Decoupled, by Design

A look at Kinetic Data's experience-first architecture

2025 Edition

A Message from Our CEO

Organizations have invested heavily in vendors that lock them into rigid user experiences, driving up customization and licensing costs while stifling innovation. At Kinetic Data, we've pioneered a fundamentally different approach — decoupling the user experience from those systems to break free from vendor lock-in. This empowers our customers to reduce backend costs, streamline development, and deliver seamless, modern solutions while staying agile and in control.

The pages that follow showcase how organizations across industries have transformed their digital operations by starting with experience first. These aren't just success stories – they're examples of what's possible when you're empowered to build exactly what you need.

James Davies
CEO, Kinetic Data

The Traditional Approach

Organizations typically build their digital ecosystems by starting with technology choices. Each system is chosen to solve a specific problem, leading to a collection of powerful but disconnected platforms. Business processes are then mapped to what these systems can do, and user experience becomes an afterthought - constrained by technology limitations.

Key challenges:

- Multiple disconnected interfaces
- Rigid processes locked to system capabilities
- Rising costs with each new system
- Complex integrations between platforms
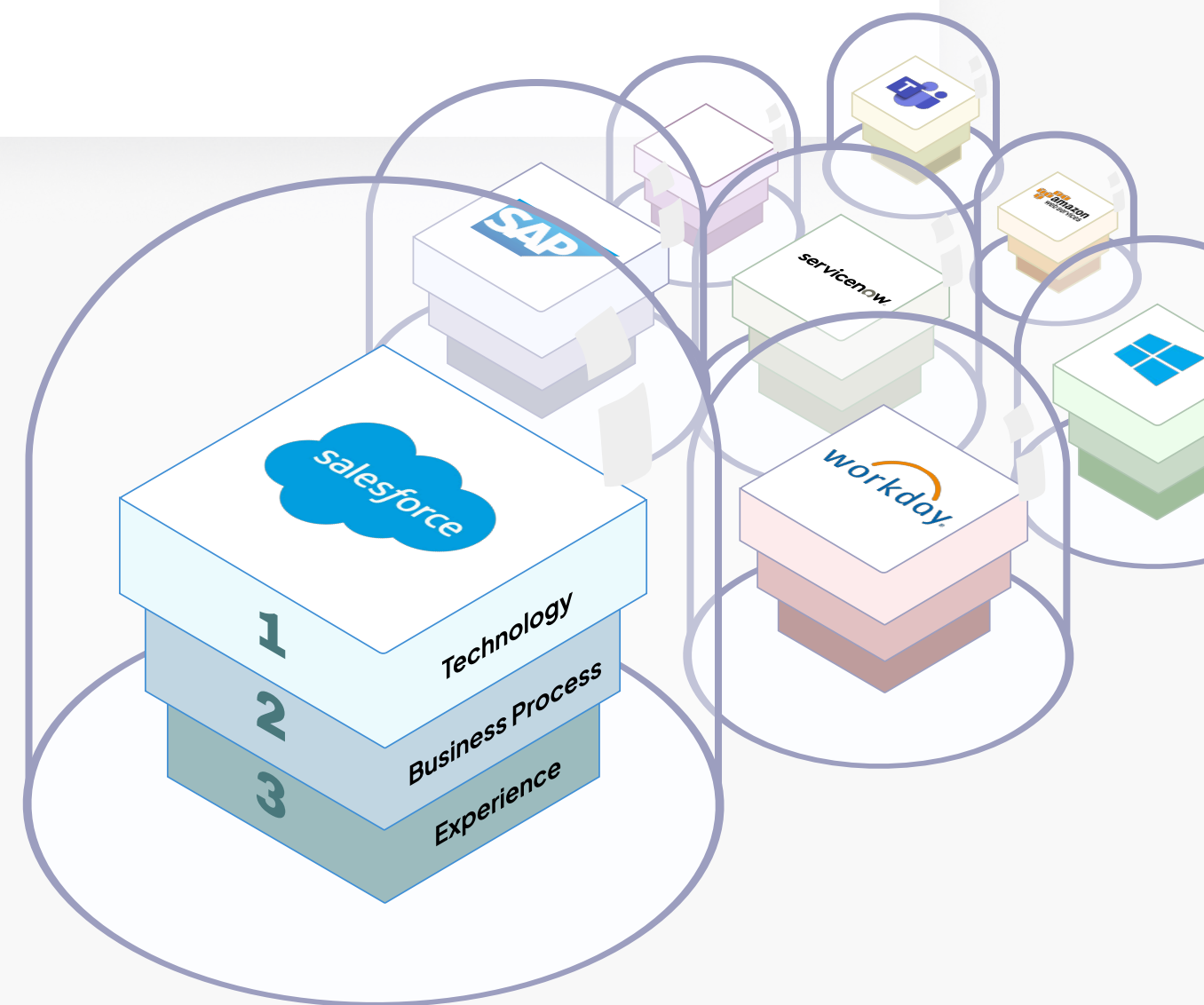
The Kinetic Way

Start with the experience you want to deliver. Our layered architecture separates user experience from business processes and core technology, enabling each layer to evolve independently. This approach lets you design intuitive interfaces that connect to any system while maintaining the flexibility to adapt as needs change.

What this enables:

- One coherent user experience
- Business processes that adapt to your needs
- Technology that serves rather than constrains
- Freedom to evolve each layer independently
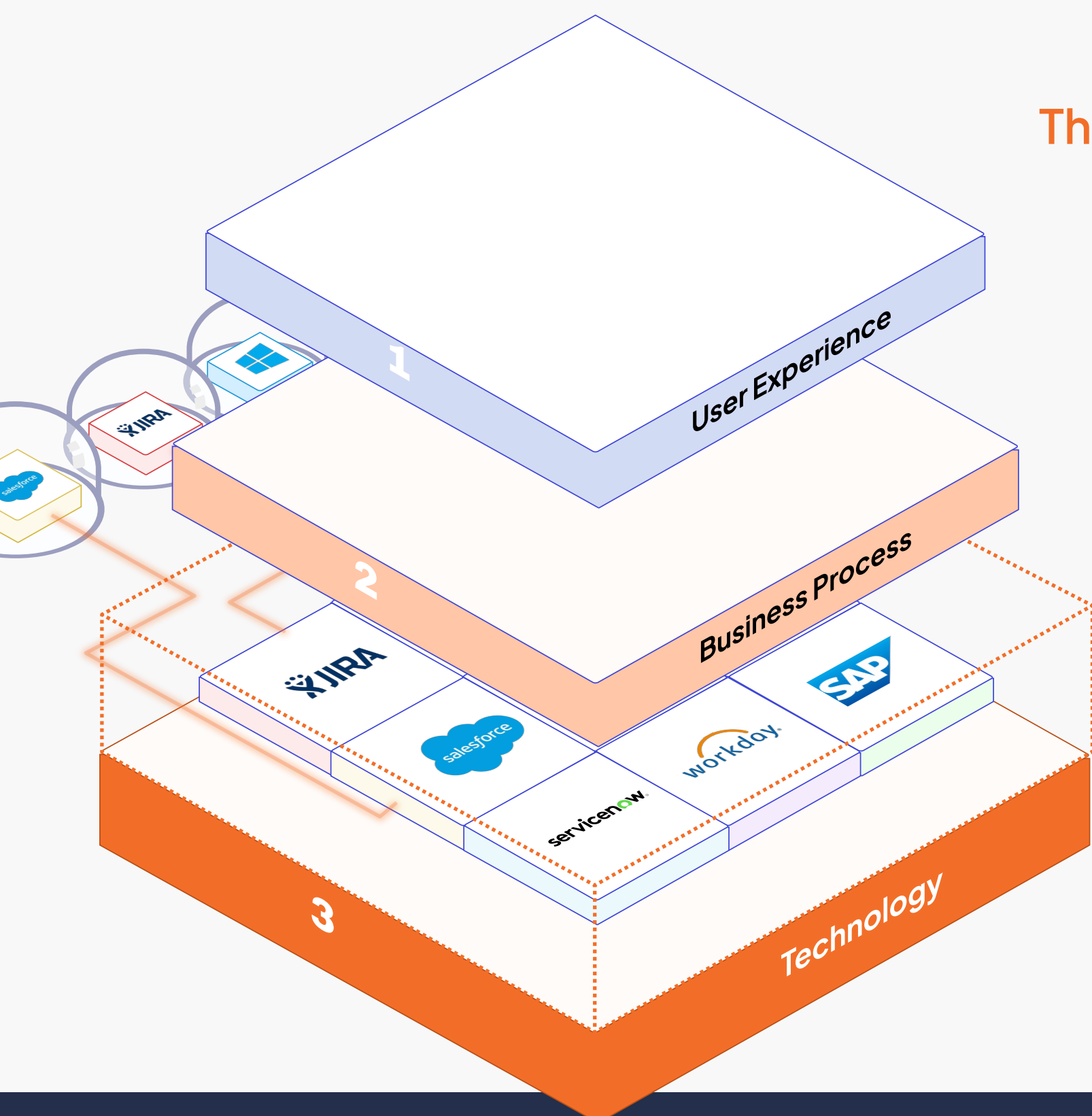
Who We Are

