



Point Software: The *Experienced* Choice for Municipal Government

Our experience defines who we are and it is part of what makes each of us unique. In a company, experience is often reflected by its stability that is demonstrated through service to its customers. After 20 years in business, Point Software has demonstrated its stability to be adaptive and innovative, and has used its experience to promote municipal technology with demonstrated full service capability. In today's world, working with a company that still provides full service is no longer the norm nor is having employees with the depth of knowledge demonstrated by Point. In fact, it is rare to find a company who can give out sound advice based on experience and who takes the time to understand what it is that the customer is looking for.

That's where Point Software continues to stand apart from the crowd. We have always measured ourselves on our ability to address the needs of our customers. Sometimes this means creating new software or rescuing customers from poor prior software choices. Other times, it can be as simple as acting as a sounding board or making adaptive changes based on customer input.

To that end, we have originated and engineered every

single one of our products. This experience allows us to respond to our customers needs with certainty of action and produce results in unprecedented time frames.

This formula has much to do with the success of the products we have introduced. While others engage in price discounting and giveaways to win business, we have never wavered from our core principles. That is, to use our experience as a software company to provide the best products for our municipal customers.

This includes reworking our collection and utility billing programs into state-of-the-art, browser-based solutions; pioneering a centralized document management and on-line forms application system; hosting property data on-line within our CAMA offerings; and developing a web-based accounting solution. More important, the products can be used as needed and do not require an all or nothing approach.

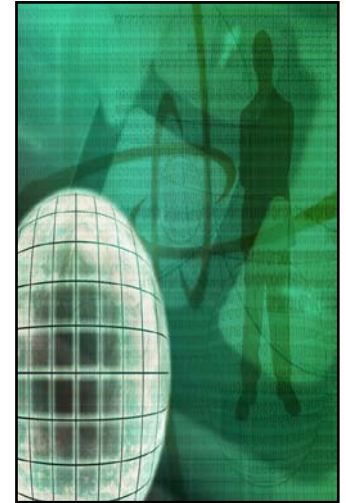
Given the breadth of responsibilities surrounding software development, serving municipal government's technology needs has been no easy undertaking. In recent years for example, municipal billing in Massachusetts has become increasingly

complex, encompassing locally adopted initiatives for CPA, senior work credits, combined tax bills, fee-based billing (e.g. trash), electronically controlled utility readings, variable rate structures for utility billing, bulk sale of tax title, variable charge fees, online payments, remote deposit capture, tax service and delinquency reporting, among others. Point has succeeded in meeting each of those challenges and is a recognized brand for addressing this extensive list of requirements.

If integration is the expressed goal of municipal government, Point Software has you covered. From collection to assessing to accounting to public information extension with our DocumentLink™ technology, we have used our experience to fashion a new operational footprint for municipal government.

This statement is evident by the increase in on-line content pertaining to municipal operations both internally to share information between departments and externally for public access. We know this to be true because we have customers already using these kinds of products.

We have committed ourselves to truly comprehending the industry and its



needs, which is something that our customers understand and value while our competition generally downplays this point. They try to convince themselves and others that they share the same depth of experience as Point Software. However, matching the level of knowledge, skill and experience that we bring to the equation is not an easy task, nor is keeping pace with the range of products and services that we consistently offer.

Since 1989, we have remained steadfast in our mission to offer products that aid municipal government by simplifying and enhancing its operation. Along the way, we have listened to our customers and fashioned innovative, intuitive solutions to empower them to do their job *better*.



Calendar of Events

Date(s)	Event	Location
Aug. 12	IAAO Forum 907: Valuation of Wireless Comm. Towers & Sites <i>Sponsored by the Windham Area Assessor's Association</i>	Holiday Inn Express Hotel 18 Pratt Road Plainfield, CT
Aug. 17-21	MCTA 39 th Annual School	University of Massachusetts Amherst, MA
Aug. 17-21	IAAO Course 112: Income Approach to Valuation II <i>Sponsored by the Connecticut Chapter of IAAO</i>	Rocky Hill Fire Headquarters 3050 Main Street Rocky Hill, CT
Aug. 23-26	Northeast Regional Collector / Treasurer Seminar	Best Western Mainstay Inn 151 Admiral Kalbfus Road Newport, RI
Aug. 23-27	GMIS 2009 Conference	Hyatt Regency Newport 1 Goat Island Newport, RI

North Reading Saves Big with a Little Ingenuity

A simple concept, when well-executed, can prove as valuable as the next Big Idea. That's what the Town of North Reading discovered while working with Point Software to save on their tax billing expenses.

Like many municipalities throughout Massachusetts, North Reading has been looking for ways to trim costs amidst continuing budget cuts. Maryann MacKay, the town's Tax Collector/Treasurer, recently came up with the idea of combining the trash bills that Point Software designed for them two years ago with the real estate bills. Point's developers went to work and, with a little of their own innovation, succeeded in combining the trash and real estate bills into a single form. As a result, North Reading enjoyed significant savings in postage, toner, forms and production costs that provided immediate and long term benefit.

Other cities and towns issuing trash bills can reap similar benefits by employing the Point solution. As always, Point aims to help municipalities reach their goals.

Massachusetts Association of Assessing Officers 54th Annual School

Location

University of Massachusetts
Campus Center
Amherst, MA 01003

School Dates

August 3-7, 2009

Registration Deadline

July 17, 2009

Registration Information/School Program Available At:

<http://www.maa.org/content/school2009.pdf>

IAAO Curriculum Offered at the MAAO Annual School

In addition to its own curriculum, MAAO is offering *IAAO Workshop 552: Personal Property Auditing* at the 54th Annual School.

Tech Tips

If you have recently moved to Office 2007, you may be feeling a bit dis-oriented. Microsoft gave the Office applications a fresh look and feel that is a vast departure from the navigation conventions we are all familiar with from using prior versions of Office.

So if you find yourself scratching your head, don't worry – you're not alone and there is help. Here are the answers to a few questions you may be asking.

Hey! Where's the File menu?

The File menu, which contained common tasks such as the save, open and print functions, was replaced by the Microsoft Office Button. You can find the Microsoft Office Button in the upper left corner of the application screen.

Wait a minute, do I have any menus?

The menus were largely replaced by the Ribbon, Office 2007's tabbed navigation system. To access any of the tabs, simply click on the tab's name.

You will notice that each tab is boxed off into sections. These sections are called "command groups" and they display buttons and icons for various commands. For example, the Home tab in Word 2007 contains the Clipboard, Font, Paragraph, Styles and Editing command groups. If you prefer the classic window interface, many of the command groups allow you to access their window equivalent by clicking a small icon in their lower right corner.

Can I get a little help around here?

For any other questions you may have, you can go to the application's help system. Rather than go to the Help menu, you now click the Microsoft Office Help button. This small blue and white button bearing a question mark is located in the upper right corner of the application screen. Alternately, you can press the F1 key on your computer keyboard to access help just as before.