

# Minisoft News

## Spring/Summer 2010



**e-DIRECT**

®

### ***e-DIRECT 2.0 Expands Paperless Features and Messaging Options***

Release 2.0 of *e-DIRECT* offers powerful new email messaging options for event-triggered marketing and customer contact. *e-DIRECT* messaging is the ideal solution for any transactional and promotional email campaigns in which timing is a critical factor in achieving a company's marketing goals such as:

- Order Confirmations.
- Shipping Confirmations.
- Back-ordered Item Notifications.
- Registration Confirmations.
- Account Profile Change Confirmations.
- Shopping Cart or Form Abandons.
- Follow-up emails rating products or accessing customer satisfaction.
- Credit Card expired or declined notifications.

*e-DIRECT* can utilize any Text, .DOC, HTML or PDF output. *e-DIRECT* includes a WYSIWYG HTML editor that offers a vast selection of easy-to-use functions for creating and editing content, including fonts, colors, style elements, image importing tools, table creation, spell check, link creation, and more.

- Easily create rules-based dynamic content based on simple conditional "if-then-else" logic. No programming or scripting knowledge is required.
- Automatically create multi-part messages and simultaneously send both HTML and text versions that are optimized for the recipient's email client.
- Preview your message on screen or send test messages to verify how it will appear in different email clients.

*e-DIRECT* includes real time visibility and reporting allowing you to measure your email success with relevant and actionable reports.

- Comprehensive, easy-to-understand reports highlight campaign results, including targeted, sent, failed, opens, clicks, unsubscribes, and complaints.
- Detailed accounting to ensure emails are not duplicated.
- Detailed logging in order to diagnose problems.
- Report and suppress bounced and otherwise invalid email domains and addresses.

## **e-DIRECT**®

e-DIRECT features the ability to connect directly to corporate databases to populate forms. Supported databases include: Microsoft SQL, MySQL, Oracle, Eloquence, Image, DB2, Progress, Informix, and Sybase.

Some example uses of e-DIRECT :

A user could create a form letter using Microsoft Word (or some other publishing tool). The next step would be to import this letter as a "document oriented" form, create a simple list, indicate in the eFORMz Composer where the data from the list is to be inserted in the form and then setup the email info (host, to, from, etc....). You would use the merged output of the form and data as the body of the email and could specify the format (html, text, etc....). You could even support multiple body formats to support both users that wanted html and those that only wanted text.

A more complex example would involve getting data from the output of your order processing system, scanning the lines of the order for their status and creating separate types of emails for shipped, back-ordered, etc.... This requires grouping, complex conditions, extra processing (i.e. maybe to total the amount of just the items shipped), and possible multiple emails per group.

e-DIRECT allows organizations to be more responsive to customers while being **GREEN** and saving thousands of dollars eliminating postage, paper and envelopes.

## **eFORMz**®

**eFORMz Version 7.05 release is now shipping with e-DIRECT 2.0.**

### **New Unix/Linux Print Monitor**

Enhancements have been made to the Unix/Linux Toolkit allowing eFORMz users to display, start or stop the Print Monitor on Unix or Linux servers. In doing so the toolkit issues remote shell commands to these servers using a SSH2 ( Secure Shell v2 ) connection issuing the commands necessary to activate or terminate the automated monitoring and processing of print files on these servers.

### **On Demand Print Utility**

There are times when the need to print a specific form or forms is required. The new On Demand Print Utility permits files to be renamed within a specified directory allowing the eFORMz Print Monitor to process or re-select these files. This utility also provides a method for direct printing of any file on a Windows PC. This is often useful for printing test input files or eDIRECT generated PCL output files.

## **Improvements for Image Scaling**

Project images can now be re-scaled from within the eFORMz Composer. Unlike in previous releases, where images (.jpg, .gif, .png, etc..) had to be proportionally sized prior to being imported into the project, they can now be scaled from within the project to best fit a user's requirements.

