

How Kinetix Earned \$300k in Incremental Revenue and Unlocked New Growth Opportunities Using Egnyte for Life Sciences

Egnyte is a great technology solution that minimizes IT disruption, incidents and headaches for our clients. More importantly, they're a partner who is willing to collaborate and take feedback—and they see to it that our business is as successful as possible.

—Conner Wilkinson | VP, Security & Client Strategy, Kinetix

The Challenge:

Lacking an effective tool to help life sciences clients govern and protect their mission-critical data

As a leading MSP in the IT security space, Kinetix needs to provide a complete menu of services and strategies to its clients that eliminate IT disruption and security threats—and make the best use of their IT budgets.

For its own business to be successful, every service Kinetix manages for clients needs to be proven and effective, not to mention as profitable and friction-free as possible.

As Kinetix's business has grown, it has made a concerted effort to explore opportunities in the life sciences sector, where businesses are typically high-growth, innovation-focused, and very concerned with cybersecurity threats.

Life sciences clients have a unique set of IT and business challenges for Kinetix to help them overcome, with content

AT A GLANCE

\$300k

uplift in revenue

**100s
of hours**

of compliance
efforts eliminated
per month

governance and data privacy high on the priority list.

In particular, they need to be constantly on top of regulatory requirements, such as compliance with GxP and FDA 21 CFR Part 11; as well as ever-evolving data privacy laws such as GDPR, CCPA and an increasing number of regional and country specific laws.

With so many regulatory requirements, clients need complete visibility and control over their data. Yet traditional methods of data management and collaboration, including running disparate technology that lacks central oversight, and sharing files over FTP, leaves them running the risk of noncompliance.

Any failure can be costly, in terms of fines, remediation costs and reputational damage.

Meeting regulatory requirements often proves a barrier to success. After all, life sciences companies want to innovate quickly and get new products to market fast, but are stopped in their tracks because identifying and mitigating compliance risks takes up hundreds of hours of manual work.

With so much at stake for its clients, Kinetix was determined to provide high-growth biotechs with a compliant, unified data management platform. However, it found many of the market's big players lacking when it came to security, governance, support, and the functionality required to meet clients' large-scale data management needs.

Until they found a stronger solution, Kinetix faced their own internal challenges, too. When clients used legacy file sharing solutions, Kinetix felt the impact at the helpdesk, covering everything from data recovery to governance, security breaches and access issues. All of this increased Kinetix's costs, decreased productivity, reduced profitability, and created a poor experience for customers.

So the race was on to find a data management and governance solution that could solve life sciences clients' unique set of challenges—and improve Kinetix's own business performance all in one hit.

The quantity of data that life sciences businesses ingest on a regular basis makes it very difficult and labor-intensive for them to regulate and govern that data.



COMPANY

Kinetix is a leading IT Managed Services Provider (MSP) for high-growth businesses. By taking on the role of a technology partner, Kinetix absorbs the responsibility of an in-house IT department, keeps costs manageable and predictable, and provides an efficient and monitored environment for every client.

LOCATION

San Mateo, California

INDUSTRY

IT and Security



The Solution:

Unified platform for all data and documents optimizes visibility, control and regulatory compliance

When Kinetix discovered Egnyte, it was exactly what they'd been searching for; a compliant, unified data management platform that enabled visibility and control of mission-critical data.

At first, Kinetix integrated Egnyte into its own business in order to test the solution and build expertise. They instantly appreciated its faster-than-industry-average onboarding time, capability to secure and manage all content from a single platform and—best of all—the fact it came with a real, human account team that prioritized helping Kinetix and its clients grow and succeed.

It was a no-brainer to roll out Egnyte as their preferred solution to clients.

The offering became even more advantageous when Kinetix discovered Egnyte had developed a specific product designed for innovative biotechnology organizations—Egnyte for Life Sciences. This immediately opened up new opportunities to grow in this lucrative space.

