



Custom tools to make the WEB HELP STREAMLINE BUSINESS

BEFORE THERE WAS a website for everything from chicken soup to basket weavers, Jerry Barnett was thinking about the potential that online technology offered to local businesses. With a background in both computer science and graphics, Barnett brought a distinct perspective to the emerging technology’s real-world application. In 1998, Barnett co-founded NetShapers Inc., a custom web-development company that specializes in web programming and online data security. NetShapers was one of the first Baton Rouge businesses to offer website design and development.

NetShapers goes well beyond just designing a website that’s easy on the eyes. The company provides its clients tailor-made solutions that enable them to use online technology to improve their business methods. Ultimately, these tools help businesses streamline processes, improve accountability and increase their bottom line. Some of NetShapers’ services include custom software development, custom website design, project management systems, data organization and integration, logo

and brand development, spam filtering, and search engine optimization. Their technical services are so broad that they even help out other Web design firms with complex projects.

NetShapers takes time to understand each client’s needs. “We work closely with our clients to understand what they want to accomplish—how they want to track, report and analyze,” Barnett says. From there, NetShapers designs a system that helps a client track everything from human resources to inventory to materials.

Many of NetShapers’ clients are contractors, particularly industrial contractors that work with the petrochemical industry. One job may be worth millions of dollars and involve dozens of subcontractors. Before bidding on a job, they need the ability to quickly and accurately determine manpower needs, their cost of labor and whether the project will be profitable.

Some business owners find switching to an online system daunting. “When some clients first come to us, they’re still using pen and paper or a simple spreadsheet to do their tracking,”

Barnett says. “If you’re trying to run a sizeable project with more than one employee, you really want something more robust.” NetShapers, though, makes the transition seamless—and painless. NetShapers’ staff, Barnett notes, “talks in regular English terms.” Indeed, Barnett’s title is CEO and “technical jargon liaison.”

NetShapers’ newest service adds another layer to the company’s multitier security processes. “Businesses have a lot of sensitive data that needs to be accessible to some people on their websites, but needs to be protected from hackers,” says Barnett. With NetShapers’ website penetration testing service, companies hire NetShapers staff to try to hack into their online systems.

The service stems from NetShapers’ dedication to helping clients run more efficiently, cost-effectively and securely. “This goes hand-in-hand with everything we do,” Barnett says. “We build a relationship while helping them be more efficient. We’re passionate about that.” ■



YEAR FOUNDED:	1998
INDUSTRY:	Web development/custom software design
PRODUCTS:	NetShapers helps small businesses increase their visibility, profitability, and data security with effective websites and custom-tailored data management systems.
KEY INNOVATION:	Our project management systems have helped contractors plan for large jobs, manage human resources and increase their bottom lines.
TOP EXECUTIVE:	Jerry Barnett
HEADQUARTERS:	Baton Rouge
WEBSITE:	netshapers.com
PHONE:	225.293.6464
EMAIL:	staff@netshapers.com
FACEBOOK:	facebook.com/netshapers
LINKEDIN:	netshapers.com/linkedin
BUZZ:	“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 our internal communications and reporting 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.”

—John Robert, Jr.
President, Furnace and Tube



JERRY BARNETT
Founder

A NATIVE OF Baton Rouge, Jerry Barnett attended Scotlandville Engineering Magnet High and went to LSU for computer science and graphic design. He was a data processing engineer at a local credit union until he founded NetShapers in 1998, when he and his business partner realized that they could use the newly adopted medium of the Web to help local businesses excel.

Jerry’s ability to really understand his clients’ needs and design a tailored solution gave way to his humorous but true title, “Technical Jargon Liaison.” He strives to forge long-term relationships with his clients and is personally involved with every project.

After becoming a Certified Networker with the Referral Institute, Jerry became an ambassador for the organization Business Networking International and also serves as president and mentor of his local chapter. He attributes his success to being a lifelong learner.

Most of Jerry’s hobbies involve creating something from nothing and making things that are aesthetic and functional such as woodworking, playing music and brewing beer, and he shares that passion to do the same for his clients using technology.