



Longwood Software, Inc.
107 Main Street
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Longwood Software Enhances RevBase and ForFile for Faster and Easier Management of Marketing Assets

Customer Requests Reflected in New Features

Maynard, MA – April 14, 2016 – Longwood Software, Inc., developers of the RevBase® software-as-a-service (SaaS) marketing asset management system (www.revbase.com) and the ForFile® large file transfer service (www.forfile.com), announces recent product enhancements to make managing customers' marketing assets faster and easier than ever.

"We listened to our customers who told us what would help improve the process of managing their marketing assets," said Scott Richardson, Longwood Software president and CEO. "Based on their input we have developed a number of enhancements to our core product offerings."

ForFile Personalization

New options built into ForFile make it easier and faster to share files with vendors and colleagues. "Power users" who rely on ForFile to transfer large files securely will benefit from up to five different default Subjects and Messages for file transfer emails, along with adding a default CC.

RevBase Account Management Feature

RevBase Administrators gain simplified account administration, while saving time and increasing security. A new feature automatically disables inactive accounts. Inactive accounts can be disabled if the user has not accessed the system within a specified number of days. The number of days of inactivity that leads to the account being disabled can be set for specific zones, audiences, or user groups. In addition the system can send a warning email to the account owner that a dormant account is going to be disabled.

Subdomain Customization Option for RevBase Mobile

Customers can now choose their own subdomain for their myrevbase.com application (i.e. acme.myrevbase.com or AcmeSales.myrevbase.com). The subdomain is set at the zone level, so a customer can have multiple subdomain names if desired, and can target each to a different audience.



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The RevBase marketing asset management 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/personalize marketing materials with RevBase, schedule automatic reports, and set up item expiration alerts so Administrators know when items are being out dated. RevBase is mobile-enabled, and is designed for “out of the box” use. It 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, Smith and Nephew, and Thermo Fisher Scientific. For more information visit www.revbase.com or www.forfile.com.

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