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Longwood Software Marks 20th Year in Business as Provider
of Marketing Asset Management Solutions

Innovator in Software-as-a-Service Helps Marketers
Increase Productivity and Protect their Brands

Maynard, MA – June 20, 2017 – Longwood Software, Inc., developers of the RevBase® software-as-a-service (SaaS) marketing asset management (MAM) system (www.revbase.com) and the ForFile® large file transfer service (www.forfile.com), is celebrating its 20th year in business. While looking back on the challenges and successes of those past years, the company is also looking ahead to the ways it will continue to address marketers' evolving needs and increasing responsibilities.

Scott Richardson, Longwood Software President and CEO, commented, "This is a significant milestone for our company. For twenty years we have been executing on our mission by expanding and refining our product and helping customers apply it to their marketing challenges. Our flagship offering, RevBase, has become a mission-critical piece of our customers' marketing process and infrastructure. We now serve some of the most respected companies in the world. But what makes us especially proud, and all of our efforts at Longwood Software worthwhile, is that marketers tell us we are a reliable and trusted partner within their marketing infrastructure."

The company's founders, Scott Richardson and Andres Echenique, had a product concept that was simple but unique: a self-service application that would help marketers manage and share their digital files and use a shopping cart for ordering print items. This product, which would become RevBase, differed from most of the other solutions at the time which were client-server tools that let creative departments tag image files with limited metadata.

Just four months after the company was established in June 1997, the company signed its first customer, Kronos of Waltham, which develops and markets a suite of workforce management tools. Kronos remains a loyal customer today.

In 2000, the original product was rewritten to become a hosted, multi-tenant, software-as-a-service platform – one of the first applications of its kind designed specifically for marketers. RevBase has evolved over the years to become an enterprise-class platform. In 2016, 1.9 million assets were managed

by RevBase and customer applications were accessed over 2.1 million times, with a guarantee of 99.9% uptime.

Industry changes over the 20 years of the company's life include the growth of the internet, mobile devices becoming ubiquitous, adoption and acceptance of software-as-a-service and cloud computing, the emergence of ecommerce, the explosion of content, and the use of video by marketers.

In 2017 and beyond, Richardson foresees three focus areas for the company:

1. Helping customers optimize their marketing and sales support functions at the device level.

2. Delivering additional automation and workflow features to help customers be even more productive and responsive.

3. Capitalizing on the robust activity data within RevBase to help customers identify trends, measure impact, and optimize their marketing/sales program investments.

Richardson concluded, "We keep looking for ways to save our customers time and solve complex, real-world problems for them with RevBase. I'm looking forward to the next phase of the company as we build on our strong foundation and team."

About the RevBase Marketing Asset Management Platform

RevBase is a marketing asset management platform that serves companies in diverse 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 becoming outdated.

The RevBase platform 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, 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.

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