

## Case Study: SipcamAdvan



### Knowtify Aids in Product Strategy

#### The Need to Mine EPA Data

As SipcamAdvan's product strategy revolves around developing and registering new products based on partnerships with research-based companies, a broad base of industry intelligence is essential to that strategy's success. When the company is considering moving into a new product area, it needs to know how many registrants there are in the marketplace and who has the technical registration positions that make them the most likely candidates for synergies or partnering. EPA databases contain all the information that can answer those questions, but it's difficult to locate, and truly exhaustive manual searches are virtually impossible.

That's why Kelly Registration Systems developed Knowtify, the regulatory data-mining tool for pesticide professionals. A Software-as-a-Service (SaaS) solution accessible through web browsers 24/7 from any location, Knowtify gives subscribers the ability to conduct searches of virtually any aspect of regulated pesticide products, and to be notified immediately of any new information regarding products or active ingredients.

SipcamAdvan relies on Knowtify for periodic regulatory reviews. It also relies on Knowtify to identify movements in the marketplace that dovetail with its business strategy and big-picture planning – and it does so in real-time, with Knowtify data mining a fixture in executive planning sessions.

#### Organization

Chemical Company focused on developing both traditional and bio-rational technologies to meet the changing needs of the agriculture, turf, ornamental, organic and home & garden markets

#### Challenge

Getting the information needed to support product expansion by actively developing and registering differentiated products via partnerships with research-based companies

#### Solution

Follow the lead of a newly hired director of regulatory affairs, who came to the company with intimate knowledge of Knowtify, the Kelly Products solution for automated EPA data mining

#### Results

Management team has immediate answers to virtually any pesticide question, including real-time business intelligence that helps to drive planning sessions

*"We were using NPIRS, which charges a fee for every click and result. Knowtify charges a flat fee with unlimited use. We end up spending less with Knowtify while getting answers to literally any question anyone has." – Liz Rea, director of regulatory affairs, SipcamAdvan.*

## Real-Time Data Mining Drives Real-Time Decisions

Liz Rea, SipcamAdvan director of regulatory affairs, has been using Knowtify since 2007 in roles as registration manager and registration consultant and is a long-term fan of its user friendliness. In her current role at SipcamAdvan, she uses Knowtify for both automatic notification of new EPA information of interest and for on-the-fly queries – and she uses it on a daily basis, including during meetings.

**Knowtify is quick, it's easy-to-use, and it pulls information from EPA databases on demand, delivering the most up-to-date information at a moment's notice.**

“When I go to a meeting, I typically have Knowtify up on my laptop, ready for inquiries,” says Rea. “I’ve become the defacto go-to person for EPA data intelligence in collaborative settings. And the information I’m able to bring up at a moment’s notice becomes part of the meeting discussion. Knowtify has played a very key role in many of those meetings.”

“Knowtify helps answer critical questions, and it does so immediately,” adds Rea. “People ask questions – ‘What is so-and-so doing in this area?’ ‘What other products are there for a particular AI?’ ‘What exactly is on the label of the product you mentioned?’ Solid planning regarding new products in the chemical industry simply can’t be made in a vacuum; it requires definitive answers. Having the information you need at your fingertips the instant you need it supports not only solid planning, but rapid solid planning.”

## Questions Knowtify Can Answer Relative to Product Strategy

Knowtify supplies the answer to virtually any critical question to support new product additions and portfolio expansion, such as:

- How many registrants are in the marketplace?
- Who has technical registration that might be leveraged?
- Who is out there with any given product of interest?

And those are merely some of the questions Knowtify can answer relative to just the product planning function within a chemical company. When EPA data is relevant to any chemical company function, the uses to which Knowtify can be put are limited only by the imagination.



*Knowtify Business Development, Mary Miller, [mary@kellyreg.com](mailto:mary@kellyreg.com), 540-605-0460*

10115 Highway 142 North • Covington, Georgia 30014 • [www.kelly-products.com](http://www.kelly-products.com)

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