
NEWS RELEASE

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IBS RECOGNIZES SCOTT DONNELLY FOR 20 YEARS OF SERVICE ***Evolving Technologies, Service Focus Fuel Sales Director's Enthusiasm***

FAIRFIELD, N.J., Sept. 23, 2009 – Integrated Business Systems (IBS), a leading property management automation systems provider, recently recognized Scott Donnelly of Lincoln Park, N.J., for 20 years of service to the firm. Donnelly joined Fairfield-based IBS in 1989 and today serves as its director of sales and marketing.

Donnelly has been instrumental in helping to more than double the IBS user base during his tenure. Today, more than 100 prominent commercial and residential real estate owners, developers and property managers in the New York metropolitan area use the IBS product.

“Scott’s proficiency in both sales and customer relationship management has contributed significantly to IBS’s growth,” said Robert Entin, the firm’s founder, chairman and chief technology officer. “However, his most distinguishing quality is an unyielding passion for our product and our clients. His enthusiasm has touched every part of this organization. We truly are lucky to have him on our team.”

IBS’s software addresses virtually all property management, accounting and construction management tasks. Reflecting three decades of development history, the system offers unparalleled functionality and auditability. IBS has always stayed at the forefront of technological advances. To this end, the firm’s pioneering IBS 10.0*i* is a web browser-enabled version of its traditional system.

“So much has changed during the last two decades,” said Donnelly, who was promoted to his current position in 1995. “When I started at IBS, we had just migrated from an older platform to the VAX line of mini computing. At the time, this represented a huge leap using the most cutting-edge technology. Today, the inception of browser-based technology has created incredible speed – and it has taken our product to an entirely new level in terms of efficiency and ease of use. It’s very rewarding to demonstrate our 10.0*i* software. People love the look and feel of it.”

According to Donnelly, the most gratifying part of marketing the IBS system rests in the consultative nature of what he does. “My job goes far beyond selling software,” he said. “Rather, I work with clients to create a customized solution for their particular needs. I have to know the customer’s business strategy and goals, and how the depth of our product can help them achieve operational efficiency and growth. This relationship continues to expand after the initial installation – we always are working to find ways to better serve our users.”

Donnelly credits Entin for establishing a corporate culture that has enabled him to grow professionally. “IBS maintains a direction that still follows Robert’s original vision to become the premier service and support provider in the real estate software industry,” he said. “This goal continually challenges me and enables me to be successful.”

With an accounting degree from Pace University, Donnelly began his career at ADP, where he excelled as a general ledger specialist for the company’s suite of real estate products. In 2006, he was named among Real Estate Weekly’s “Rising Stars.”

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