We're innovators and digital architects who believe that technology should adapt to you, not the other way around. For the past five years, we've been at the forefront of the DXP category, enabling organizations to build digital experiences that embrace and extend their existing systems while providing the freedom to innovate without constraints.

What We Do

We are experts in enabling builders to create modern, highly tailored, self-service digital experiences that foster engagement and enhance overall end-user satisfaction. Our platform serves Fortune 2000 enterprises, federal and state government agencies, and the DoD—organizations where the stakes are high and the need for flexibility is critical.

Mission:
To help small teams make a big dent with workflow.

Vision:
To empower organizations to connect, automate, and extend their digital ecosystems with agility, creativity and innovation.

Founded: 1998

HQ: Minneapolis, MN

Implementation Model: Partner Ecosystem paired with our success and support teams.

Recent Recognition

Inc. Magazine's Fastest Growing Companies
We've made Inc. Magazine's 2024 list of the top 5000 fastest-growing private companies.

MSP Business Journal "Best Places to Work"
We're honored to be named among the "Best Places to Work" according to the Business Journal (and our amazing, talented employees).

Trusted By Leading Organizations

Transformation in Action: Customer Success Stories

Organizations across industries have leveraged the Kinetic Platform to transform how they deliver digital experiences. From government agencies processing billions in transactions to rapidly growing credit unions managing employee lifecycles, these implementations demonstrate how our platform enables organizations to build exactly what they need. By separating user experience from business processes and core technology, these organizations gained the ability to adapt quickly to changing needs while maintaining security and control. Their successes showcase not just the platform's capabilities, but the power of an architecture that puts experience first.

DISA Storefront

Challenge: DISA needed to unify their procurement experience across multiple backend systems while processing over $4B in annual transactions. The solution needed to support thousands of users while maintaining strict security standards and complex approval workflows.

Solution: The Kinetic Platform enabled DISA to create a consumer-grade ordering experience that integrates warehouses, inventory, and financial systems behind a unified interface. Smart workflows automatically route approvals while maintaining security and compliance at every step.
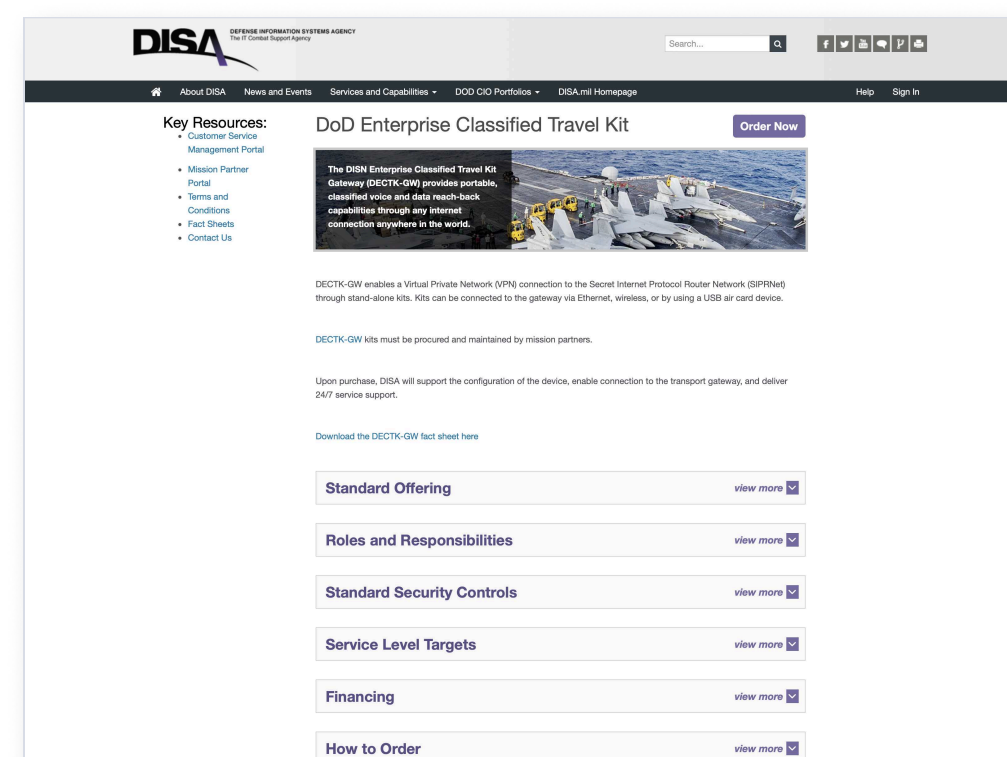
Results

- Over $4B in annual transactions processed efficiently
- Reduced per-user license costs through improved economic model
- Streamlined approval processes while maintaining security controls
- Enhanced visibility across the procurement lifecycle
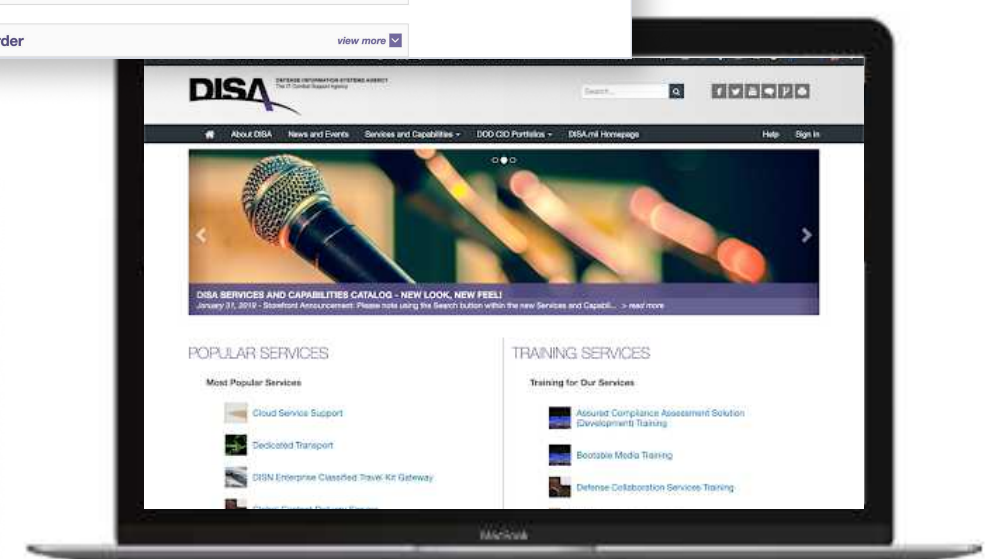
Industry: **Defense**

Featured Implementations (cont.)