With Egnyte for Life Sciences, Kinetix's clients can:

- **Meet and maintain regulatory compliance**
Egnyte for Life Sciences streamlines the job of meeting regulations and compliance. Audit trails track activity and GxP-compliant approval workflows enable secure collaboration and management of regulated documents on a single platform.
- **Collaborate on files quickly and securely**
Egnyte enables large file sets to be transferred and synced quickly, meaning clients can easily collaborate on files such as genomic sequencing data, DICOM imagery, and biostatistical analysis—with no wasted time.
- **Protect valuable and sensitive information**
Egnyte detects sensitive information like Protected Health Information and Personally Identifiable Information, in compliance with data privacy regulations such as GDPR and CCPA and constantly monitors for threats like



EGNYTE PROVIDES

- **Compliant, unified platform**
Provides central visibility and control of all business-critical data
- **Regulatory compliance optimized**
GxP-compliant environment automates regulatory workload and saves a stack of time
- **Valuable data protected**
Sensitive data automatically detected and any issues automatically alerted, so companies easily prevent data breaches and theft of IP
- **Improved collaboration**
Fast transfer and local syncing of even the largest files makes working on the same documents fast and painless

ransomware. Meanwhile, functions such as user access control and authentication, combined with encryption through the entire communication process, means valuable content including proprietary research, trial data, and consent documents are protected from the wrong hands.

- **Deploy regulated documents without the hassle**

With Egnyte for Life Sciences, clients can set up a quality document management process, initiate the review and approval of controlled documents with Part 11-compliant e-signatures, and provide a central repository for effective quality documentation. This gives companies control over the complete lifecycle of regulated documents.

Overall, Egnyte's GxP-compliant environment offers functions and automation that enable clients to easily conform to regulatory requirements, without the tedious and burdensome tasks that typically accompany it. With less distraction, science companies can stay focused on the science of developing life-changing therapies.

By using Egnyte's GxP platform—and its automations—our clients have a software platform that does all the manual workload for compliance and regulation for them and saves a tremendous amount of time for everyone involved.

Results:

\$300k uplift in revenue—and hundreds of hours of onerous compliance work eliminated for their clients

Egnyte has enabled Kinetix to solve all the data governance and control issues affecting its clients and opened new doors for growth in the sector.

From a financial perspective, Egnyte has enabled Kinetix to earn an additional \$300K a year in service revenue, with very few costs and overheads.

EGNYTE

Egnyte was founded in 2007. It has 17,000 customers worldwide, with 600 operating in the life sciences sector. The company's exclusive Egnyte for Life Sciences product provides a compliant, unified platform for life sciences data and documents, enables businesses to have central visibility and control of all their content, and automates most of the labor-intensive work out of meeting regulations and compliance. For more information, visit www.egnyte.com.

Previously, when they were managing competitors' solutions, their helpdesk was inundated with queries to recover malware-infected files or deal with downtime issues. Now, when clients implement Egnyte, they have close to 0% disruption across their file share infrastructure. With so few tickets to resolve, Egnyte has become an incredibly efficient and profitable product for Kinetix to manage.

Clients are just as impressed with Egnyte for Life Sciences, because it helps them remain compliant, reduce costs, and increase collaboration and productivity.

Life sciences clients save hundreds of hours every month, because validating and maintaining compliance is now automated and labor-lite. As a result, they can achieve key business goals faster, such as getting trials started sooner, securely collaborating with research partners, and delivering life-changing therapies or devices to the market before competitors.

What Kinetix appreciates most about Egnyte is the support it receives from a dedicated, always-there account team. With other vendors, they were made to feel no more than a number when they needed support. With Egnyte, the tailored, five-star customer care they receive is a night-and-day difference.



With Egnyte, we get the best product from a technical perspective that radically reduces the disruption our clients have in their IT environments.

Moreover, we get a partner who cares about building a wholesome relationship with us and ensures both Kinetix and our life sciences clients enjoy sustained business success.

—Conner Wilkinson | VP, Security & Client Strategy, Kinetix

