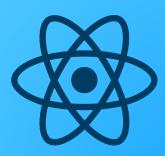# Syncfusion® React Components Deliver Powerful Features, Fast

Introduction

Ivaylo Borisov is the CEO of NippyMarketer.AI, a cloud-based marketing resource planning platform.

Can you give a brief description of your company?

NippyMarketer.AI is an advanced marketing resource planning and process management platform for SMEs that allows organizations to build and constantly evolve an efficient and competitive marketing process.

It is a cloud-based SaaS platform with integrated tools for marketing planning, marketing management, and marketing analytics.

Marketers can create and manage plans, programs, campaigns, projects, tasks, and checklists for different organizations, business units, or products. They can automate the marketing resource control while integrated smart algorithms guide them to efficient marketing execution.

Numerous dashboards provide marketers with insights into their operations, resources, performance, investments, costs, planning effectiveness, and marketing profitability.

Challenges

NippyMarketer.AI needed a technological partner that could provide advanced, powerful, and easy-to-implement technologies for a native cloud platform. We needed to limit the number of technological partners and costs for technological development and ensure a high level of customization.

What was the specific problem or pain point you were trying to solve before you found Syncfusion?

We started evaluating tech solutions for implementing Gantt and TreeGrid functionalities in our application, but the custom-made solutions we relied on and the available technologies weren't fully delivering what we needed within our budget and time frame. Syncfusion offered us feature-rich, yet customizable technology.

Solution

Which Syncfusion products did you implement in your project?

Currently, we're using the React Gantt, TreeGrid, and Charts controls. We were drawn to Syncfusion because of its comprehensive UI frameworks, simple licensing, and ease of use.

Results

How have Syncfusion products helped the application you're working on?

We quickly implemented powerful functionalities adapted to our process modelling. We found it very easy to get started with the Syncfusion components, although we had not worked with them before.

Also, Syncfusion was very accommodating in the partnership with NippyMarketer.AI, including with flexible licensing agreement and technical support.

According to our development plan, we are planning to deploy additional Syncfusion technologies to further enrich the NippyMarketer.AI functionalities.

Best quote:

"We quickly implemented powerful functionalities, adapted to our process modelling." —**Ivaylo Borisov, CEO of Nippy Marketer**