



## Press Release

### FUSE uses SySys Corporation and FundSys™ to create custom research tool

May 25, 2010, Denver, CO – FUSE Research Network is widely recognized as a leader in competitive market research for the financial services industry; SySys Corporation is financial service industry's preferred web and print technology partner. That's why it made perfect sense for the two firms to collaborate in the creation of FUSE's new client-dedicated research portal.

Says FUSE Founder Neil Bathon, "We tell each client that FUSE is committed to providing research-based recommendations that are tailored specifically to their needs. In order to deliver on that promise for our research portal, we knew we needed sophisticated technology capable of delivering individualized reports. In our view, SySys was the only firm that could meet our exacting specifications."

In today's environment, the ability to merely aggregate market information from numerous sources is a commodity. FUSE differentiates itself by *evaluating* the information available and *interpreting* it for clients. As Bathon says, "The point is not just to collect information, but to put information in a context that supports each client's decision-making processes."

#### ***SySys technology provides instant access to research***

To achieve that goal, SySys built an easy-to-use front end that enables the user to input custom search parameters. For example, a marketing director can quickly call up a detailed report on investment firms that are changing names or promoting a new brand identity. Sales professionals can keep close tabs on the activities of specific competitors. And all users can choose to receive updates at any time interval that suits them—whether it's daily, annually or specific dates.

As SySys' Chief Technology Officer Ben Hobgood notes, "The possibilities are virtually endless. The filtering criteria allow users to select a broad range of research materials. You can search the entire universe of investment products, a specific fund or competitors."

**SySys Corporation**

|

**[www.SySys.com](http://www.SySys.com)**

|

**877.Go.SySys**

4600 S. Syracuse  
9th Floor  
Denver, CO 80237

25587 Conifer Rd.  
Suite 105424  
Conifer, CO 80433

3267 Bee Cave Rd.  
Suite 107350  
Austin, TX 78746



The system queries the database, which stores information in both pdf and html formats. The beauty of the reports is that FUSE researchers have added remarks that range from a short executive summary to detailed issue analysis. Links embedded in the report immediately take the user to the full original document. From the perspective of SySys CEO and President, Andrew Christensen, working on the FUSE Research Portal was an ideal project, because it allowed his team to “flex their muscles and show what we could do.” As Christensen explains, “People in the mutual fund industry are familiar with our FundSys™ technology as a robust data and content management platform. They know that we can do daily pricing and automate monthly or quarterly fund reports. But the reports we’re producing for FUSE Research Network are much more sophisticated. They’re at an entirely different level of technical complexity and FundSys is perfectly suited for that complexity requirement. No sweat.”

Samuel Campbell agrees. As Director of Research at FUSE, he is responsible for the development and delivery of the firm’s Market Intelligence Platform service offering. Says Campbell, “FUSE is known for the quality of our custom research, which we build in the traditional way for individual clients. As an industry leader, we wanted to leverage and demonstrate to the market that our automated tool could also provide relevant research that makes a difference to businesses—on demand.”

Campbell continues, “We couldn’t have done it without SySys. They built the tool in record time. They delivered all of the specifications we asked for and made some great recommendations. We’re looking forward to Phase II, which will further automate the back-end, incorporating RSS feeds and other enhancements. Their technology helps us demonstrate that we are the leaders in our field.”

<b>SySys Corporation</b>		<b><u><a href="http://www.SySys.com">www.SySys.com</a></u></b>		<b>877.Go.SySys</b>
4600 S. Syracuse 9th Floor Denver, CO 80237		25587 Conifer Rd. Suite 105424 Conifer, CO 80433		3267 Bee Cave Rd. Suite 107350 Austin, TX 78746



## About SySys

SySys is the preferred web and print technology partner for financial services companies that seek a competitive edge by keeping their clients informed, and engaged.

Based outside of Denver, Colorado, SySys has focused on developing Internet technology for the investment industry since 1993. The company fields a team of financial services and technology experts who speak the complex language of the mutual fund industry. SySys helps its partners enhance their brand by enabling them to automate their client and marketing communications with relevant, up-to-date investment data and content.

FundSys™, SySys' technology platform, consists of tools and optional modules that enable small- and medium-sized marketing teams to take full control of their communications. FundSys™ makes it easy to automate a host of tasks, including data-intensive reporting requirements, web content, print production, and campaign management and tracking. The goal is to level the playing field, giving enterprises a web presence that is competitive with those of the largest firms in the industry.

## Press Inquiries

David Freese  
303.835.0004 x120  
DavidF@SySys.com

**SySys Corporation**

4600 S. Syracuse  
9th Floor  
Denver, CO 80237

**[www.SySys.com](http://www.SySys.com)**

25587 Conifer Rd.  
Suite 105424  
Conifer, CO 80433

**877.Go.SySys**

3267 Bee Cave Rd.  
Suite 107350  
Austin, TX 78746