



This Is Why We Do What We Do

BrightArrow's success is measured by the success of its customers using the products and services that were created with them in mind. BrightArrow takes pride in catering to the individual needs of those who it serves. By offering a powerful suite of tools for notification purposes, BrightArrow can equip its customers with a robust and feature-rich system that allows them to arrive at a successful outcome in regard to communication - and that IS the why behind the do.

Below is this month's customer profile - an interview with John Dunleavy, Data Specialist at River Trails in Mount Prospect, IL.

What challenges or problems does BrightArrow solve for you?

Getting timely notices to parents on all of their devices.

What is the biggest benefit that you derive from BrightArrow's service?

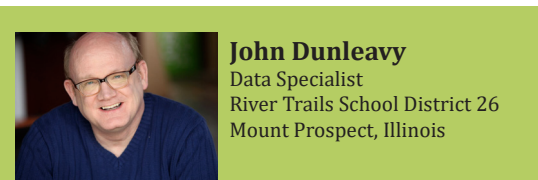
The amazing around the clock tech support.

What made you want to try BrightArrow, or what enticed you to switch to us?

I met Raymond Bily at a PowerSchool conference. Once he showed me the product, all I had to do was convince my team.

What would you tell your colleagues about BrightArrow?

Great value, great service, great product!



John Dunleavy
Data Specialist
River Trails School District 26
Mount Prospect, Illinois

Can you tell me about a time that you were proud of the customer service of BrightArrow?

That's a strange way to put it - I can think of times when BrightArrow should be proud. Just recently we had a self-inflicted error. We sent an alert to one of our Synched School lists. Jason Treadwell quickly discovered that one of our users had broken the link to the master list and it was not updating.

What do you like the best about BrightArrow's products and services?

That is hard to say; I like a lot. Probably the most useful is how easy it is to quickly send an alert.

What is an example of how we have exceeded your expectations?

Helping us to quickly send out individual report cards to parents at no extra charge.

Which features do you love about BrightArrow?

The reports! They help me find bad data that was entered.

What prompted you to find a solution for mass communications efforts or notifications?

As a school, we have had a communication product for years. We moved to BrightArrow because our former vendor was not responsive to our changing needs.



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