USDA Digital Infrastructure Services Center

Challenge: USDA needed to create a singular experience for mission partners to browse services, order and view fulfillment statuses across a diverse catalog of cloud services. Multiple backend systems and disconnected processes were creating inefficiencies and increasing support costs.

Solution: Using the Kinetic Experience Platform, USDA created a unified service management portal that integrates with multiple backend systems including ServiceNow, Jira, Salesforce, and BMC Remedy. The platform formalizes a consistent consumer-grade ordering experience that streamlines service delivery.
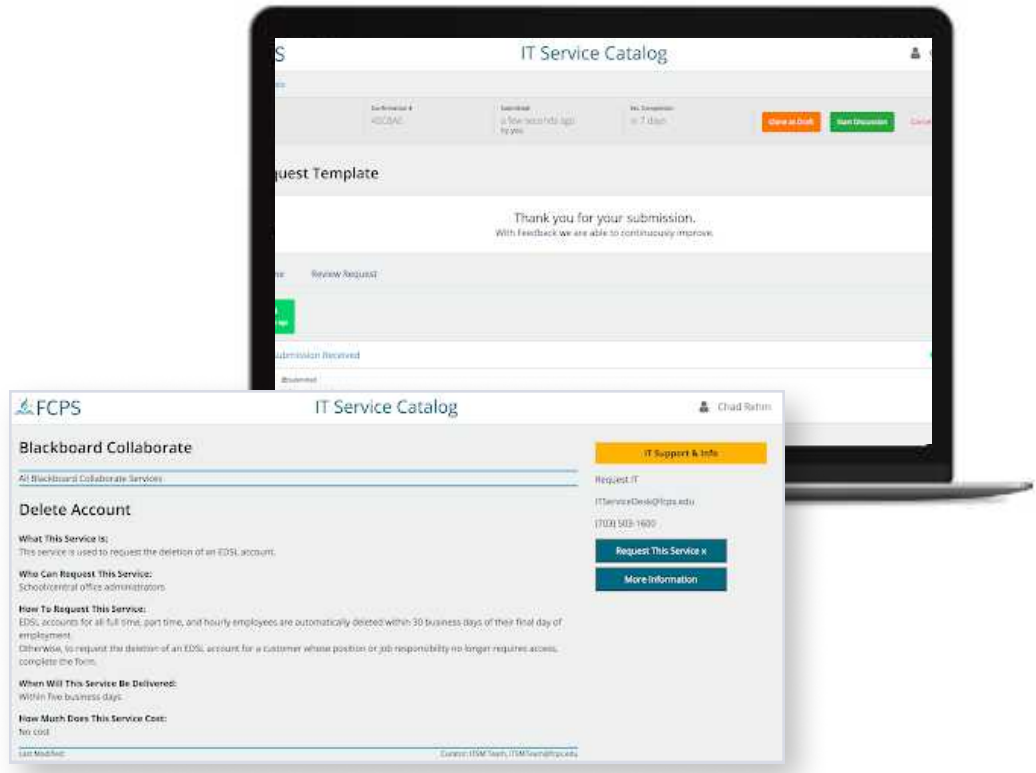
Results

- Successfully deployed and maintained for 10+ years
- Reduced support-related costs through improved self-service
- Stabilized per-user license costs through improved economic model
- Accelerated service delivery times across the organization

Industry: **Government**

Fairfax County Public Schools

Challenge: As the 11th largest school district in the nation, FCPS faced managing 250,000 annual IT service requests across 200+ locations while supporting 184,000 students and 23,000 employees. Their fragmented request system was creating delays that impacted classroom instruction.

Solution: The Kinetic Platform enabled FCPS to create a unified user experience to report and fulfill IT requests while managing assets. The solution integrates with dozens of backend systems to manage support and distribution of 180,000 devices annually.

Industry: **Education**

Results

- Service fulfillment time reduced by 50%
- Device distribution time decreased from 2 wks to 3 days
- Service catalog offerings doubled
- Recognition as finalist for Excellence.gov Award

Featured Implementations (cont.)

Missile Defense Agency (MDA)

Challenge: MDA needed a high-availability IT Service Catalog that could support 9,000+ daily users while maintaining security and compliance requirements. Multiple systems and manual processes were creating inefficiencies in service delivery.

Solution: The Kinetic Platform enabled MDA to create a unified experience for viewing service offerings, submitting requests, performing assignments, and tracking progress. The solution integrates with multiple backend systems while maintaining security standards.

Results

- Successfully operating for 11+ years
- Supporting 9,000+ daily users
- Improved visibility into financials, service requests, and approvals
- Enhanced operational efficiency through automation
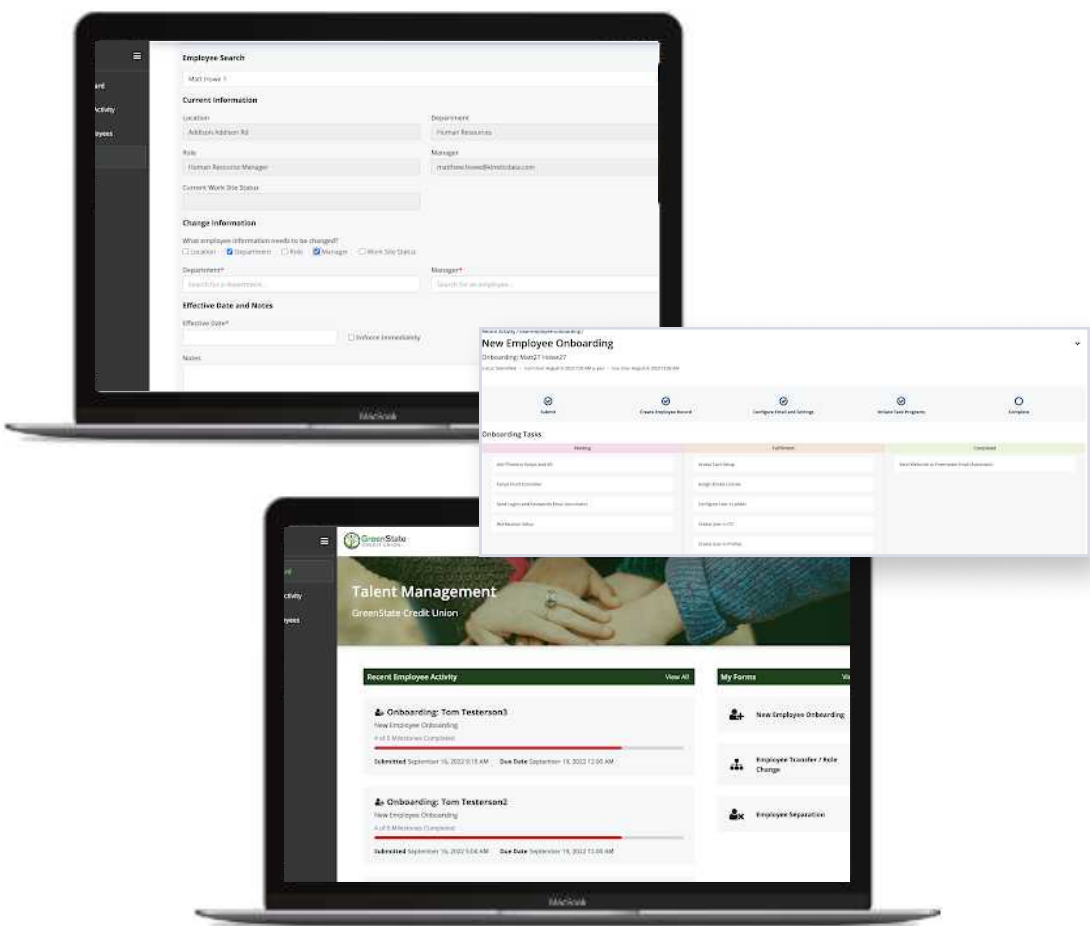
Industry: **Defense**

