

Fall/Winter 2015

Minisoft World

News • Partnerships • Support

**SELL MORE
WITH EVERY
PACKAGE
YOU SHIP**



**Harness the power of Minisoft's
eCommerce marketing platform
to take full advantage of the
moment your customer receives
their order from you!** More on pages 2&3.

...the perfect
complement to
eFORMz &
eFlex Laser Forms

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eFORMz
**NEW
10.5**

The Future of Shipping



**eFlex Laser Forms
—Helping you
sell more with the
package you ship!**

Harness the power of Minisoft's eCommerce marketing platform to take full advantage of the moment your customer receives their order from you! Create shipping documents that are guaranteed to drive your customers back to your website for more shopping and BUYING!

Imagine being able to use the packages you ship as a vehicle for selling more. With Minisoft's eFlex Laser Forms every customer order can generate new sales while reinforcing a retailer's brands. eFlex Laser Forms allow retailers to incorporate special offers, targeted cross-sells, upsells, loyalty rewards, gift cards or web promotions on the outside of every package.

eFlex multi-use laser forms incorporate innovative DuplexPackSlip label designs. DuplexPackSlip labels are an all-in-one duplex solution that combine a shipping label with a packing list on the front and back sides of the same label. eFlex Laser Forms feature up to three DuplexPackSlip labels that can be used for targeted offers.

Use Minisoft eFORMz to integrate eFlex Laser Forms with any WMS, ERP, eCommerce or order management system. eFORMz can capture print output from any of these systems and format it for printing on an eFlex Laser Form.

Minisoft

eFORMz features micro-targeting capabilities that enable each eFlex Laser Form to be completely dynamic and variable. With eFORMz, every customer order can be printed with targeted offers and/or promotions. These offers can be based on a customer's buying history or stated preferences. eFORMz ensures your customers are offered only the products and services they are interested in.

The eDirect+ transactional email solution is the perfect complement to eFORMz and eFlex Laser Forms. Taken together, these three Minisoft products ensure consistent print and electronic messaging with a retailer's customers from order placement to product delivery.

eDirect+ is a transactional email solution that transforms plain text event-triggered email into highly personalized HTML messages. Use eDirect+ for order acknowledgements, shipping notifications, to welcome new customers, or to promote one-time offers. Every email can be designed to produce incremental revenue through targeted cross-sell and upsell offers incorporated into the body of the email.

eDirect+ extends the business logic of your existing eCommerce or ERP system to dynamically create targeted electronic messaging that reinforces brands while generating more sales.





NetSuite Integration

Using a built-in pre-processor, eFORMz is now integrated with the NetSuite Cloud. Information from any NetSuite business solution can be retrieved through selected web service calls: www.netsuite.com.

MetaPack Integration

eFORMz is now integrated with the MetaPack Manager platform. MetaPack Manager integrates with hundreds of carriers and thousands of delivery services such as Next Day, Click and Collect, Locker Boxes and International Delivery ensuring that retailers can offer their customers a better choice in delivery service: www.metapack.com.

Dynamic Printer Pooling

For printers configured with more than one device, any print job's output can split pages between devices by the percent load set in eFORMz. If there is a group configured, the split will only happen on group boundaries.

Expanded Printer Support

eFORMz now supports Intermec (IPL), Toshiba (TPCL), and Datamax (DPL) thermal printers. RFID support has also been added. New image optimization functionality increases print speeds on thermal printers.

Email Security

eFORMz can now send emails with DomainKeys Identified Mail (DKIM) signing to help reduce email spoofing.

Format Transformation

The eFORMz internal data format is device independent. When using eFORMz, input data types are not directly tied to output data types. For example, you can take data intended for an Eltron (EPL) printer and send it on to a PCL printer.

A single project can be used with multiple types of printers without changing the project file. If you replace a PCL printer with one that supports PostScript, a simple change to the Director printer's list is the only change needed. If multiple files are used with the same project, the eFORMz Director will manage the output needed for each printer type.

Beyond relatively simple printer format changes, eFORMz can be used to completely change file types. For example, use eFORMz to take a PDF packing list file and create XML data that is used with a web service call to create a single document. This will reduce the amount of paper needed while improving data accuracy.

Rule-Based Decision-Making

With eFORMz 10.5, everything is conditional. Add, suppress or update any information on a form, label or email, and configure advanced decision-making for automated processes. Take advantage of our most robust assortment of conditional features yet to solve complex business process challenges.

Automated Bagging Systems Integration

eFORMz now features integration with several popular automated bagging solutions. Several challenges presented by auto bagging technology are now addressed by eFORMz.

If you need multiple output files, you can use eFORMz to ensure the file names meet requirements that allow the correct image to be printed in each location. With eFORMz, the files can be in either a single format (such as ZPL) or in several formats (mixed with PCL and PostScript).

Some eFORMz customers are using eFORMz to direct the formatted output into an auto bagger database. In these cases, when the labels and other documents are needed, the auto bagger is able to query by carton id (LPN) and print the correct shipping documents.

Jetform IFD File Conversion

Jetform users can easily convert Jetform IFD files to eFORMz projects. The IFD to eFORMz utility automatically creates a new eFORMz project when a user opens the Jetform IFD file within eFORMz. The new eFORMz project is initialized with form constants, variables, and rules that carry out the specifications in the IFD file.

Partnership News

NetSuite

As a NetSuite Solution Partner, Minisoft will sell its eFORMz forms and label solution in the NetSuite Cloud. NetSuite is the world's leading provider of cloud-based business management software. NetSuite helps companies manage core business processes with a single, fully integrated system covering ERP/financials, CRM, eCommerce, inventory and more.

