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# Introduction to DF/Net

Lisa Ondrejcek and Darryl Pahl  
DF/Net Research, Inc.



# What We Want To Say

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- Who we are
- What we do
- Brief history of how the deal went down
- Why us?
- Goals for the company, DataFax, and DFUG

# Who We Are

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- DF/Net was incorporated in Seattle over 10 years ago by Lisa Ondrejcek and Darryl Pahl
- Grown to 35 employees in Seattle and 5 now in Hamilton
- Almost 300 years of DataFax experience, which now spans source code to end user



# What We Do

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Our mission is to:

*Provide high quality DataFax tools, data management, regulatory, and biostatistical services for academic, non-profit, pharmaceutical, and biotechnology clients worldwide*

# What We've Done

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- Data management for over 55 domestic and international clinical trials
- DF/Net recently managed the data for the two pivotal studies which formed the basis of the world's first FDA-approved HIV-prevention drug, Truvada



*Courtesy of University of Washington*



# What? You Bought DataFax?

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- Started with a surprising phone call in the spring of 2013
- Wayne Taylor was nearing retirement after 23 years at the helm
- Wayne's enthusiasm was, well, beginning to wane...
- He wanted to retire, live the good life, and re-visit his life long goal of mastering the accordion

# So, Why Us?

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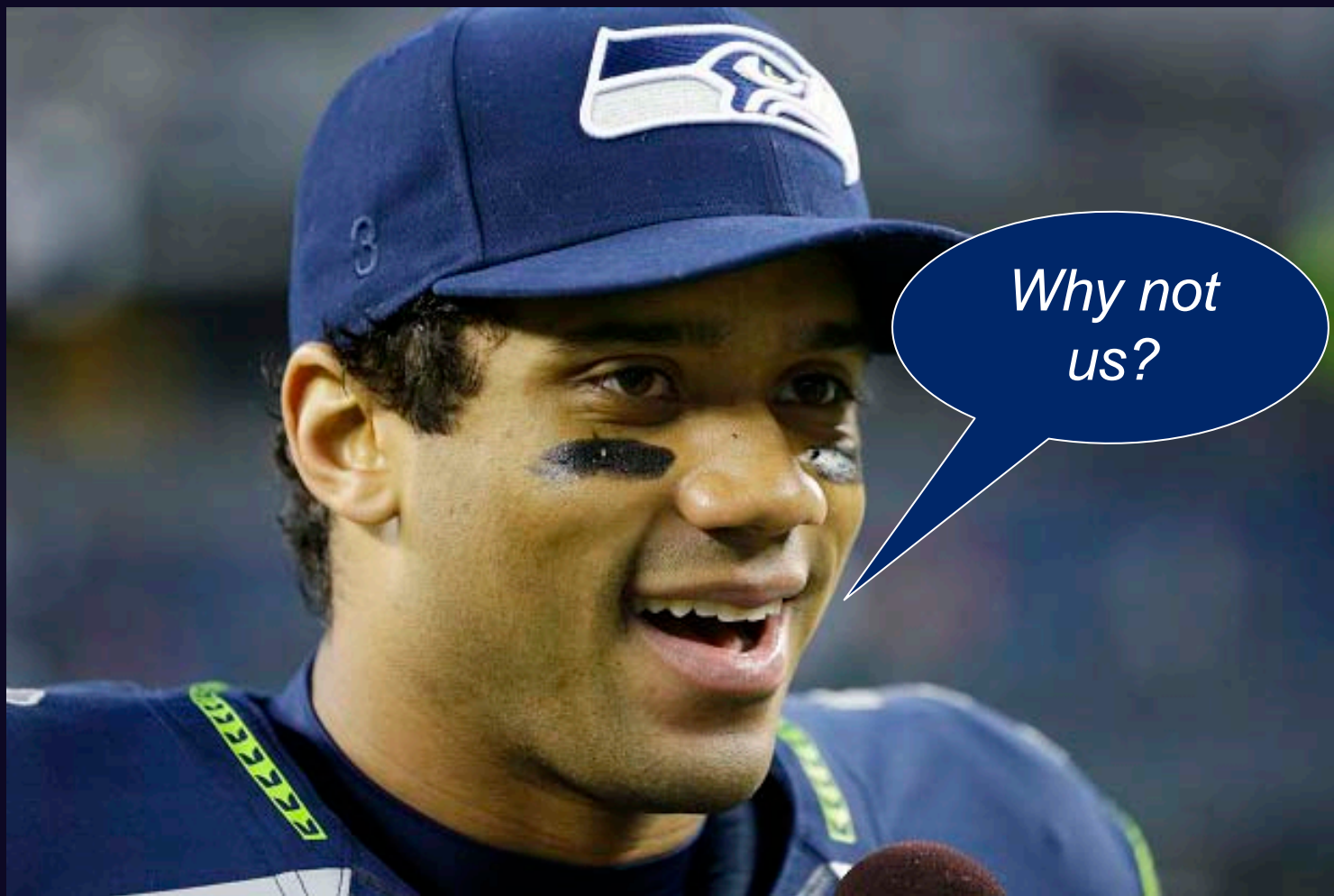
## Our Perspective

