



HELPING YOU KEEP YOUR FINGER ON THE PULSE OF YOUR BUSINESS



BATON ROUGE NATIVE Jerry Barnett always had a knack for technology. After attending Scotlandville Engineering Magnet School, he went to LSU for computer science and graphic design. He then worked as a data processing engineer at a local credit union. At the tender age of 19, he decided to start his own company, NetShapers.

When Barnett and his business partner started NetShapers in 1998, the Internet was in its infancy. At the time, the duo had discovered a shared passion for designing and programming websites and web applications. Once they realized that they could use the newly adopted medium of the Web to help local businesses, they decided to launch NetShapers.

NetShapers is a custom Web development company specializing in dynamic Web programming and cloud business software development. By creating effective websites and custom-tailored data management systems, Barnett and

his team help companies establish a solid Internet presence and help make their business processes more efficient. Specialized services include custom software development, custom website design, site management and hosting, data organization and integration, logo and brand development, graphic design, spam filtering, and search engine optimization. NetShapers' technical services are so renowned that other Web design firms seek its help for complex projects.

After 17 years in business, NetShapers officially named its project management technology "Pulse." Pulse helps to streamline customers' businesses with powerful reporting and customizable dashboards. Through these tools, companies can track sales and salespeople, plan and forecast current and future projects, manage personnel and equipment, share technical documents, and track anything else that is key to their success. Pulse is a perfect

tool for industrial contractors but it is so flexible and customizable that it has been used to help

state licensing agencies as well as medical facilities. Clients have reported that Pulse has helped increase their efficiency as much as fivefold.

Barnett strives to really understand his client's needs and design tailored solutions for them. Referring to himself as the "Technical Jargon Liaison," he communicates with his customers in "regular English terms." His goal is to establish long-term relationships with clients and be personally involved with every project.

Since incorporating in 1998, NetShapers has worked with an impressive array of companies, including Acadian Ambulance, Blue Cross Blue Shield of Louisiana, Bally Total Fitness, East Baton Rouge Parish School System,

Louisiana District Attorneys Association, Raising Cane's and Zapp's Potato Chips.

Customers regularly give kudos to NetShapers for its outstanding personalized service. "The entire management of our company is built around our project management system. It is instrumental in forecasting and planning our projects and is central to the internal communications in our company. Most importantly it gives us quick access to our critical information, even for our mobile users. I highly recommend NetShapers' services to any company who handles mission-critical information," says John Robert Jr., president of Furnace and Tube.

Barnett attributes his success to being a lifelong learner. After becoming a certified networker with the Referral Institute, he became an ambassador for the organization Business Networking International. He also served as president and is mentor of his local chapter. ■

AT A GLANCE

PRIMARY PRODUCT/SERVICE	Pulse Project Management System, website design, cloud business software development
TOP EXECUTIVE	Jerry Barnett
NO. OF EMPLOYEES	4
YEAR FOUNDED	1998
WEBSITE	netshapers.com
EMAIL	staff@netshapers.com
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FACEBOOK	facebook.com/netshapers
LINKEDIN	netshapers.com/linkedin