Using a built-in pre-processor, eFORMz is tightly integrated with the NetSuite cloud. eFORMz is able to retrieve any NetSuite application output through selected web service calls and optimize it for improved operational excellence.

Driven by the experiences and feedback of eFORMz users, Minisoft has developed a NetSuite-specific template library of forms and labels, including an easy-to-customize assortment of integrated packing lists, duplex shipping labels and multi-use laser forms. This collection of best practices forms and labels are guaranteed to shorten implementation times.

Fiserv

Fiserv, a leader in delivering financial services technology to banks and credit unions, has entered into an exclusive reseller arrangement with Minisoft to sell eFORMz to its Spectrum Credit Union customer base. eFORMz will be used to generate a variety of customer-facing documents for Spectrum customers.

71lbs

Minisoft is excited to announce that we've teamed up with 71lbs to get your FedEx and UPS shipping refunds back to your bottom line!

Did you know every FedEx and UPS shipment comes with a money-back guarantee if delivered late by 60 seconds or more? 71lbs' fast and automated shipping refunds service ensures you never miss another refund. Shipping accounts are monitored for late deliveries. Claims for refunds are automatically filed on your behalf. Refunds are then credited back to your shipping accounts. No sign-up fee, monthly dues or contract is required. Thousands of businesses are collecting their shipping refunds every day! Minisoft wants to help you collect yours too.

To learn more, visit www.71lbs.com/minisoft

QAD

QAD, a leader in delivering ERP solutions for global manufacturers in over 100 countries, has selected Minisoft eFORMz to be its recommended forms and label generation solution for its cloud ERP customers. QAD plans to recommend and offer eFORMz to its cloud ERP customers for producing critical customer-facing documents in the cloud.

Technical Corner

Integrating eFORMz with Third Party Applications

Use **eFORMz** to capture print streams from a variety of third party WMS, ERP, and shipping applications. After the print output is captured, eFORMz can format and print the captured information on a label or form. Here are some of the ways eFORMz can integrate with your systems:

Virtual Printing

- eFORMz can emulate most printers, including: Toshiba, Zebra, and laser printers.
- Simply add eFORMz as a new printer in your shipping or WMS application.
- Your application prints to the eFORMz virtual printer, which captures the print stream as a file.
- eFORMz combines and formats the file, using data from additional sources where needed, for output to a thermal or laser printer.

Directory Monitoring

Configure **eFORMz** to monitor local and remote computer directories to capture data. This data can include spooled print files, plain text files from legacy systems, or images. eFORMz extracts data from the captured files, formats them, places them on your form or label, and finally sends the form or label to the printer.

Web Service Calls

Web service calls let you send or receive data from web applications with industry standard POST and GET methods. Connect to remote systems over http or https protocols to get data from remote servers. There's no need to write new code or configure a database connection. The web service provider determines the URL syntax, including key value pairs (KVPs) to send.

For details, see the eFORMz Web Services Manual at support.minisoft.com.

Relational Database Queries

Often business-critical data is located on a relational database server. **eFORMz** can submit SQL queries, call stored procedures or user-defined functions, and even do SQL updates and inserts. Data retrieved from the database server can be placed onto your form or label or used with an eFORMz rule to customize content.

Technical Corner

New Minisoft Support Wiki Enhances Customer Service Experience.

Minisoft is pleased to announce all new corporate and support websites. The new corporate website, www.minisoft.com, has all of the latest news on Minisoft product offerings, customer success stories, Minisoft tradeshow events and product evaluation downloads. Our new support Wiki, support.minisoft.com, contains how-to videos (YouTube & Vimeo), user manuals and technical blogs on eFORMz, eDirect+ and other Minisoft products. Customers can download TeamViewer quick support for real time screen-to-screen interactions with the Minisoft technical support teams.

Need a Form Designed to Meet a Critical Deadline?

Minisoft's professional services group is here to help! Minisoft professional services is available to assist customers with eFORMz form designs, eDirect+ email templates, product training and other consulting services. We understand that our customer's time is a precious commodity. With project deadlines and finite in-house resources, the best decision might be to call in a Minisoft professional services consultant to get a project up and going quickly. Contact Minisoft sales for more information at sales@minisoft.com.

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2015 EVENTS

MidWest

September 13-15 2015
Grand Rapids, MI
www.midwestusergroup.org

West Coast

November 2015
QAD West Coast Users Conference
Corporate HQ – Santa Barbara, CA
www.qadcaug.com

EMEA

Nov 4, 2015
EMEA Customer Conference
www.QAD.com

QAD

Dec 9, 2015
QAD Value Day – The Netherlands
www.QAD.com

EMEA

November 8th- 10th, 2015
EMEA Teamwork 2015
Dresden, Germany
www.QAD.com

800.682.0200

MODEX

**April 4-7, 2016 Modex
2016 Georgia World Congress
Center Atlanta, GA
www.MODEXSHOW.com**

**Operations
Summit**

**April 12-14, 2016
Cincinnati, OH
Booth 316
www.operationssummit.com**

HighJump

**April, 2016
HighJump Elevate
www.highjump.com**

NetSuite

**May 16-19, 2016
SuiteWorld 2016
San Jose, CA
www.netsuiteworld.com**

QAD

**May 2-5, 2016
QAD Explore
Chicago, IL
www.qad.com/erp/**

Manhattan

**Manhattan Momentum
May 15-18, 2016
Orlando, FL
www.manh-momentum.com**

2016

QAD

**April, 2016
QAD Midwest Users Group
www.midwestusersgroup.orgcom**

IRCE

**June 7-10, 2016
IRCE Conference
McCormick Place Convention Center
Chicago, IL
www.irce.com**



**Sell More with
every package
you ship!**



Minisoft

1024 First Street
Snohomish WA 98290
www.minisoft.com
800.682.0200

