

# Waddell

## *Software Development LLC*

*Improving your productivity through software development*

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## Waddell Software Development gives PlayMakers Repertory Company a brand, new home in cyberspace!

Waddell Software Development LLC was chosen by the PlayMakers Repertory Company to produce their web site for the 2001-2002 Season.

PlayMakers is a professional theatre based in the Center for Dramatic Art within the University of North Carolina at Chapel Hill.

As illustrated in the above photo of their index page, "PlayMakers' Mission is:

1. To **engage** our community in an ongoing exploration of the nature and significance of theatre in contemporary life;
2. To **investigate** the theatrical event and the methods used for its realization in performance;

3. To **nurture** succeeding generations of artists and audiences to continue our work."

Waddell Software Development is proud to be a Corporate Co-Producer for the second play of the 2001-2002 Season, ***The Man Who Came to Dinner***. Written by Moss Hart and George S. Kaufman, this classic 1939 comedy is quite possibly the funniest American play ever written.

Visit [www.playmakersrep.org](http://www.playmakersrep.org) to experience their colorful website incorporating their new logo and branding. The new online presence features comprehensive, concise company information in an easy-to-navigate format.

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### Why outsource to Waddell Software Development?

- **Reduce fixed costs.**
- **Increase skills and experience.**
- **Cover any gaps in capacity.**
- **Manage IT costs more effectively.**
- **Stay focused on your core business.**



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**WebEvent**, the leader in Web-based calendaring and scheduling, provides access to event information from anywhere at any time. Fortune 500 companies, major universities, and federal agencies use **WebEvent** for event publishing, team calendaring, and resource reservation.

This summer, Waddell Software Development became a **Selected Strategic Partner** with **WebEvent**. As such, we are called upon to do customization to licensed users.

For example, WSD aided Saudi Aramco in customizing its online calendars. Their non-traditional work week (Saturday through Wednesday) required that the program code be modified to more appropriately present their schedules.

WSD also assisted the Texas-based Home Theatre Company by allowing multiple stores in different cities to schedule deliveries through a regional warehouse.

More specific examples are presented at the right.

Examples of how Waddell Software Development assisted WebEvent users by customizing their code

## THE YALE CLUB *of new york city*

In September of 2000, alphabetmedia, a full-service brand-building development company, created a site for its client, The Yale Club of New York City, at <http://www.yaleclubnyc.org>.

The Yale Club of New York City "offers 22 floors of home away from home" to its nearly 10,000 members, and is one

of the largest alumni membership institutions in the world. The Club is very much like a hotel, with 140 guest rooms, numerous restaurants and bars, banquet rooms and athletic facilities.

Waddell Software Development was contracted by alphabetmedia to assist in integrating the WebEvent code into the site and install a upgrade version of WebEvent on a new server.

## Fordham Preparatory School

Fordham Prep is a Jesuit college preparatory school for boys located in the Bronx, New York.

Their site contains useful information for students, parents, alumni, seventh and eighth graders and their families.

Waddell Software Development was contracted by Fordham Prep to customize their WebEvent Calendar to present their different eight-period daily schedules.

Fordham Prep's URL is: <http://www.fordhamprep.org>



Brookwood Community Church is an active community-based church located in Greenville, South Carolina. Its web site was designed and developed by ShowmeThe Site.com

The website, located at [www.brookwoodchurch.org](http://www.brookwoodchurch.org), uses WebEvent to present their Calendar of Events on their website.

But Brookwood soon discovered that WebEvent could serve as an online reservation system to schedule room use by its congregation. Waddell Software is continuing to work with Brookwood to maximize its utilization of WebEvent so that its members and visitors can see what's happening at Brookwood Community Church and access their reservation system through any Internet connection.

## Stylus Communications

WSD is delighted to be collaborating with Stylus Communications, a multimedia-consulting firm based in Research Triangle Park. Stylus creates website videos that help organizations communicate with clients, potential clients, recruits, and others on their website in a clear, high-impact way. They combine video, audio, and slide show presentations and seamlessly integrate them into your web site.



