



## Press Release

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### *Minisoft Releases eDirect PLUS*

**Snohomish, WA, October 6, 2011:** Minisoft has begun shipping eDirect PLUS, a transactional email marketing solution that transforms generic, plain-text event-triggered email into highly branded, personalized messages. These messages are 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 messages that properly reflect your company's identity.

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. Ensure that your customers will experience your unique brand from the start of a sale to the end, encouraging future customer loyalty and brand recognition. eDirect PLUS is designed to integrate seamlessly with

existing back-end business processes and data sources so that customized messages are generated automatically. It also features a powerful dynamic message assembly engine which transforms a plain-text transactional email into branded company communications.

eDirect Plus features:

- Style sheets for creating dynamic content to reflect an organization's identity and brand.
- Support for HTML, Secure PDF, or XML output.
- Conditional logic to setup simple or complex "what if" conditions that determine what and when content is sent and to whom.
- Email management tools to track open rates, bounced emails, one-click opt-outs and unsubscribes.
- Schedule dates and times to send automated invitations, "save the date" reminders, confirmations, and post-event "thank you's".
- Ensure delivery of readable emails by sending in multi-part MIME-recipient that will receive HTML or text versions dependent on their email settings.
- Direct output to one or more output destinations including email, SMS gateways, printfile, diskfile or fax.
- Dynamically integrates relevant cross and up-sell offers based on prior purchases or stated preferences.

- Reporting and statistics to measure the success or failure of real-time client interactions.
- Feature for dynamically integrating relevant cross and up-sell offers based on prior purchases or stated preferences.

eDirect Plus integrates seamlessly with popular business applications from Manhattan, Red Prairie, IBM Smart Commerce, QAD, JDE, STW, Harris, Microsoft Dynamics, Infor, Lawson, DST Health, McKesson and Oracle.

Written in Java, eDirect PLUS runs on Windows, Linux, HP/UX, AIX, iSeries/AS400, MPE and Solaris.

The new Minisoft eDirect PLUS transactional email server can enhance your email marketing performance, boost deliverability and lower costs. In addition, the latest email delivery, authentication and bounce processing technologies are at your fingertips. Harness the power of eDirect PLUS today!

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