

What's your technology IQ?

If you think Megabyte is an 'all you can eat' restaurant...

We need to talk.



Ellipse is multifamily's purveyor of advanced content management systems, standardized data platform and automated resident communications.





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PRODUCT CATEGORY:

Internet Applications

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Innovative Corporate Culture Vaults Ellipse to Industry Prominence

What is your company's mission?

"Totally Involved," a simple phrase that appropriately describes Ellipse Group, Inc., multifamily provider of sophisticated business solutions and resident communications. "Our vision for the future is clear," says Ellipse CEO, Lisa Benson, "we continue to strengthen our industry success by immersing ourselves in client relationships with innovative, proprietary Ellipse products and services that enhance their best practices with business efficiencies."

What products and services do you offer?

Last year the company created a huge industry buzz with the introduction of *Ellipse Symphony*SM. The powerful *suite* of technology services instantly set a high new standard for management communications and operations not yet matched by other companies. "As always," notes Benson, "our products focus on delivering bottom line ROI. It makes our model challenging to replicate." Ellipse's successful model makes them the largest multifamily provider of custom websites and application development services in the country.

How does your products and services benefit apartment professionals?

The introduction of *Ellipse Symphony*SM solidified Ellipse's market position. "When it comes to your business," comments V.P. of Operations, Kristi Holland, "you need rock solid, going to show up every day, hard working technology applications. That's what our clients have come to expect."

How does your product and services set you apart from the competition?

Industry and product knowledge are evident in Ellipse's corporate culture, and their clientele are more successful as a result. "Our executives provide a vision in product definitions that is based on years of experience," says company COO, Lee O'Conner, "while our production, training and support teams have the expertise to deliver on those commitments. People really do make the difference," notes O'Conner, and she adds "above all else, Ellipse is a solid tech company."