GreenState Credit Union

Challenge: As one of the fastest-growing credit unions in the Midwest, GreenState needed to modernize their employee lifecycle management as they scaled from 200 to over 900 employees. Manual processes and checklists were creating inefficiencies and security risks.

Solution: The Kinetic Platform enabled automation of key employee experiences including system access, program provisioning, and role transitions. The solution integrates with HR and IT systems to ensure accurate and timely employee lifecycle management.

Industry: **Finance**

Results

- Improved accuracy through automated Active Directory and Exchange updates
- Reduced manual intervention in employee transitions
- Enhanced security and compliance controls
- Streamlined coordination between HR and IT departments

Components of Our Platform

The Kinetic Platform provides organizations with the building blocks needed to create a decoupled digital architecture where experience, agility, and core technology exist as distinct but connected layers. Our five essential components enable you to build exceptional user experiences (through Portals and Forms), orchestrate business processes (via Workflows and Integrations), and leverage your core technology investments (using our Development Tools and Integration Framework). Together, these components let you design from the user experience down while maintaining the flexibility to evolve each layer independently.
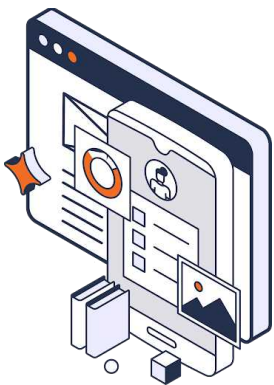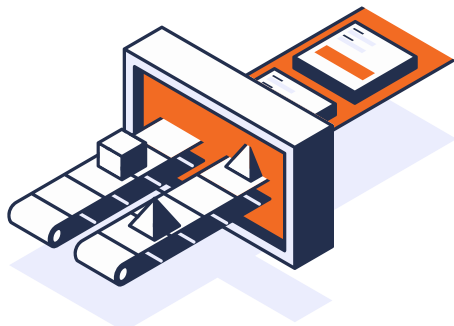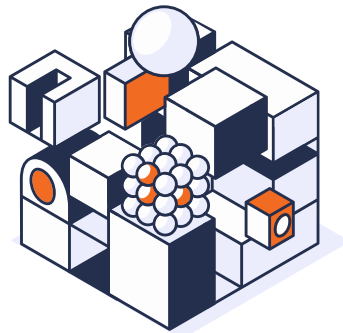
PORTALS   **WORKFLOWS**   **FORMS**   **INTEGRATIONS**   **DEV TOOLS**
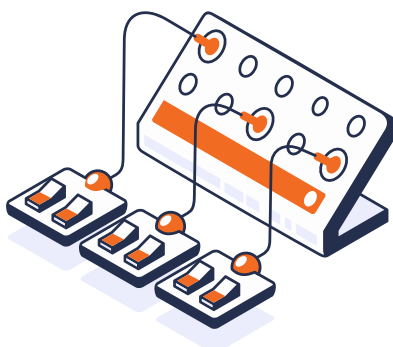
PLATFORM COMPONENTS

Portals

Users don't care about technology stacks - they care about getting their work done efficiently. Yet today, they're forced to navigate mazes of different portals, each with their own logic and learning curves. The Kinetic Platform enables you to create one consistent experience where users can access everything they need, combining actions from multiple systems into intuitive processes. Your organization maintains complete control over the user experience (using the tools & languages you prefer), letting you implement security that makes sense for your needs while future-proofing your UX investment.
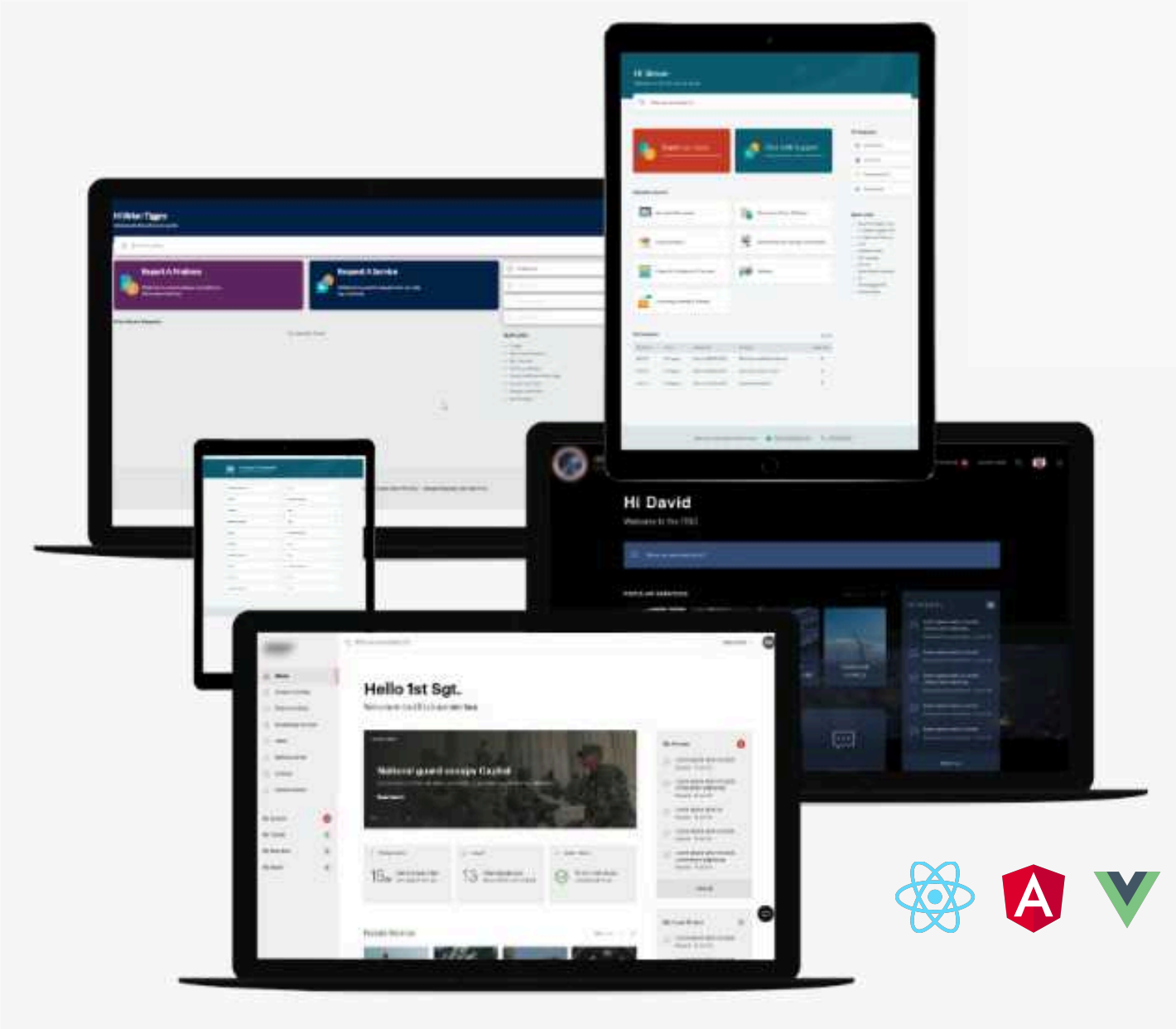
Your Brand, Your Design

