

Next Gen Key Orchestration™ Solution Takes Off with AMAX Appliance Manufacturing Services

OVERVIEW

Fornetix®, a leader in advanced encryption management software, develops cutting edge solutions for the protection of digital information, transactions, communications and identities at rest or in motion. The company's key value proposition is providing industry-leading step-function increased network hardness at a competitive cost.

To tackle flaws within traditional methods of key management, Fornetix developed its Key Orchestration™ software to deliver unprecedented scale, complexity, and key lifecycle velocity at a fraction of human resource and expense. The software replaces human intervention with machine reflexes, guided by pre-programmed and customizable policies regarding responses to threats, transaction volumes, and fluctuating demands. With a robust and disruptive technology in hand, the Fornetix team set out to determine the best go-to market strategy for their groundbreaking product. AMAX stood out with their sophisticated New Product Introduction Program that enabled Fornetix to fast track their product development and time to market, putting them in an advantageous position of market leadership.

THE PROBLEM

Protecting data has become an existential requirement for all enterprises as network breaches and attacks escalate in both frequency and severity. The results of a breach can be catastrophic to enterprises, especially to critical infrastructure, including utilities, transportation, manufacturing systems and most importantly, the Cloud (and soon IoT).

Granular level data encryption while at rest and in motion is widely agreed to be the ultimate security solution. Yet as more data is encrypted, attackers aggressively turn their focus to stealing the keys used to encrypt the data. Prevention of key theft requires a significant increase to the frequency at which keys must be changed. For most companies, this escalation in the quantity and velocity of keys is either unmanageable, or requires substantial IT investment and time to develop, which translates into

SUMMARY

- Fornetix is a cyber security software company dedicated to providing a next gen key management solution.
- Fornetix required a partner with expertise in server appliance design, branding and deployment support.
- AMAX accelerated Fornetix's time to market by developing a market ready, custom-branded appliance product line within months.
- AMAX's services such as NPI Program, CTO Services, Demo Program Support and Global Logistics allowed Fornetix to remove all bottlenecks to aggressive growth.

FORNETIX

Company: Fornetix®

Location: Ashburn, Virginia, USA

Industry: Security

AMAX Products/Services Utilized:

Customized Security Appliances,
NPI Program, CTO Services, Global
Logistics, Demo Program Support



direct overhead. This is the exact market gap that Fornetix's Key Orchestration™ solves. Fornetix felt confident that with Key Orchestration™, they had a winning technology to become the most dominant key management security software in the world. They decided the best deployment model for Key Orchestration™ would be as a highly-secure on-premise appliance, shipped plug & play to be extremely user friendly. The ideal partner would not only have the hardware expertise to develop appliances that were performance-optimized for their software, but would have experience with the security market to help them maximize various facets of product design, branding, and deployment strategy. This is what brought them to AMAX.



AMAX stood out from their competitors in their hands on approach to new product introduction and optimizing our platform, and we were impressed with their full menu of services and commitment to quality and time to market. We truly felt like we had a partner who was an extension of Fornetix and equally invested in our success.

- **Chuck White, CTO, Fornetix**



THE SOLUTION

AMAX immediately understood Fornetix's goals from both a technical and business standpoint. Having extensive experience not only with security server appliances but specifically, with security startups, AMAX understood the need for Fornetix to have a powerful, high quality product that was a strong representation of its brand, with the look and feel of a cutting-edge, industry-leading technology.

AMAX enrolled Fornetix into its New Product Introduction (NPI) program, a mature and field-proven process to develop market-ready appliance from concept. To begin, AMAX's design engineers worked closely with Fornetix's software architects to design two distinct platforms standardized in 1U and 2U form factors. The specific design goals were for these platforms to be performance-optimized for the Key Orchestration™ software, yet flexible enough to support a range of product SKUs which could be quickly manufactured within short turnaround time using AMAX's Configured-To-Order (CTO) services. Because US government agencies are a major customer segment for Fornetix, AMAX designed the platforms to be not only compliant with the Federal Information Processing Standard (FIPS), but also globally compliant for export to major international regions.

Once the platform was fully tested, validated and documented to ensure consistency across all production

runs and manufacturing facilities, AMAX's award-winning creative team designed the product and packaging to give the Key Orchestration™ solution a distinct look. From there, AMAX developed a support model for Fornetix's Demo Program (aka Phase Deployment), acting as a third party logistics & RMA partner to ship out and support demo units of Key Orchestration™, serving as an extension of Fornetix's operations.

"By helping us design and support our Phase Deployment, we were able to simplify our sales cycle and focus on our customer needs," said Steve Philson, VP of Operations, Fornetix. In times where we need to cycle our demo pool, AMAX takes care of everything so we always have a running pool of demos available for new customers."

In a matter of months, AMAX ensured that Fornetix had not only a rock solid product line to tackle the market, but also a tailored service program to support their aggressive growth, one that allowed them to focus on what they do best—developing the world's premier key management security software.

"AMAX immediately impressed us with the capability to quickly take us from 0 to Mach 8 in what seemed like one step," Philson said. "They have pretty much blown out all the bottlenecks for Fornetix to grow into a position of market leadership."