

Minisoft to Exhibit at Red Prairie Redshift 2011

Snohomish, WA, March 31, 2011: Minisoft is pleased to announce that it will be a vendor at the Red Prairie RedShift National Users Group show May 16 - 19 at the Westin Kierland Resort and Convention Center in Scottsdale, Arizona. Minisoft will be demonstrating its eFORMz advanced document management solution along with its new eDirect Plus transactional email marketing server.

Red Shift 2011 website - <http://redshift.redprairie.com>

About eFORMz

eFORMz is a powerful, next-generation electronic forms automation solution for formatting, personalizing and delivering ERP application output. eFORMz converts standard Red Prairie 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.

Our Red Prairie customers use eFORMz to produce packing lists, shipping labels, barcodes, invoices, purchase orders, gift certificates, order and shipping acknowledgements.

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.

Use eDirect Plus to add customized messages to promote special discounts, unique events, one time offers, holiday announcements and much more! Reach out to your customers with messaging that is consistent with your corporate websites and brands. eDirect Plus can enhance your email marketing performance, boost deliverability and lower costs. With eDirect Plus the fastest email delivery, authentication and bounce processing technologies are at your fingertips.

More information:

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