# BurrIST

INFORMATION SYSTEMS TECHNOLOGY

JetViewer - Case Study: ProFundCom

The Problem:

- A simple, intuitive, real-time querying and reporting function required for ProFundCom's email marketing and sales intelligence software platform.

The Solution:

- Integrate JetViewer into their application

ProFundCom's email marketing and sales intelligence software allows the financial community to track the effectiveness of their communications: when, where and how they have been received and read; if links and attachments have been followed and if the information has been disseminated to other contacts. This gives their customers an in-depth understanding of their campaign's effectiveness.
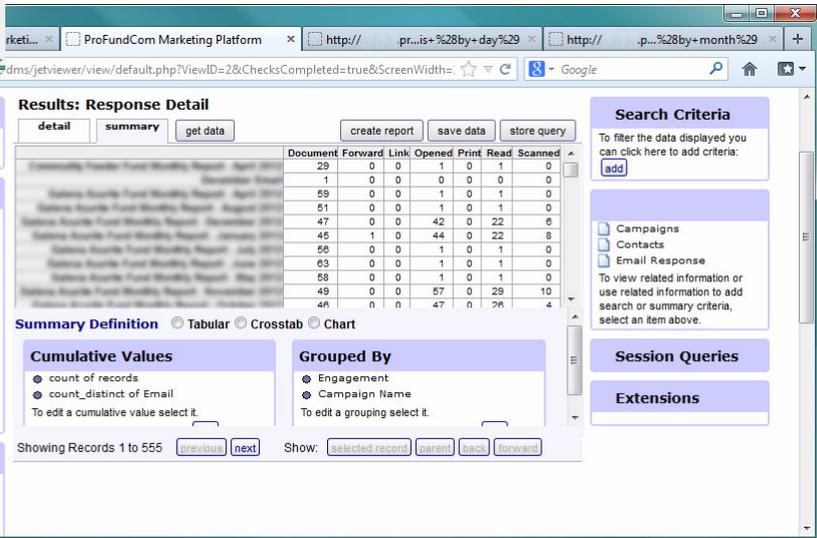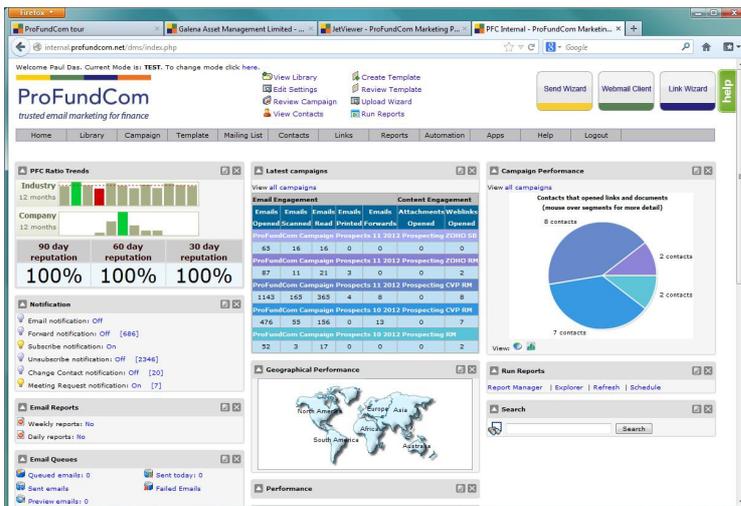
"The functionality provided by JetViewer is a real benefit to our customers and sales team"
"Burr IST are responsive, professional, innovative and exceptional value."
Paul Das,
MD, ProFundCom
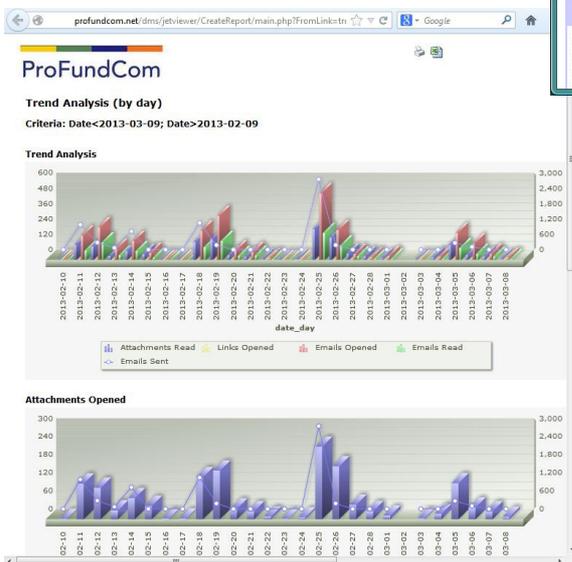
JetViewer fitted seamlessly into ProfundCom's application, providing both off the shelf reports and full JetViewer functionality. The result was unprecedented flexibility and insight into the analysis and reporting of their customers' marketing information.

The partnership is now in its 6th year and as the relationship has grown, Burr IST has also been involved with other aspects of the product including optimising database structures and introducing AJAX technologies.

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