

Minisoft to Exhibit at the 2011 QAD Explore National Users Group Show

Snohomish, WA, March 31, 2011: Minisoft is pleased to announce that it will be a vendor at the QAD Explore show May 9-12 at the Marriott Rivercenter Convention Center in San Antonio, Texas. Minisoft will be demonstrating its eFORMz advanced document management solution along with its new eDirect Plus transactional eMail marketing server.

Minisoft will also be giving a presentation at QAD Explore on “Advanced Forms Automation and Transactional Emailing for QAD Users”. The presentation will discuss how actual QAD customers have leveraged the Minisoft forms automation solutions to solve their business challenges, save money, and increase operational efficiencies.

QAD Explore website - www.qad.com/explore

About eFORMz

eFORMz is a powerful, next-generation electronic forms automation solution for formatting, personalizing and delivering ERP application output. eFORMz converts standard QAD output into attractive, functional and efficient documents that can be distributed via print, fax, email, and the web. eFORMz also allows documents to be stored in a digital archive for later retrieval.

About eDirect Plus

eDirect Plus is a transactional email marketing solution that transforms plain text event-triggered email into highly personalized messages. Use eDirect Plus to generate brand centric messages capable of driving incremental revenue through relevant cross and up-sell offers. eDirect Plus extends the business logic of your existing e-commerce or ERP system to dynamically create specialized communications that properly reflect your company’s brand and style.

Minisoft document management solutions integrate with all versions of QAD and operate on Windows, Linux, HP/UX, Solaris and AIX computer systems.

More information:

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