



**FIGTREE**  
CONSULTING, INC.

# Figtree, Ink

**Custom Software  
Network Design  
Training & Support**



## The President's Pen

Figtree Celebrates 20th Anniversary

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In the twenty years that Figtree has been developing custom software plenty has changed. Twenty years ago, a five Megabyte hard drive was huge, and many programs including their data fit on a single 360K floppy diskette. Now 200-Gigabyte drives are not considered particularly large and many software systems take up hundreds of megabytes. 'Personal Computers' (PC's) are many orders of magnitudes faster than they were then. In 1983, IBM had just made the PC a business tool by building the first IBM PC, and now the Internet and mobile computing have added whole new dimensions to the possibilities of business systems.

Some things haven't changed. Our focus is still on your company and your

needs. It's still about learning about your business challenges and developing computerized tools to make your businesses more efficient and more profitable. It's about providing better business intelligence and management tools and tools for efficient business flow.

We have been lucky to have so many fantastic clients. We feel privileged to be able to make a contribution to your business. Thank you for your continued patronage and support!

*... you have built a great team at Figtree and have been a great partner for Scholastic. Congratulations on Figtree's twentieth!*  
Regards, Ron [Gorab, head of software development, Scholastic Books]

## Figtree.com Gets A Face-Lift



Recently, we redesigned the Figtree web site, giving it a more streamlined and current look.

We've added new pages with recent news about Figtree and business solutions offered, and more pages are added all the time.

If you've visited our site before, we're sure you'll like the new format and features.

If you've never visited it, be sure to check it out at [www.figtree.com](http://www.figtree.com) and let us know what you think by clicking on the "Contact Us" page and filling out the feedback form.

## Project Updates



## The Pipeline - Work Order status at a Glance

One Call Home Repair's motto is "Some jobs too big, no job too small".

To keep all of those smaller home repair projects on track, One Call has a special software package developed by Figtree. The system allows the One Call staff to easily see and update the status of work orders from inception through completion.

Terri Esposito, Office Operations Manager of the One Call office in Chatham, calls the Pipeline feature their "Bible". The Pipeline, the "command center" of the One Call Home Repair software system gives Terri access to all projects in the pipeline by status. At a glance, One Call management can see the number and total dollar value of work orders await-

ing quotes, awaiting approval from the customer, requiring follow-up, awaiting completion and more. By pressing a button, One Call staff can quickly drill down to get to the details of any order and move it on to the next status or make changes or additions.

[Click here for more information on "The Pipeline".](#)



*"I love this system, the Pipeline is our bible..."*

- Terri Esposito, Office Operations Manager of One Call Home Repair

## StockTrack New Features a Big Help to Users

StockTrack is Figtree's Shareholder Management Software. Since it's original creation in 1989, StockTrack has grown and added ever more sophisticated features.

More and more companies are finding out about StockTrack: the benefits of having immediate access to stockholder information; the convenience of having StockTrack handle all their certificate transactions; dividends, proxies, and more.

Recent updates to StockTrack have included the functionality to perform Direct Deposits of dividends.

Carolyn Smeal of County National Bank in Pennsylvania said, "I just wanted to tell you that we installed the update, and [it] has saved time and checks! Also, the direct deposit, prenotes, and ACH disk features saved me an entire day! Thank you so much for all your help!"

For more information on what StockTrack can do for your company, go to [www.figtree.com/stock](http://www.figtree.com/stock).



*"...we installed the update, and [it] has saved time and checks!"*

## The Book People— Marrying the Web with PDA's Creates an Efficient Sales and Distribution System



The Book People concept started in England and has now moved to the USA. Independent Distributors (The Book People) bring books into your office and let you and your coworkers review them for a week. If you want to buy copies of the titles that they brought, you fill in the provided order form and your order will be fulfilled on the day that the Distributor comes back to pick up the sample books.

A lot goes into getting those books to you. The Book People need to find your company or others that might allow them to leave books for review for a week. They need to bring titles that are likely to interest you and your coworkers. They need to have enough (but not too much) inventory; they need to leave order

forms showing the titles they brought and their prices. They need to have tools to simplify checking the orders and picking the right books to fulfill them...and more.

A web and PDA-based application built by Figtree helps the Book People and their administrators make all of these things happen successfully. The titles to be sold are dynamically printed on order forms; the PDA allows quick entry and checking of orders. The PDA information is uploaded to the web via a 'web service' to provide the information required for inventory control, commission payments, sales analysis and more.

The combination of the web-based application, the PDA application, and Web Services com-

munication allows the system to be used and maintained easily all across the Book People sales regions. Book People management pronounced the application for their new company as: 'Very Cool'.

Web and PDA applications such as this can be useful for sales and route-based businesses.

[For more information on web and PDA applications, click here.](#)



*"Very cool!"*

- Greg Wong,  
Scholastic, on The  
Book People, USA  
PDA application and  
web site.

## MortgagePlus



Figtree returns to the mortgage industry with it's new product—MortgagePlus.

MortgagePlus is a reporting software package that works as an add-on product for Genesis 2000 (a popular mortgage origination software package). It allows management to get several addi-

tional reports with adjustable criteria to help manage the information generated by their mortgage business.

[Click here to see if MortgagePlus can help you manage your mortgage business.](#)



- Since 1983 -

**OUR MISSION...**

...is to ensure that our clients' computer systems advance their business objectives.

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## AccountMate Summit 2003

Steve and Abby attended AccountMate's annual Summit in Novato, California.

AccountMate continues to be an excellent and flexible accounting software system and is in use at many of our clients' offices.



## Figtree Family News

Congratulations to Drew Digiesi and his wife Kelly on the birth of their son Nicholas Evan on July 22.

## Employee Certifications

Here at Figtree, we have always prided ourselves on having the most knowledgeable programmers and technicians on staff. Our employees are constantly pursuing training in the latest technologies in order to broaden our knowledge base.

Figtree became a Microsoft Certified Partner as a result of our many employee certifications, and applications created on Microsoft systems.

In addition, several new certifications were earned:

- Mike Antola—MCSE
- Abby Rosenstein—Microsoft Certified Developer

- Bill Papanestor—Windows 2000 Server Administration, Microsoft SQL Server, MCDBA
- Paul Downing—CTT+ (Certified Technical Trainer), Sun Java2 Programming, Microsoft Certified Developer
- Jennifer Dargis—Microsoft Office Specialist

Members of our staff also participated in training classes on .NET, XML, Microsoft Server 2003 and others.

We will continue to take more training as the industry grows and changes so we can continue to meet our clients' business needs.