Connected to Your Workflows

Headless Front-End

Future-Proof Investments

PLATFORM COMPONENTS

Dev Tools

Build with a developer toolkit that includes SDKs, comprehensive APIs, and support for standard frameworks like React and Angular. This gives developers the freedom to create exactly what the business needs using the tools they already know, while maintaining complete ownership of the code with no vendor lock-in.
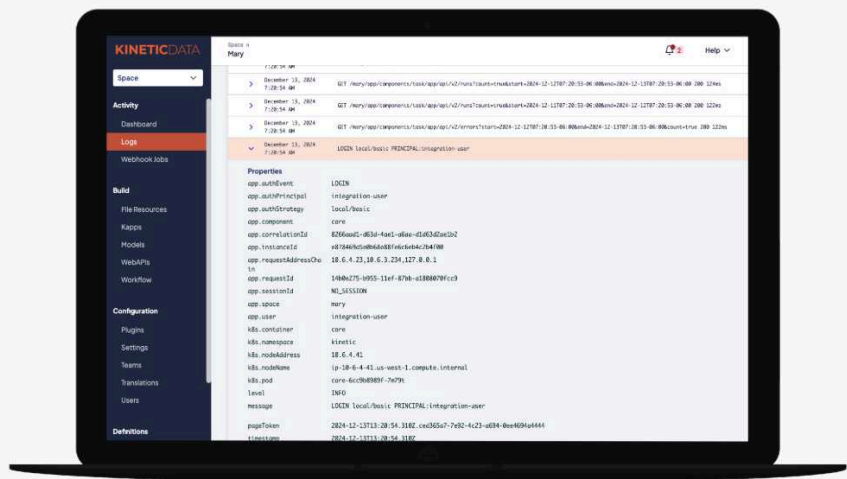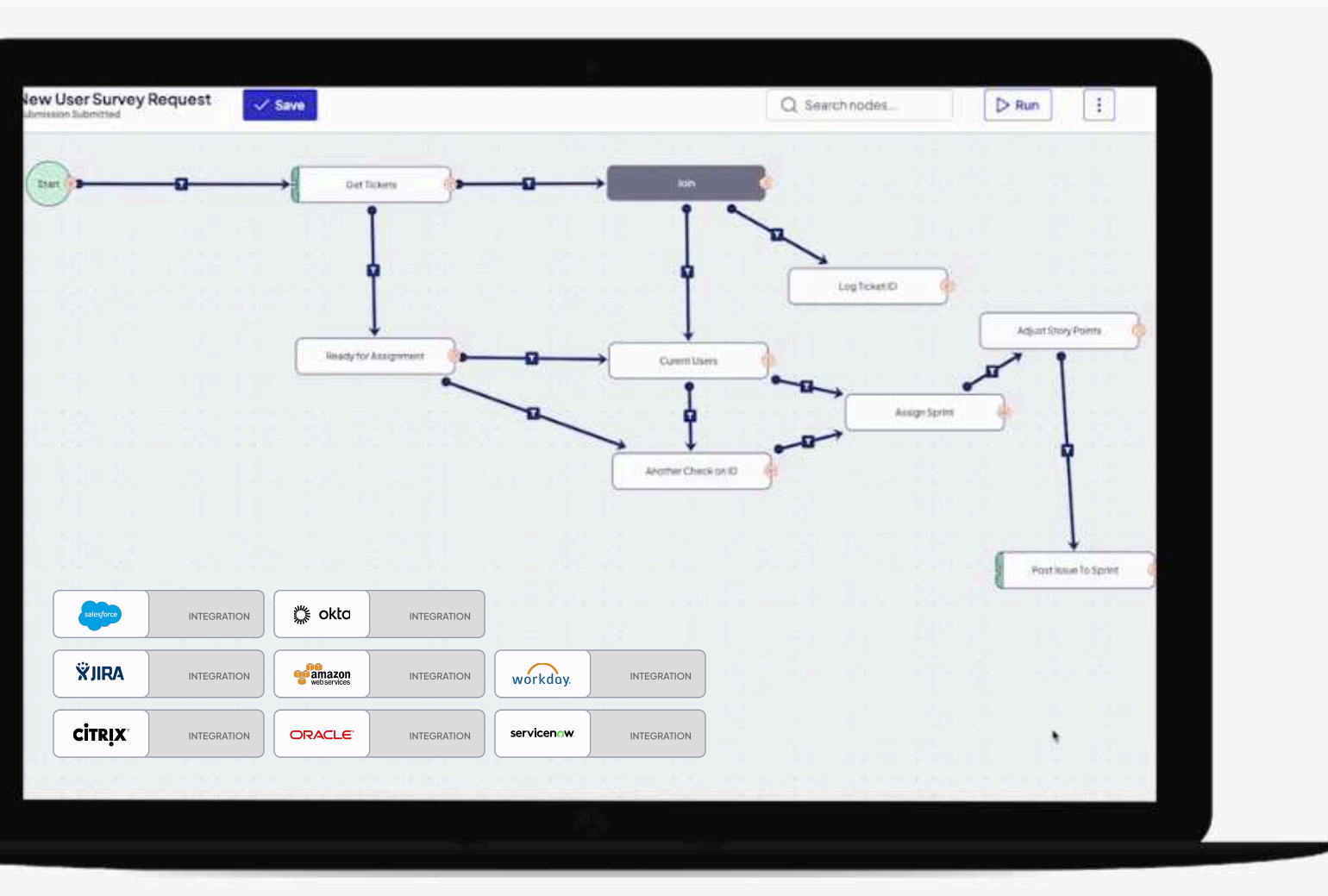
Workflows

Design complex processes visually while maintaining the power to implement any business logic your organization requires. Workflows automate tasks across multiple systems, transforming data on the fly to meet target system protocols while providing complete visibility into process execution.
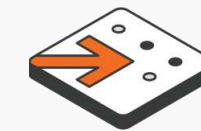
Complex to Simple

