

Contact: Elysa Rice

Public Relations
Ellipse Inc.
Ph: 214-237-0199
Em: erice@ellipseinc.com

14800 Quorum Drive, Ste. 420
Dallas, TX 75254
www.ellipseinc.com
Twitter: <http://twitter.com/TheEllipseCow>
Facebook: <http://companies.to/ellipsegroup/>



Press Release

Got Family! MultiFamily...

Family is defined as a class of functions or the like defined by expression containing a common parameter. Yardi and Ellipse recognize Customer Service as the common parameter and have reached an agreement to promote an integration that will benefit their mutual clients.

In a way that only the multifamily's leading provider of web solutions can deliver, Ellipse Communications, Inc. works with Yardi to extend the family tree – multifamily tree. Dallas based Ellipse Communications, Inc. has successfully integrated with Santa Barbara based Yardi under the MITS (Multi Family Information and Transactions Standards) Lead Tracking and Internet Listing Service Interface, a part of the Yardi's MITS based Standard Application Interfaces Program.

The integration promotes compatibility between software applications and allows multifamily users of the software applications to fully exploit the benefit of the combined applications. The integration will allow for a continuous and uninterrupted flow of data between the applications, without interruptions for the property managers too. In a time of Need-to-Know-Now, this integration will ensure that multifamily companies are constantly engaged in the marketing of their properties. Lee O'Conner, President of Ellipse stated "When your service is your product, this integration will ensure that the clients of Yardi and Ellipse are successful".

Integrating Ellipse's applications with Yardi under the MITS standard is a natural fit. Ellipse and Yardi share many common clients and in a combined way both companies will achieve a higher degree of customer service and expect to reduce the number of day-to-day tasks for the property managers. Automating these tasks ensures quality and consistency for the data transfers between Ellipse and Yardi. Management companies can comfortably know that the Right Information is getting to the Right Places, Right on Time.

For Release 9 a.m. CST, July 1st, 2010