- First step was to take a deep look at what we wanted, both as company owners and as a company



*“Why not us?”*

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# Why Not Us?

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- Mantra of Russell Wilson, quarterback for the Seattle Seahawks
- Indicates a can-do attitude that has become ingrained in Seattle
- Don't be a preventer; figure out ways to make it work
- Through hard work, evolution, and owning change, we can make it work

# Goals: Combining Services and Software

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It's like Chocolate and Peanut Butter!

- DF/Net knows studies
- CDSI knows software

*Hey, you've got  
studies in my  
software!*



# Goals: Keep Existing CDSI Staff

**WANTED**



**Samēr “Code Cleanup” Chaudhary**

samer@datafax.com

Served 13 years at CDSI, on the run for 3 days in the state of DF/Net

**WANTED**



**David “Do iDataFax” Du**

david@datafax.com

Served 15 years at CDSI, on the run for 3 days in the state of DF/Net

**WANTED**



**Martin “Code Master” Renters**

martin@datafax.com

Served 19 years at CDSI, on the run for 3 days in the state of DF/Net

**A MEMBER OF THE NOTORIOUS  
“HAMILTON FIVE”**

**WANTED**



**Craig “Support Dude” Dilks**

craig@datafax.com

Served 12 years at CDSI, on the run for 3 days in the state of DF/Net

**A MEMBER OF THE NOTORIOUS  
“HAMILTON FIVE”**

**WANTED**



**Jeanine “Bug Hacker” Hammar**

jeanine@datafax.com

Served 23 years at CDSI, on the run for 3 days in the state of DF/Net

**A MEMBER OF THE NOTORIOUS  
“HAMILTON FIVE”**

# Goals: Keep Existing CDSI Staff

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- 82 years of DataFax experience would be difficult to replace
- Additionally, we are well-positioned in Seattle to expand capacity
- The region is the home of:
  - Microsoft, Amazon, RealNetworks, Zillow, Coinstar, Nintendo, Rhapsody, EMC, Cray
  - Starbucks, Nordstrom, REI, T-Mobile, Eddie Bauer, Holland America, etc.



# Goals: Keep Current Clients Happy

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- *Don't Wreck DataFax*
- DataFax has been around for 23 years
- Average client usage 9.25 years
- Organizations have a huge investment in DataFax
- DF/Net as a user/owner has a huge investment in DataFax

# Goals: Move DataFax Forward

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- Get DataFax 2014 out the door
- Get to work on DataFax 2015+
- Move DataFax forward with features that groups are requesting
- Looking for input at DFUG and beyond
- Suggestions include....



# Ideas for the Future

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- Better looking reports (`beyond courier`)
- Better data images (color, grayscale, better quality)
- More flexible barcode
- Partnership/API hooks with other products (`randomize.net` for example)
- Mobile device solution/online/offline
- Different backend

# Ideas for the Future

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Other, specify: \_\_\_\_\_

# Last Important Question

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- Next DFUG?

# DFUG in the Snow?





DFUG in the Sun?