Approvals & Business Rules

Real-Time Monitoring

Automate Across Systems

Forms

Create dynamic, intuitive interfaces that adapt to user input and implement complex validation rules to ensure data is captured correctly the first time. Forms connect multiple backend systems in real-time, enabling pre-population of fields and intelligent data collection that streamlines the user experience.
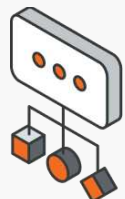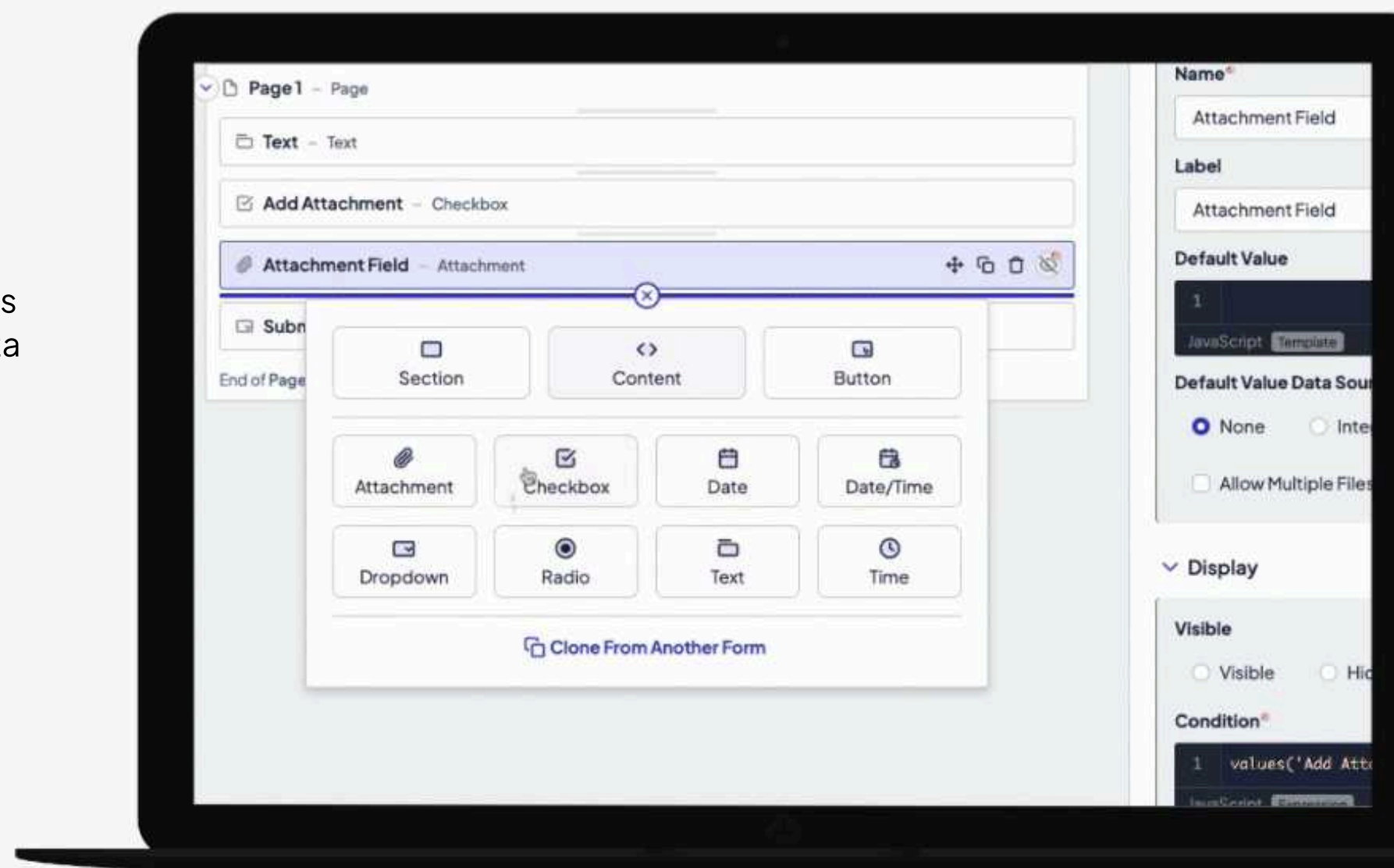
Built-In Validation

Front-end Control
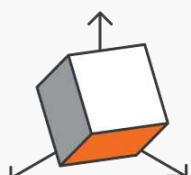
Connect and Extend

Dynamic, Responsive

Integrations

Connect to any system with an API or accessible database, transforming data between systems while maintaining secure authentication. The integration framework acts as an abstraction layer, enabling you to manage all your connected systems from a single location while making it easy to adapt as your technology ecosystem evolves.
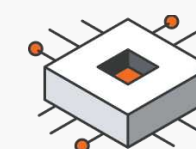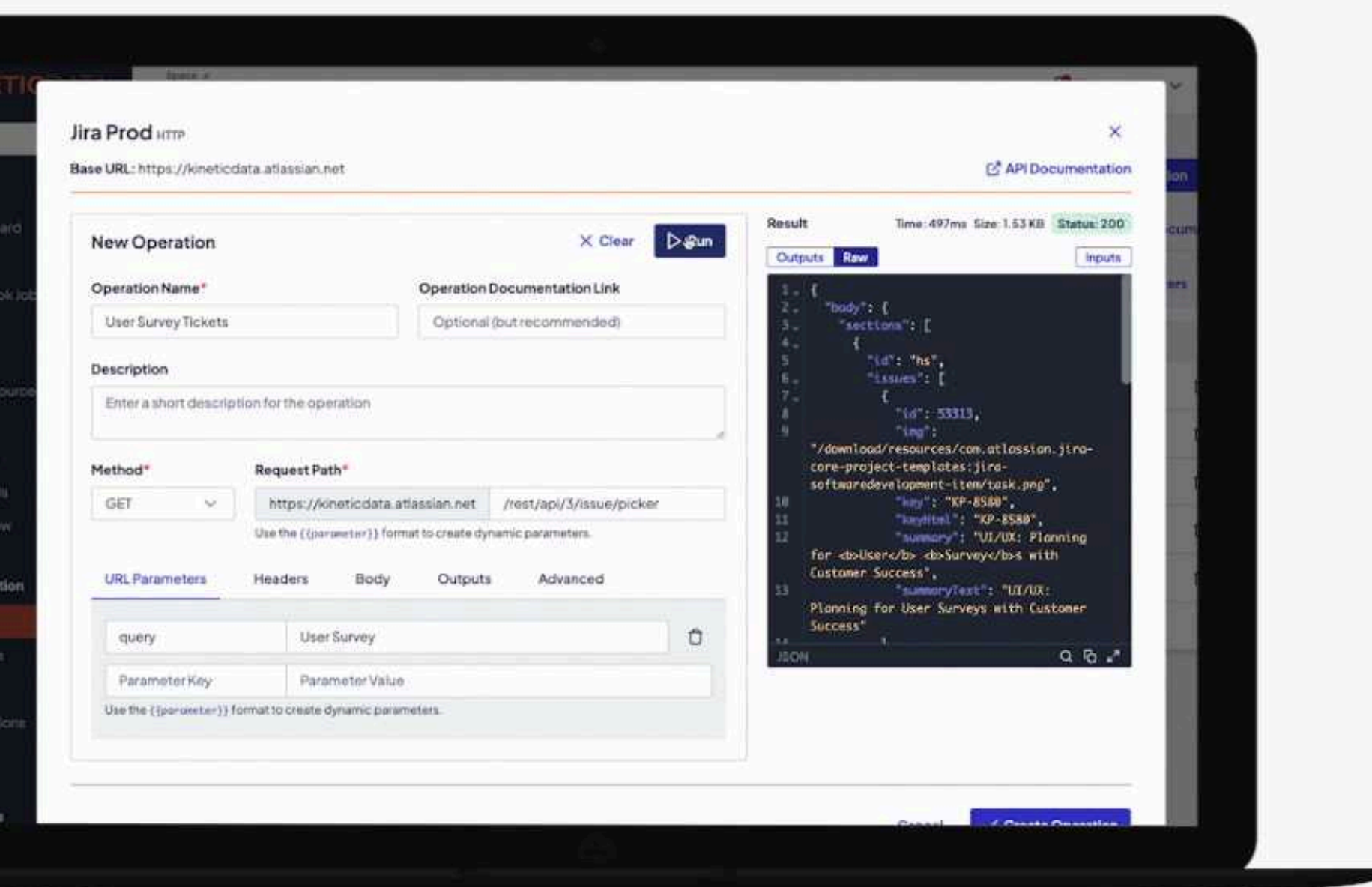
Limitless Connectivity

