

NEWS RELEASE

Integrated Business Systems, Inc.
81 Two Bridges Road
Fairfield, New Jersey 07004

Media Contact: Christine Ziomek
(201) 796-7788 / chris@caryl.com



IBS HONORS FOUR KEY MANAGERS FOR 20-PLUS YEARS OF SERVICE *Chair of R.E. Automation Systems Firm Cites Contributions to Steady Progress*

FAIRFIELD, N.J., April 13, 2010 – Real estate automation solutions provider Integrated Business Systems (IBS) of Fairfield recently recognized four staff members for 20-plus years of service. They include Woodland Park resident Margareta Holzli, bookkeeper and office manager; Little Falls resident Jim Ortleb, director of systems design; Little Falls resident Karen Rosenberg, manager of technical support and solutions; and Lincoln Park, N.J., resident Scott Donnelly, director of sales and marketing.

“While our number of long-term employees may sound impressive to the outside, this milestone simply is the way it should be for those who work here,” Holzli said. “Once people get to the two- or three-year level, they stay,” she explained. “That is just the type of company we are.”

According to Robert Entin, the firm’s chairman and chief technology officer, these key managers have contributed directly to the growth and success of IBS over the past two decades. Today, IBS serves more than 100 commercial and residential real estate owners, developers and property managers. Its software addresses virtually all property management, accounting and construction management tasks, and the system is customizable to the user’s specific needs.

“Margareta, Scott, Jim and Karen have been with IBS since its infancy,” he said. “In a sense, they have grown up with the company. Their loyalty to and knowledge of IBS and our clients is incredible – they have helped to shape the culture here. Their individual successes each have contributed significantly to our balanced and continual progress.”

Holzli oversees company accounting and IBS’ administrative department. She joined the team in 1989 and has many additional years of related experience. Margareta has maintained impeccable organization at IBS through the past two decades as the company’s financial workings have become increasingly complex and its staff has expanded.

“At each critical juncture in the company’s growth, Margareta has taken on added responsibility and accountability with enthusiasm,” Entin said. “Her efficiency and congeniality have earned her the respect of both the IBS client base and team.”

Skills Keep Pace with Evolving Technologies

Ortleb, who joined IBS in 1987, oversees the company’s extensive new product research and development initiatives. He also manages the firm’s customer care team, which is responsible for all product support issues, and supervises the maintenance and upgrade of all field systems. His ability to continually contribute value in this multi-faceted role ties directly to his long history with IBS.

“IBS always has embraced new technologies and worked to bring the resulting benefits to system users,” Ortleb said. “As a result, the system continues to develop, which keeps the company at the forefront of our industry. I appreciate being part of that progress.”

According to Entin, Ortleb possesses a deep understanding of the firm’s technological evolution through several generations. “Jim’s skill goes far beyond knowledge of bits and bytes,” he said. “His role in IBS’ progress and his strategic contributions in determining where the company should go next make him a tremendous asset.”

Rosenberg manages the IBS Customer Service Department, which handles inquiries, troubleshoots problems and provides updates to user systems. She joined IBS in 1988 as a programmer, and, as such, has an intimate knowledge of the system and how it functions.

“At IBS and in my position, especially, I always feel like I am part of the solution,” Rosenberg said. “Our users are knowledgeable, and they see that we can help them do things better and save them time. That is the best part of my job.”

“Karen’s ability to quickly and accurately identify problems is unparalleled on the IBS team, as is her recall of how the system’s many parts fit together,” Entin said. “This is especially impressive considering the many changes – in terms of technological sophistication and the integration of third-party products – associated with the decades of progress that she has seen at IBS.”

Donnelly joined IBS in 1989 and has been instrumental in helping to more than double the company’s user base during his tenure. He is responsible for managing the company’s overall sales effort, servicing IBS’ existing customers and developing new business relationships.

“Scott’s proficiency in sales, customer relationship management and evolving technologies has been developed over a 30-year career in real estate automation that began at ADP, where he excelled as a general ledger specialist for the company’s suite

of real estate products,” Entin noted. “However, his most distinguishing quality is an unyielding passion for IBS.”

Donnelly credits his success at IBS back to Entin. “IBS maintains a direction that still follows Robert’s original vision to become the industry’s premier service provider,” he said. “This goal continually challenges me and enables me to be successful.”

###

Photo Caption: Real estate automation solutions provider Integrated Business Systems (IBS) of Fairfield, N.J., recently recognized four staff members for 20-plus years of service. They include left to right: Woodland Park resident Margareta Holzli, bookkeeper and office manager; Lincoln Park resident Scott Donnelly, director of sales and marketing; Little Falls resident Jim Ortleb, director of systems design; and Little Falls resident Karen Rosenberg, manager of technical support and solutions.