## **Microsoft RTF format (Rich Text Format) Support**

eFORMz users can now design forms in MS Word or other Windows publishing tools and not have to go through the steps of converting what they have designed to an eFORMz project. eFORMz recognizes the RTF format and uses what's designed directly.

RTF support also means expanded support for color and even faster printing.

The new RTF feature will permit users to update their eFORMz project file(s) using RTF generated documents edited by Microsoft Word. This eliminates the current process of having to redirect a form design to an eFORMz 'virtual' printer to generate the PCL image file, which is imported into the project. Once a link between the RTF document and the project is established, a user can click on the new 'Reload' button on the eFORMz forms property dialog screen to immediately replace their existing form with the modified version.

## **Enhanced HTML Editing**

To improve the editing functionality of HTML used within the body of emails a new form type, referred to as 'flow positioned', has been added to the eFORMz product. This new form type is document oriented and similar to that of any word processor, RTF, or HTML document. The content of this new form can be imported from text, RTF, or originate from within eFORMz. Rules will permit inserting data into the form while also modifying the organization of the form into different formatting blocks ( i.e. tables, image placeholder, free-flow word-wrapped text, etc...) for that enhanced HTML look.

## **CMC-7 (ISO 1004) MICR Font Support**

eFORMz now supports the ConnectCode CMC-7 MICR (Magnetic Ink Character Recognition) font based on the CMC-7 (ISO 1004) industry standard. The MICR CMC-7 font is a special font that is used on bank checks in Mexico, France, Spain and most Spanish-speaking countries. The character set of this standard consists of ten numbers (0..9), five special symbols, and twenty-six letters.

## **Special Offer - Trade up to eFORMz!**

Organizations that evaluate and purchase eFORMz before June 20, 2010 will be eligible to receive 35% off the standard list price. Minisoft will also include the first year of eFORMz product updates with the purchase. This competitive trade-in offer is extended to users of Optio, Acom, Jetform, CreateForm, Flexform, Fantasia, and Formation. Please contact Minisoft for a list of competitive electronic forms products that qualify for this trade-in offer.



## Minisoft Terminal Emulators Now Support Windows 7.0

Minisoft is pleased to announce that its Terminal Emulation connectivity products are now Windows 7 certified. All Minisoft connectivity products will operate in either 32-bit or 64-bit mode under Windows 7.

Minisoft Terminal Emulation products support access to legacy host computer systems offering precise emulation of IBM 3270, IBM 5250, DIGITAL VT320, and HP700/92 terminals. All Minisoft Terminal Emulators include scripting, SSH/SSL Secure Shell Connectivity and network file transfer. Minisoft Terminal Emulation products run on Windows, Windows Mobile, Macintosh, and Linux platforms.

Customers that have a current support contract for any Minisoft Terminal Emulator may download a no cost product update from the Minisoft website ([www.minisoft.com](http://www.minisoft.com)).

## Competitive Trade in Offer

Minisoft offers competitive trade-ins starting at \$79.00 per connection. Quantity discounts are also available. Contact Minisoft for more information.



## Minisoft Middleware products are now PCI DSS Capable

Minisoft has begun shipping PCI DSS capable versions of its *ODBC*, *JDBC*, and *OLE DB* middleware drivers for Eloquence and Image databases that incorporate SSLv3 (Secure Socket Layer) and TLSv1 (Transport Layer Security) for secure encrypted connections. SSL/TLS is primarily used to encrypt confidential data sent over an insecure network such as the Internet. Minisoft's new secure connection options allow a user to specify the PCI compliant levels along with the type of encryption (Change Cipher Spec Protocol) required by an organization's auditor or compliance officer.

Major credit card companies such as Visa and MasterCard are pushing hard to stop the financial fraud incidents that have affected numerous organizations and their consumers. Organizations that accept payment card transactions are duly bound to comply to PCI DSS by July 1, 2010. Organizations that fail to comply, risk not being allowed to handle cardholder data and fines of up to \$500,000 if the data is lost or stolen. Minisoft customers that want to be PCI DSS (Data Security Standard) compliant should update to these new versions of the Minisoft ODBC, JDBC and OLE DB middleware drivers.