**Transform Data**

Secure Authentication

Integration Management

Experience–First Solutions

Organizations need digital experiences that adapt to how people actually work, not how systems are structured. The Kinetic Experience Platform enables you to create unified interfaces for complex processes while maintaining the flexibility to evolve as needs change. Whether you're streamlining internal operations or transforming customer interactions, our platform lets you build exactly the experience users need.
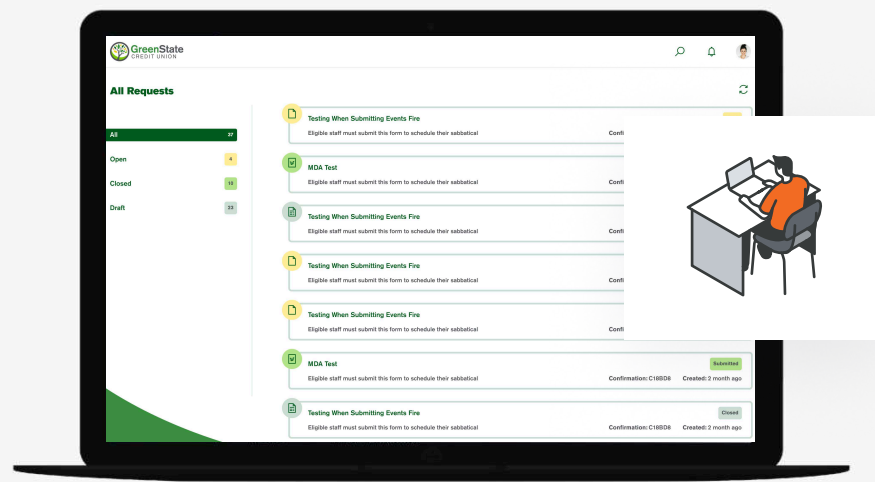
Employee Lifecycle Management

Create a seamless experience for employee transitions - from hiring to role changes to departures. Automate system access, equipment provisioning, and approval workflows while maintaining security and compliance. Users get exactly what they need when they need it, while HR and IT maintain complete visibility and control.
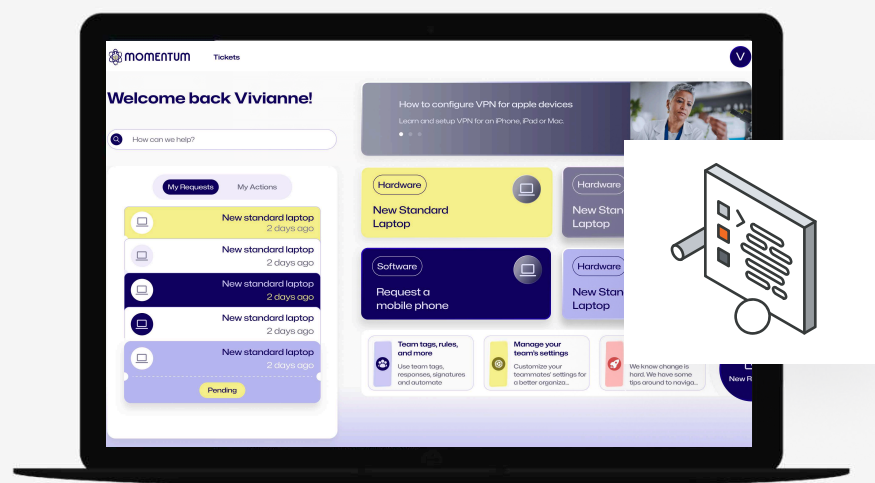
Service Request Management

Transform service delivery with a unified portal that connects to your existing systems, regardless of where the work happens. Users submit requests through an intuitive interface while smart workflows route tasks to the appropriate systems - whether that's ServiceNow, Jira, Salesforce, or any other platform. This single pane of glass approach means users don't need to know which backend system handles their request, they just get what they need while automated workflows manage the complexity behind the scenes.
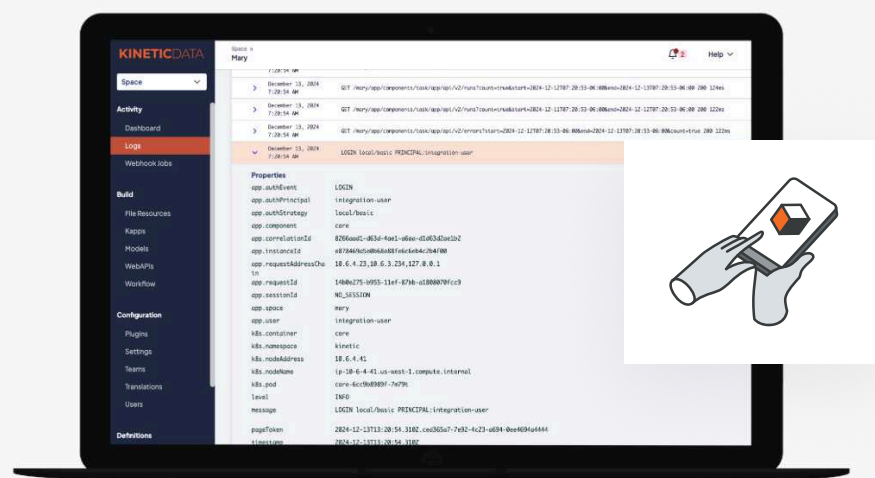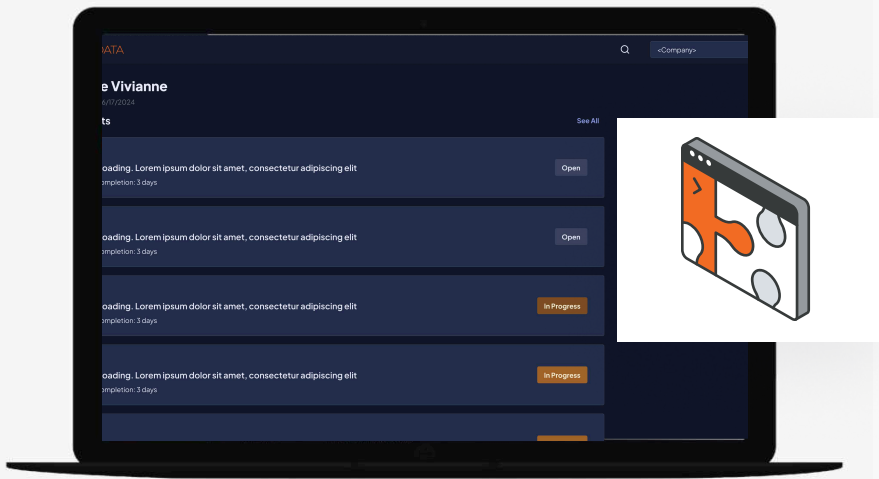
Asset and Inventory Management

