revbase.com](http://www.revbase.com)), have announced RevBase for Mobile. This new offering provides convenient access to marketing assets and sales materials from mobile devices including smartphones and tablets. With RevBase for Mobile, salespeople can find the most relevant information for their interactions with customers and prospects -- anywhere, at any time. In addition, marketers can provide mobile-optimized access for customers who want product information and technical documents to be accessible on their phones and tablets.

“Our customers in leading B2B marketing organizations recognize that mobile devices are becoming the primary information access tools for many of their salespeople, selling partners and customers,” said Scott Richardson, president and CEO of Longwood Software. “RevBase for Mobile is a ready-to-use solution that offers a full set of sales-friendly features, plus scalability and easy implementation.”

Quincy Compressor (Bay Minette, Alabama) is using RevBase for Mobile to deliver marketing materials and technical documents to two key audiences: public web site visitors and engineers who specify compressors. “RevBase for Mobile provides our prospective customers with relevant and updated materials, wherever they are located. In today’s mobile world, this is essential to our business,” said Ashley Oberkirch, Marketing and Web Services Coordinator at Quincy Compressor. “Our new mobile-friendly sites were implemented without having to change our RevBase desktop configuration or our data management process, which saved us time and money.”

RevBase for Mobile features full-text search capability to address mobile users' needs for highly precise and relevant search results. The RevBase system records all searches so frequent search terms are recalled easily. It also includes a shopping cart for rapid ordering of printed materials, print-on-demand assets, or physical products. Customers can have their mobile solutions publicly available or password protected, and can design them to include their own brand identity.

RevBase for Mobile is hosted on the Microsoft Azure Cloud platform, which provides high performance and scalability.

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 assets. Users can customize 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, BBB Industries, Beiersdorf, Corning Life Sciences, Dunkin' Brands, Kronos, Pfizer Consumer Healthcare, Quincy Compressor, 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).

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

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