KenSci case study

Artificial intelligence and machine learning platform for healthcare grows customer base thanks to Microsoft AppSource and Azure Marketplace

Fighting sickness via data science
KenSci has combined doctors, data scientists, and developers to build a vertically integrated machine learning platform for healthcare. It chose to build its solution on the Microsoft Azure cloud.

Expanding reach with Microsoft
Looking to attract new customers, KenSci turned to Microsoft AppSource and Azure Marketplace. Partners around the world list their solutions on these marketplaces to reach ready-to-buy clients.

Adding customers, not salespeople
As a result of listing its solution on AppSource and Azure Marketplace, KenSci added 11 customers without having to use salespeople. In addition, KenSci asked for and received introductions to other Microsoft Global partners.
Using machine learning to power risk prediction for healthcare

Founded in 2015, KenSci has developed a machine learning platform and predictive analytics apps that aim to answer some of the hardest questions in healthcare, such as who in the population might get sick, how to treat those patients, and how to best serve them across the continuum of healthcare. The KenSci platform is a result of teaming up doctors, data scientists, and developers to create a vertically integrated solution. Some of its partners include multiple National Health Service departments in the United Kingdom and the Centers for Disease Control and Prevention.

Once given access to a partner’s data, KenSci can deliver predictive insights and ROI in 12 weeks. Its Clinical Analytics solution can provide risk prediction and better care provision for chronic kidney disease, end of life, risk of readmission and sepsis. By keeping patients healthy instead of having to treat them, costs are reduced and health systems can improve the overall level of care and patient satisfaction.

Samir Manjure, KenSci Co-Founder and CEO, worked at Microsoft for more than 17 years, so Azure was a natural choice on which to build the KenSci platform. KenSci was eager to work with Microsoft to reach even more potential customers.

Microsoft AppSource and Azure Marketplace extend KenSci’s reach

Excited to expand its market reach, KenSci worked with Microsoft to be added to AppSource and the Azure Marketplace.

“That was one of the highlights of the process,” said Sunny Neogi, Chief Growth Officer, KenSci. “In both cases, Microsoft went to amazing lengths to coach us through the process. There was a real spirit of partnership and collaboration, based on mutual feedback. If we wanted to make changes, Microsoft was willing to listen.”

Those changes included Microsoft sharing sales enablement processes with KenSci, ensuring the content of its listings aligned with potential customers and the KenSci business model. The efforts resulted in KenSci adding 11 new customers and raising its profile.

“We were very glad to be asked by Microsoft to expand our market reach,” Neogi said. “We’re a very small company (70 employees), so to be aligned with Microsoft gave us instant credibility with CEOs of large health systems.”

“Getting in front of the Microsoft Global partner team was an enormous help. They show it to their audience without us having to get involved in the loop at all. Microsoft also fostered partner-to-partner connection; we asked for and were introduced to some really good partners. Working with complementary partners, we can create a comprehensive transition plan for healthcare customers who are just making the change to risk prediction.”

- Sunny Neogi, Chief Growth Officer, KenSci