The Minisoft *ODBC*, *JDBC*, and *OLE DB* middleware drivers support MPE Image, Eloquence 8.0, Windows 7.0, and Windows 64-bit SQL Enterprise Server. Our drivers run on HP/UX, MPE, Windows, Linux, Solaris, AIX, and Macintosh operating systems.



## Minisoft & Manhattan Associates Partner With eFORMz

Minisoft is pleased to be named a Manhattan Value Partner. Minisoft will work with Manhattan to sell the eFORMz, e-DIRECT, and DataDirect document management and reporting solutions to the Manhattan Associates user community.

Minisoft will be demonstrating the power and flexibility of the eFORMz, e-DIRECT, and DataDIRECT document management and reporting solutions at the Manhattan Associates 2010 Momentum Users Conference May 2-5 in Hollywood, Florida.

### About Manhattan Associates

Manhattan is a leader in the supply chain management arena. For 19 years, Manhattan Associates has provided global supply chain excellence to more than 1,200 customers worldwide. Manhattan concentrates exclusively on helping companies streamline their supply chains to achieve lower costs, higher profits and happier customers. Customers include Anna's Linens, BJ's Wholesale Club, Cabela's, Canadian Tire, Foschini Group, H-E-B, Matahari, Orvis, Ripley Corp., and Tesco.

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## Minisoft is pleased to welcome Newgistics as an eFORMz Technology Partner

Newgistics plans to offer eFORMz to its customers to help lower shipping costs by optimizing package distribution and returns.

### About Newgistics

Newgistics pioneered reverse shipping logistics with SmartLabel and Intelligent Returns Management technologies over 10 years ago. Newgistics' SmartLabel returns management solutions are leveraged by more than 100 leading multi-channel retailers. Newgistics provides freight cost containment services to manufacturers, distributors and associations. Newgistics is a leader in freight bill audit and payment services.

Newgistics  
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SmartLabel is an intelligent prepaid, pre-addressed return-shipping label.

## Minisoft is pleased to announce its show schedule for 2010.

We hope to see many of our customers at one of these user conferences!

### March 21-23, 2010

#### MFG/Pro QAD Midwest User Group

Kalahari Resort - Sandusky, OH  
[www.midwestusergroup.org](http://www.midwestusergroup.org)

### April 11-14, 2010

#### Ecometry Summit Conference

Hilton Marina – Ft. Lauderdale, Florida  
[www.escalateretail.com](http://www.escalateretail.com)

### April 18-20, 2010

#### MFG/Pro QAD SEUG Spring Conference

Royal Plaza Hotel-Orlando, Florida  
[www.seug.org](http://www.seug.org)

### April 18-22, 2010

#### Collaborate 10

Mandalay Bay Convention Center - Las Vegas, Nevada  
[www.questdirect.org](http://www.questdirect.org)

### April 29-30, 2010

#### 2010 STW User Conference

Grapevine Convention Center - Grapevine, Texas  
[www.stwinc.net](http://www.stwinc.net)

### May 2-5, 2010

#### Momentum 2010 – Manhattan Associates

The Westin Diplomat  
Hollywood, Florida  
[www.manh-momentum.com](http://www.manh-momentum.com)

### May 10-13, 2010

#### Healthcare User Group (HUG – Amisys)

Loews Ventana Canyon Resort  
Tucson, Arizona  
[www.hugconferences.com](http://www.hugconferences.com)

### September 15-17, 2010

#### McKesson- Insight 2010

Denver Convention Center  
[www.mckesson.com](http://www.mckesson.com)

### October 18-22, 2010

#### Harris 2010 Customer Conference

Gaylord Texan, Dallas, Texas  
[www.harriscomputer.com](http://www.harriscomputer.com)



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