



FOR IMMEDIATE RELEASE

Longwood Software Simplifies Integration of Marketing Assets with CRM / SFA Systems

Implementation of OData Standard Connects Marketing and Sales Applications

Maynard, MA – January 5, 2016 – Longwood Software, Inc., developers of the RevBase® software-as-a-service (SaaS) marketing asset management system (www.revbase.com), announces that RevBase can be integrated with enterprise CRM / SFA systems. Using the OData open protocol (www.odata.org), users can link easily and securely to RevBase functionality directly from a company's CRM system on desktops, laptops, and mobile devices.

"OData is an ideal external data integration strategy for the RevBase platform," said Scott Richardson, Longwood Software president and CEO. "Using our OData implementation, customers can access RevBase in real time directly from their CRM systems."

The RevBase OData implementation is used by Intralox, a New Orleans-based global manufacturer of conveying equipment (www.intralox.com). Intralox needed a solution to provide 500 CRM users access from the company's Oracle CRM on Demand system to over 1,200 collateral, product samples, and promotional items. RevBase was selected by Intralox to manage all of these assets including ordering, picking, fulfilling, and tracking. RevBase is integrated with Intralox's CRM system via OData so all users have easy, secure access to RevBase and all of its capabilities.

Sharon Sagastume, a member of Intralox's Marketing Department, was involved in the RevBase integration project due to her role in global promotional distribution. "We have so much more visibility now," said Sagastume regarding the value of the RevBase integration. "We used a spreadsheet before, which had to be updated manually and was difficult to keep up to date and accurate. Now, RevBase updates the status of items in inventory automatically as orders are placed so we always know what has been ordered, what is getting low, when we need to re-order items, what the most-used and least-used items are, and which language-specific items are ordered most frequently. This information helps with strategic planning and forecasting what we will need in the future. Our users also track the progress of orders, including when items are downloaded and when orders are complete. This is especially helpful."

Pervasive Path (www.pervasivepath.com), a mobile strategy consulting firm, was engaged by a consumer products company to create a mobile application that uses the RevBase OData implementation to provide sales staff with access to the company's marketing collateral on their tablets.

Darren Powell, Pervasive Path Director, commented, “OData enables easy data exchange, which is why it was ideal for creating the interface to our customer’s RevBase system. Now, the company’s sales reps get instant, on-demand access to all of the company’s marketing materials, including product videos, sales catalogs, and seasonal offerings in digital format. Previously, field reps needed to download and print copies of sales materials from laptops to show customers, which was time-consuming. The new mobile connection to these materials makes this unnecessary.”

Going from print to digital has enabled this company’s reps to create collections of marketing items on the spot to show customers, make notes on what has been presented at meetings, and send it all back on their tablet devices to RevBase to be stored for future reference.

The OASIS OData Technical Committee’s defines OData as a way “to break down data silos and increase the shared use of data by creating an ecosystem in which data consumers can interoperate with data producers in a way that is far more powerful than currently possible, enabling more applications to make sense of a broader set of data.” Longwood Software selected OData for its RevBase/CRM integration strategy because it felt that OData sets the standard for data connectivity.

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 marketing materials with RevBase, schedule automatic reports, and set expiration alerts so administrators know when items are becoming 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 www.revbase.com or www.forfile.com.

###

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