Meet The President Of Stylus Communications

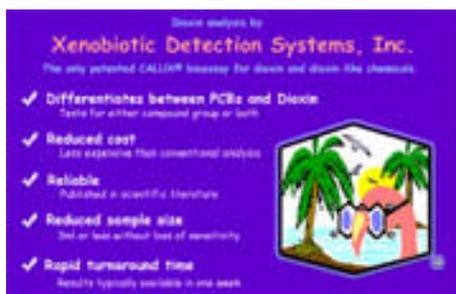
[www.styluscommunications.com](http://www.styluscommunications.com)

Stylus Communications is focused on providing small to medium sized firms with complete turn-key resources to develop, produce, edit, and host multimedia messages. WSD was contracted to prepare a video for a client's website and incorporate it into their existing website.

Waddell Software Development is also working with Stylus to redesign and construct a new web site which will feature samples of videos that Stylus has produced for their clients. To learn more about Stylus Communications, visit their site at [www.styluscommunications.com](http://www.styluscommunications.com)

## Xenobiotic Detection Systems, Inc.

Xenobiotic Detection Systems, Inc. provides a fast, reliable and accurate method to detect polychlorinated dioxins and furans (dioxins) in air, solid, liquid and biological samples. "Dioxins" is a family of very toxic and very persistent compounds, which pose a threat to the environment and human health throughout the world. The traditional method of measuring dioxins requires a combination of high-resolution gas chromatography and high resolution mass spectrometry, which is expensive in terms of time and cost. XDS offers a unique alternative to the high-priced analysis of dioxins. Using genetically engineered mammalian cell lines, XDS is able to directly measure the biological response of living cells to dioxin and dioxin-like compounds.



[www.dioxins.com](http://www.dioxins.com)

The association of Waddell Software Development and Xenobiotic Detection Systems began several years ago when WSD was contracted to maintain XDS's in-house website. This summer, working closely with the staff at Xenobiotic Detection Systems, WSD redesigned and produced a new website, featuring an input form that converts visitor input directly into MS Outlook.

To learn more about XDS' assay CALUX, visit their site at [www.dioxins.com](http://www.dioxins.com)



## Future Projects

### Portal for web-based calendars

WSD is negotiating with an Austin, Texas company to incorporate a new release of Web Event into their proposed suite of websites designed to assist trial attorneys with graphic presentations for use in the courtroom.

### 3-D Output

Discussions with a large governmental organization are on-going to convert a Mac-based graphics program to a more comprehensive Windows-based program that outputs results of chemical analysis into 3-dimensional formats. Combining time-of-flight gas chromatography with mass spectrometry, this technique could revolutionize the interpretation of chemical analysis in various disciplines.

### Automate EDDs

WSD is working with a major environmental testing company to convert their test results into Electronic Data Deliverable (EDD) formats required by their clients. WSD hopes to automate this necessary, but time consuming, step in data reporting.



## Waddell Software Development

311 Westbrook Drive  
Carrboro, NC 27510

Bill's Office Phone: 919.942.5888  
Phil's Office Phone: 919.933.5169

Email: [bill@waddellsoftware.com](mailto:bill@waddellsoftware.com)  
Email: [phil@waddellsoftware.com](mailto:phil@waddellsoftware.com)

WE'RE ON THE WEB @  
[WWW.WADDELLSOFTWARE.COM](http://WWW.WADDELLSOFTWARE.COM)

Send to:

### What can Waddell Software Development do for your IT operations?

- Reduce processing time
- Reduce manual data input
- Save data review time
- Reduce overhead costs
- Write user manuals
- Provide script tests for validation
- Train operators



Visit Waddell Software Development's web site for a summary of our completed projects, profiles of our staff, description of additional resources, and a link to other web sites we have developed.