DataFax: What’s in a name?

- In the beginning, the name said it all!
- Data collection by fax was a revolutionary concept
But now, not so much
DataFax: What’s in a name?

- Need a domain name, ideally a .com
- Limited name space
- All the names are taken!
DataFax: Why change?

- Worked for 26 years, why now?
- “Data” part is good, but “Fax” brings to mind stereotypes
- At DF/Net, we rarely receive faxes anymore
- DFsend, Internet scanners, EDC
DataFax: Why change?

- Many DataFax clients have never used paper, let alone a fax machine
- Many studies are 100% EDC
- Is DataFax the right name any more?
So now what?

- Solicited feedback from many, including our colleagues, users, and industry experts
- The more we learned about trademark law, the less likely we thought anything with “data” in it was going to work
It’s not easy
We cannot include “data”

- Learned a new, and important phrase:
  
  “Crowded Namespace”

We could not use “data,” and although it seemed easy, we needed help
Enter the Name Inspector

THE NAME inspector
Enter the Name Inspector

- Yes, there are people who do this for a living
- Chris Johnson, a linguist and Professor in the Department of Communication at the University of Washington
- Teaches about language in branding, social media, and popular discourse
Some of his work

- zulily: Maker of wearable mobile accessories.
- SnappyGo: A travel advice and trip planning website.
- Treode: Open-source database software.
- Tenduit: Software solutions for managing IT assets.
- lulabop: Maker of the Qlipter and other useful and innovative products.
- Captricity: Digitizes data from paper documents.
- Hopsy: Home delivery of fresh craft beer on tap.
Creative Thinking

- First stab was to come up with a completely new name, not related to data
  - Amazon, Starbucks, Apple, Google, Zulily
- Why those names? Why do they even make any sense at all?
- We learned a lot...
It’s not easy
Short list of maybes

- If not taken as a domain name, failed a trademark search
- Learned a new and important word: “maybe”

List of companies that may, or may not, sue you
But then, what about....

- DFsend, DFsystem, DFsetup? Do we need new names for them?
- What about all of the DF_* reports? The dfedit() checks? Variable names like DFcreate and DFmodify?
But then, what about....

- What about our name and our logo?
Most importantly...

- What would we call DFUG?
We decided to own our name

When we began, fax machines were a revolutionary way to quickly capture and share data digitally. Our first product was called DataFax to convey the spirit of that revolution.
The digital world is evolving, and we’re evolving with it. While our company name honors the history of our first product, it has come to mean so much more to our clients and partners. That’s why we still proudly call ourselves DF/Net.
We decided to own our name

DF/Net is about data first. It’s about deep focus and a dedication to flexibility. DF/Net stands for the innovative software and quality services that people have learned to expect from us.
We decided to own our name

*Now is the time to move on from DataFax to a new name for our growing software family.*
Our new family name

DFdiscover is the new name representing over 25 years of software evolution.
Our new family name

It’s time to discover your data.