

Proofing Software Success Story

with Ziflow



KirkpatrickPrice
Innovation. Integrity. Delivered.

Pursuing SOC 2 at Ziflow

Ziflow, an online proofing software for agencies and brands, has completed both SOC 2 Type I and Type II audits. Starting the SOC 2 journey was extremely crucial to Ziflow, especially as a software company.

They're motivated to meet SOC 2 standards because, as Ziflow's CEO Anthony Welgemoed says, "We're dealing with other people's data. Ziflow doesn't own that data and we are being granted the responsibility of protecting it. We want to make sure that our entire company understands how serious that responsibility is and that we have the correct processes in place to ensure that we safeguard our customers' data."

Recommendation
Score:



Online Audit
Manager Score:



Trust, But Verify Through a SOC 2 Audit

SOC 2 audits demonstrate a level of trust not only between the customer and provider, but also between employees. Ziflow's employees trust each other to follow information security policies and customers trust Ziflow with their data. Welgemoed says, "We can be confident in saying to any customer or prospect that Ziflow will safeguard your data. Customers don't see our security as just a product feature, but something that we invest in."

There's also, simply put, great commercial value in SOC 2 attestations. Selling to a prospect who has high security standards? Proactively gaining a SOC 2 attestation makes the selling process quicker and easier. Ziflow's bigger deals with enterprise clients couldn't have been closed without third-party validation. Plus, because Ziflow displays their compliance efforts on their website, any prospect specifically looking for evidence of a SOC 2 audit will easily find it. Leveraging their SOC 2 attestation in marketing also helps them in competitive situations. Welgemoed affirms, "When we deal with any prospect, whether it's small or large, they benefit from the security that Ziflow has in place. We have competitors that may be cheaper, but they don't have the security policies confirmed by a third-party auditor."

1

Streamline Your Audit

2

Partner You with an Expert

3

Deliver a Quality Audit

Did KirkpatrickPrice Deliver on Their Quality Guarantees?

Ziflow believes that KirkpatrickPrice's senior-level auditors and Online Audit Manager (OAM) add immense value to the SOC 2 audit process. After their first engagement with KirkpatrickPrice, they knew they were working with an expert who would focus on making Ziflow stronger. Welgemoed explains, "Obviously, KirkpatrickPrice auditors have a lot of different experiences. We build our software, we've got that specific experience, but when we have an auditor come in who has a different background, who has seen a lot more, who has audited many software companies – they give you quite valuable ideas based on their experiences." Plus, working with a senior-level auditor is made easier with the OAM. By providing documentation and answers in an online format, you can converse directly with your auditor to discover anything else the auditor may need.