Streamline equipment and resource tracking through a single interface that integrates with warehouses, inventory systems, and financial tools. Automate procurement workflows, manage distribution, and maintain accurate records while giving users real-time visibility into asset status.
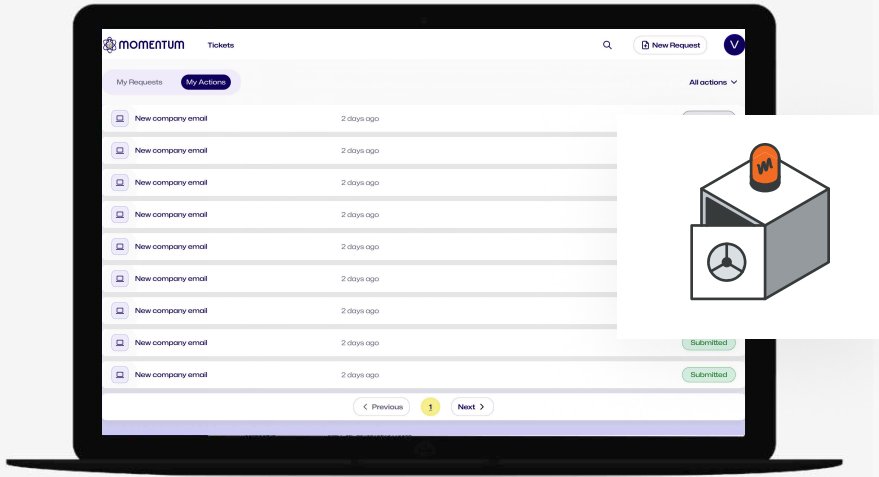
Experience–First Solutions (cont.)

Customer Service Portal

Deliver exceptional customer experiences through a unified portal that connects customer service, technical support, and account management. Automate routine requests while intelligently routing complex issues, ensuring consistent service delivery while reducing support costs.


Compliance and Risk Management

Create secure workflows that enforce compliance requirements automatically while maintaining an intuitive user experience. Track approvals, maintain audit trails, and ensure policy enforcement across all processes while giving users clear visibility into status and next steps.
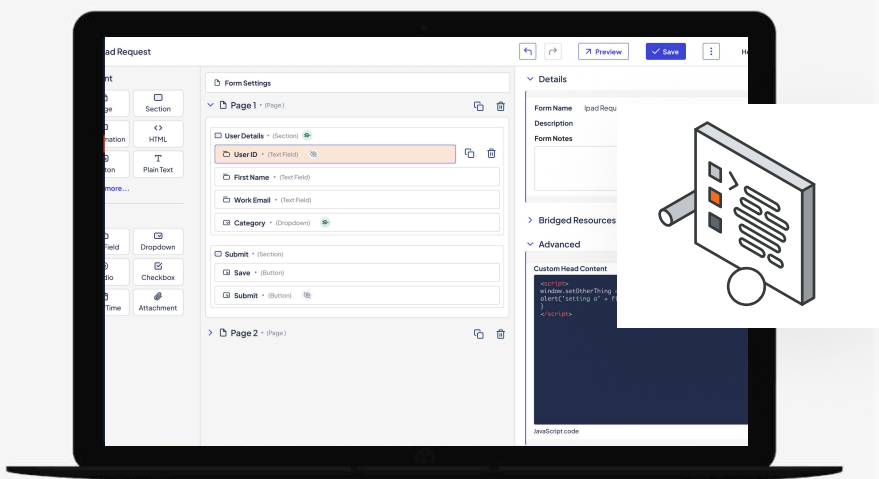

Digital Forms and Workflows

Transform paper processes into efficient digital workflows that connect multiple systems and departments. Users interact through dynamic forms that adapt to their input, while backend automation handles routing, approvals, and system updates.
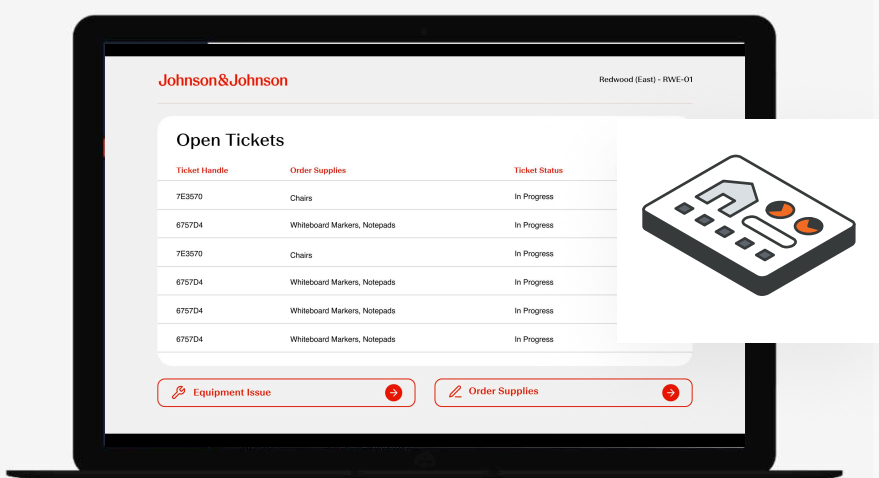
Vendor Management

Streamline vendor onboarding, contract management, and service delivery through a unified portal. Automate compliance checks, manage documentation, and track performance while maintaining clear communication channels between all parties.
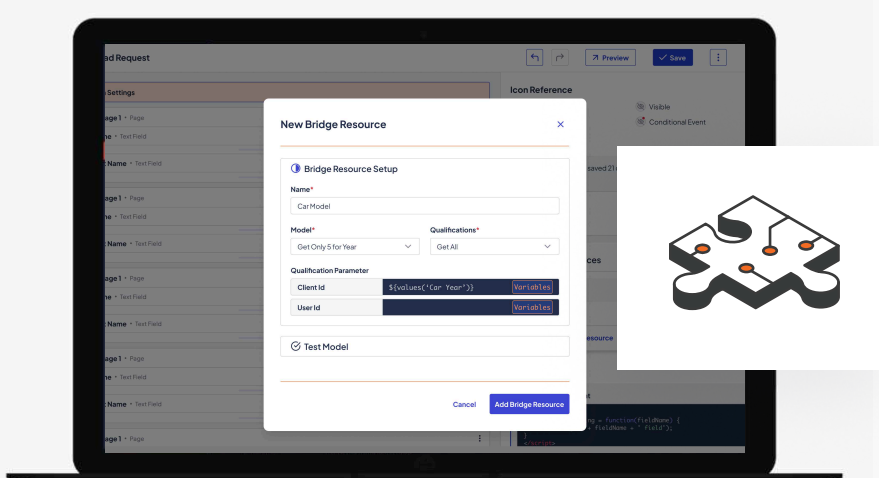
M&A System Integration

Streamline post-merger integration by creating a unified digital experience while backend systems are consolidated. Users interact with a single interface while workflows intelligently route requests to the appropriate legacy systems. This approach enables organizations to maintain business continuity during integration while providing a consistent experience for employees and customers from day one. As systems are consolidated over time, the experience layer remains stable, eliminating the need for repeated user retraining and reducing integration costs.

Enable Your Organization's Digital Future

The transformation stories and capabilities showcased in these pages demonstrate what's possible when organizations are empowered to build exactly what they need. The Kinetic Platform provides the foundation for delivering exceptional digital experiences while maintaining complete control over your technology destiny.

Whether you're modernizing legacy systems, streamlining operations, or transforming service delivery, our platform enables you to start with the experience you want to create and work backward to make it reality. Our commitment to your success extends beyond technology – we provide the tools, support, and expertise you need to achieve your digital transformation goals.

Ready to explore how your organization can create exactly the experiences your users need?

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