Introduction to DF/Net

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What We Want To Say

- 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

- 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

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

- 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?

- 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?

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?”
Why Not Us?

- 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

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
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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

- *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

- 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

- 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

☐ Other, specify: ______________________
Last Important Question

- Next DFUG?
DFUG in the Snow?
DFUG in the Sun?