



Welcome to eFORMz 8.0!

eDirect Plus Transactional Email Server

eDirect Plus is a new software option for eFORMz users that expands on existing paperless functionality. eDirect Plus is designed to integrate seamlessly with existing e-commerce or ERP systems to dynamically transform generic, plain-text event-triggered email into highly branded and personalized messages. These messages can be used to drive incremental revenue through relevant cross and up-sell offers.

eDirect Plus features include:

- Dynamic message assembly engine
- Incorporate weblinks, pictures and graphics into emails
- Automatically re-route or handle unsubscribes, one-click opt-outs, and bounced emails
- Track open rates and link clicks
- Interface to SMS Gateways to send text notifications and alerts
- Ad-hoc email for sending personalized emails to specific customers
- Schedule dates and times to send automated invitations
- Features for dynamically integrating relevant cross and up-sell offers based on prior purchases or stated preferences
- Support for alternate E-Mail body formats and multiple attachments

eDirect Standard Enhanced

New features in eDirect Standard include:

- New tab entry from the eFORMz main Composer window that allows for easier access to a users' output process.
- Full multi-level "condition check" capability. In prior eFORMz versions, the only option was to check for blank fields.

- Ability to dynamically redirect output to printer devices from within the project.

Support for XML and EDI Data Files

XML (extensible markup language) and EDI (electronic data interchange) files will now be accepted as data input. In addition, eFORMz can output in these two file formats. Support for XML allows eFORMz to easily integrate with the many vertical applications that now support XML file output. EDI has become the universal method for securely transmitting data between multiple organizations. This file format is especially common in the health care, financial and retailing sectors.

Support for “QR” – Quick Response Barcode

eFORMz now features support for the unique barcode known as a “QR” code or Quick Response Barcode. A QR code is a specific matrix barcode (or two-dimensional code) that is readable by dedicated QR barcode readers and camera smart phones. The code consists of black modules arranged in a square pattern on a white background. The information encoded may be text, URL, or other data.

Although initially used for tracking parts in vehicle manufacturing, QR codes are now used in much broader context, including both commercial tracking applications and convenience-oriented applications aimed at mobile phone users (termed mobile tagging). QR codes may be used to display text to the user, to add a vCard contact to the user's device, to open a Uniform Resource Identifier (URI), or to compose an e-mail or text message.

QR codes storing addresses and Uniform Resource Locators (URLs) may appear in magazines, on signs, buses, business cards, or almost any object about which users might need information. Users with a camera phone equipped with the correct reader application can scan the image of the QR code to display text, contact information, connect to a wireless network, or open a web page in the

telephone's browser. This act of linking from physical world objects is termed hardlinking or object hyperlinking.

New Pre-Processor Utilities

- “Text to XML Converter” – A new pre-processor that converts text files into “industry standard” XML formatted input data.
- “Flat File Parser” – This pre-processor was developed to easily import EDI or Comma Delimited Files into eFORMz.

Support for AFPDS Printers

To better support our IBM iSeries/AS400 customer’s eFORMz now supports printers that utilize AFPDS - Advanced Function Presentation Data Stream.

Enhanced Print and File Services

The new eSubmit utility permits host-independent redirection of application data. eSubmit was originally designed to write data destined for a standard output device to unique file names in a local directory for processing by the eFORMz local queue monitor. It has since been expanded to handle a variety of file redirection tasks independent of host operating system or third party subsystems.

Revisable PDF & Forms Fill-in

eFORMz can now create PDF’s that can be revised before being printed or emailed. Any generated PDF forms can be rendered to the screen for previewing and editing. Forms can also be designed to allow users to edit ANY fields within the PDF file itself. Revisable PDF’s can be used for any kind of forms fill-in application or for situations where additional information needs to be added before printing or emailing a form.

Web-based Administration – The Minisoft Director

The eDIRECT PLUS e-Mail Agent services and eFORMz output processes can all be administered remotely from the Web. Dynamically start-up, shut-down, and control individual e-Mail Agent services and output processes from anywhere with a browser. They can also be selectively paused, reconfigured and resumed without affecting other services and output processes. Printer configurations can be dynamically modified to work around printer problems and logs can be viewed to quickly see processing progress.

New Message Generation Features

e-Mail message bodies now make use of Cascading Style Sheets. This allows the use of the same styling specifications that are used by an organization's web site. Links and images can use web-based hit counters to count read and click counts. The eDirect Plus e-Mail Agent can provide the counting services, though an alternative service may be used. e-Mail bodies can also contain connections to web services so that information from a wide variety of sources, such as shipping providers, can be included in messages. Alternate bodies can be produced to allow recipients to view messages in the format of their choosing.