



New eDIRECT PLUS Website Debuts!

Snohomish, WA, January 19, 2012: Minisoft is pleased to announce the launch of its new and improved eDIRECT PLUS website featuring product demos, customer success stories, case studies, product FAQ's, enhanced training and product documentation.

<http://www.minisoft.com/pages/business/eDIRECTplus/eDIRECTplus.htm>

Visitors to the eDIRECT PLUS website now have the opportunity to experience a product demo of the Minisoft "Golf Store" powered by eDIRECT PLUS! Actually place a simulated order from the store and see the power and flexibility of the eDIRECT PLUS transactional marketing solution just as your customers would. Upon placement of the order, eDIRECT PLUS will immediately email you a branded, full-color order acknowledgement complete with cross-sell and upsell offers.

The eDIRECT PLUS Transactional Email Server transforms generic plain-text event-triggered email into highly branded, personalized messages. These messages are capable of driving incremental revenue through relevant cross and upsell offers. eDIRECT PLUS extends the business logic of your existing ecommerce 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.

Use eDIRECT PLUS to enhance customer service, promote brand awareness, measure the effectiveness of special offers and increase sales revenue.

Harness the power of eDIRECT PLUS today!

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