



## Longwood Software Integrates Print on Demand with Marketing Asset Management

### *POD Functionality Simplifies Ordering and Fulfillment of Print Materials*

**Maynard, MA – October 10, 2016** – Longwood Software, Inc., developers of the RevBase® software-as-a-service (SaaS) marketing asset management (MAM) system ([www.revbase.com](http://www.revbase.com)) and the ForFile® large file transfer service ([www.forfile.com](http://www.forfile.com)), announces that it has integrated Print on Demand (POD) functionality into the RevBase MAM system. This integration streamlines the ordering, printing, shipping and fulfillment of print literature that is needed by sales and marketing staff.

“RevBase customers want to simplify the process and reduce the cost of distributing print items to customers, trade shows and events,” said Scott Richardson, president of Longwood Software. “Our new POD feature eliminates waste, expense and time for both salespeople and marketing operations.”

A global scientific instruments company wanted to transition to Print On Demand from their traditional print to stock model. Longwood Software configured the POD feature for this customer within the RevBase system where their digital assets already resided. This plugged a workflow gap by making easy-to-use Print on Demand ordering available to their end users who now can deploy printed material with greater immediacy.

The RevBase POD integration includes a shopping cart that implements the specific order rules and payment methods appropriate for each customer. When POD items are ordered via RevBase, the order information and print-ready files are sent to designated print providers. In the case of the scientific instruments customer, the approved print vendor is ImageX of Pleasanton, CA.

Glen Douglas, president of ImageX, said, “Our client wanted to include POD into the RevBase system they rely on for managing all of their digital marketing materials. We worked closely with Longwood Software to develop a seamless way to offer this feature within RevBase. Longwood Software was extremely easy to work with and attentive to our unique needs.”

He continued, “Now, when an item is designated for POD on the RevBase check-out page, we ship the print order directly to wherever it is needed, whether that is a fulfillment house, a company office in another country, a sales rep, or an event location. It’s faster and easier for the customer, and allows them to better control costs.”

In addition to corporate collateral, this company uses POD for one-off trade show items such as posters and other display materials, which can be sent directly to the trade show location. Glen Douglas added that ImageX anticipates setting up a POD system for the customer's EU offices.

The RevBase Print On Demand integration is available now, and includes a configurable shopping cart, a credit card payment connection, and data exchange with the customer's designated print partners.

### **About RevBase, The Marketing Asset Management Platform**

RevBase is a marketing asset management platform that serves companies in all industries. It is a comprehensive solution designed especially for marketers. 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 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 outdated. 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 the new, re-launched Longwood Software website at <http://www.revbase.com>.

**###**

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

### **CONTACT:**

Christine Shock  
Shock Public Relations  
[cshock@shockpr.com](mailto:cshock@shockpr.com)  
508-743-9993