Kinesis Survey Technologies

Providing access to their award-winning education software for users everywhere with **OnRamp's Private Clouds**.

Business Overview

Kinesis Survey Technologies, LLC (Kinesis), is an Austin-based SaaS provider that offers a device-responsive survey and panel management product suite for mobile and desktop-based market research. Combining powerful quantitative and qualitative tools with a high performance cloud-based platform, Kinesis provides software and solutions for market research industry and enterprise business organizations.

IT Challenge

In 2005, Kinesis was facing a number of difficulties related to the colocated IT environment the company operated out of a data center facility in Dallas, Texas, which was far removed from their business headquarters in Austin, Texas. Without any hands-on support from their provider, Kinesis' in-house IT staff was becoming burdened by a 400 mile round trip to Dallas to complete even the most menial of tasks. In an effort to alleviate this issue, Kinesis sought the help of a new colocation provider that was not only located closer to home, but also capable of supporting their team by assisting with work inside their rack, thereby reducing the time and resources required to maintain Kinesis' IT environment.

When Kinesis began their search for a new colocation provider, outside of being competitively priced, they sought a relationship with a company that would act as a partner in addressing their IT needs. In addition to providing redundant power and bandwidth, along with a secure site to store their data, they wanted a provider that was skilled in other aspects of managing complex IT environments, with the ability to deliver hands-on support on an as needed basis.

Solution

At the time Kinesis entered into an agreement with OnRamp, the data center operations company was growing their suite of colocation and managed hosting solutions to include Full7Layer Support from onsite engineers 24/7/365. Virtualization was only just gaining steam, giving rise to the cloud delivered services OnRamp would later add to its suite of data center solutions. Over time, and as Kinesis' IT needs expanded, so did OnRamp's ability to provide new services to support their IT mission.

"Initially, it was OnRamp's customized approach to delivering services that made it appealing to our ...

> " Outside of what OnRamp does from a physical security standpoint, having developed their own security policies and procedures and having been audited themselves for such industry-specific requirements as SSAE 16 SOC2, provides great assurance for the companies we work with that security is a primary focus. "

\- Juha Vehnia, CTO

Founded:	**2003**
Headquarters:	**Austin, TX**
Industry:	**SaaS/SW Development**
Compliance Requirements:	**SSAE16**
Service Type:	**Colocation**
Website:	**kinesissurvey.com**

ABOUT ONRAMP

OnRamp is a leading HITRUST-certified data center services company that guides businesses through the complexities of data security and compliance. Our solutions help organizations in healthcare, financial services and education services meet compliance standards, including HIPAA, PCI, SOX, FISMA and FERPA. OnRamp operates multiple SSAE16/AICPA SOC 2 Type 2 and SOC 3 certified data centers to deploy hybrid computing solutions that let you blend secure cloud computing, managed hosting, and colocation to best meet your unique requirements.

> " We see privacy, security and compliance only growing in significance for the companies we work with and it's great to have a data center partner that is willing to work alongside our business to address these concerns. "

— Juha Vehnia, CTO

business," stated Kinesis Chief Technology Officer, Juha Vehnia. "In addition to saving our IT staff the time and effort of traveling to and from our former colocation site in Dallas just to perform simple maintenance related tasks, in working with OnRamp, we have relieved our team of these basic functions almost altogether. Now, if we require in-rack, hands-on assistance, we can rely on OnRamp to act as an extension of our IT department."

In addition to providing the industry-leading levels of redundancy, reliability and availability for infrastructure, power and bandwidth to keep their colocation environment up and running, it was OnRamp's ability to adapt to the changing data privacy and security climate that has enabled Kinesis' long-term success.

Due to their interaction with highly sensitive data, which is gathered and analyzed within their suite of survey and panel management tools, Kinesis must undergo third-party audits to ensure their data and systems are maintained appropriately. "OnRamp's ability to demonstrate the steps they've taken to secure our customers' data continues to be of great significance for our business," said Vehnia. "Outside of what OnRamp does from a physical security standpoint, having developed their own security policies and procedures and having been audited themselves for such industry-specific requirements

as SSAE 16 SOC 2, provides great assurance for the companies we work with that security is a primary focus.

Benefits

We attribute much of our success with OnRamp, in our early years, to their ability to provide individualized attention in addressing our IT needs and, despite their growth as a business, this still holds true today," Vehnia remarked.

In addition to providing a level of service and support that far exceeds that of other data center providers, it was OnRamp's ability to provide the most stringent physical and logical security measures in compliance with various regulatory requirements regarding the protection of sensitive data, in the healthcare and financial services sectors, which made the company invaluable to Kinesis. As an SSAE 16 / AICPA SOC 2 audited company, OnRamp adheres to industry-wide controls that govern the security, availability and integrity of the systems employed to process critical user data which was especially important for Kinesis' business development as the company acquired increasingly more healthcare industry clients and became subject to the fines and penalties for non-compliance under this regulatory framework.

Learn More about Kinesis's relationship with OnRamp. **Watch the testimonial video!**

"The cooperative approach OnRamp has taken to help us address the privacy and security concerns for our customers' data has been a major plus," noted Vehnia. "The fact that OnRamp allows full audits of their infrastructure, and will support us in the process, has not only benefited our compliance efforts, it has also helped us earn new business. We see privacy, security and compliance only growing in significance for the companies we work with and it's great to have a data center partner that is willing to work alongside our business to address these concerns."

Learn More about OnRamp's Hybrid Hosting Services... contact us today!

(888) 667-2660 - sales@onr.com
www.onr.com

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