KINSTA SHORTENS SALES CYCLE AND EXPANDS GLOBALLY WITH SOC 2 & ISO CERTIFICATIONS

BARR ADVISORY

AT A GLANCE

Kinsta, a leading WordPress hosting provider, sought to strengthen its security posture and differentiate itself in a highly competitive market through a SOC 2 report and ISO 27001, 27017, and 27018 certifications. By partnering with BARR Advisory, Kinsta was able to successfully achieve compliance with multiple frameworks, ultimately streamlining its sales cycle, enhancing customer trust, and supporting its global expansion efforts.

THE CHALLENGE

As Kinsta expanded its global customer base, it recognized the need to enhance its compliance posture to meet the growing security demands of enterprise clients, particularly in highly regulated industries. To achieve its goals, Kinsta aimed to pursue both SOC 2 attestation and multiple ISO certifications, which would validate their internal practices and provide a competitive edge in the crowded hosting market.

However, achieving compliance across multiple frameworks presented its own challenges. Kinsta had never undergone an ISO audit before, and their team needed guidance to navigate the complex requirements. The global, fully remote nature of Kinsta's team added another layer of complexity, requiring a flexible approach to scheduling and audit management. With these hurdles in mind, Kinsta needed an audit partner that could simplify the process while providing expertise in both SOC and ISO frameworks.

Since working with BARR, Kinsta has hit several important milestones:

REDUCED CHURN RATES

SHORTENED SALES CYCLE
for security-conscious clients

EXPANDED REVENUE
in the enterprise segment due to ability to meet strict compliance requirements

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THE SOLUTION

Kinsta found that partner in BARR, who managed their simultaneous SOC 2 and ISO 27001, 27017, and 27018 compliance efforts. BARR's ability to perform a coordinated audit ensured that the audit process remained streamlined and efficient. BARR's taskBARR platform played a pivotal role in simplifying compliance management, bridging any visibility gaps in Kinsta's Vanta system, giving their team the confidence to tackle each step of the audit with clarity and ease.

> **It was just easy. We didn't spend hours and hours on calls—it was very streamlined, we got everything we needed done.**
>
> **Erik Van Dijk,**
> **Head of IT**

BARR also tailored their approach to accommodate Kinsta's unique needs as a fully remote, globally distributed team. The audit team was flexible with scheduling, coordinating walkthroughs across multiple time zones and minimizing unnecessary meeting time to keep the process efficient. Kinsta also benefited from BARR's personalized guidance, particularly in understanding complex ISO requirements. With BARR's expert support, Kinsta's team was able to align their internal practices with the standards, ensuring they were fully prepared for the audit. BARR's responsive communication and hands-on assistance were key to making Kinsta's first ISO experience a success.

THE RESULTS + BENEFITS

Through its partnership with BARR Advisory, Kinsta successfully achieved a SOC 2 report and multiple ISO certifications, which have been instrumental in driving the company's growth. The certifications immediately enhanced Kinsta's marketability, particularly among enterprise clients and security-conscious customers. By reducing the need for extensive security audits during sales cycles, Kinsta was able to close deals faster, accelerating revenue growth in key segments. The certifications also contributed to a significant reduction in customer churn, as clients gained increased confidence in Kinsta's security measures.

> **Thanks to the different certifications we earned and the SOC 2 report, Kinsta is able to better market our services in a crowded and extremely competitive world. Specifically, achieving compliance is a strong key differentiator that positions Kinsta as one of the most compelling hosting solution providers fully capable of addressing the needs of high-end customers who value top-notch security alongside fast performance and unmatched support.**
>
> **Matteo Duò,**
> **Executive Vice President of Marketing**

These achievements have had a lasting impact on Kinsta's business. Not only did they expand their customer base globally, but they also strengthened their position as one of the top WordPress hosting providers. By demonstrating compliance with internationally recognized standards, Kinsta was able to move upmarket and compete more effectively in regulated industries, such as healthcare and government, where data security is paramount.

"Achieving compliance has significantly boosted customer trust and satisfaction at Kinsta. Our SOC 2 report and ISO certifications have become key differentiators in the market, giving our customers confidence in our security and data management practices. We've seen an increase in customer retention rates and have received positive feedback from clients who appreciate our commitment to maintaining the highest standards of security and compliance," said Nathan Bliss, Chief Sales Officer at Kinsta.