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BUSINESS CASE

Company facing IPO leverages DALCO team to Decrease Projected IT Costs by 44%

CLIENT: SkinMedica is a specialty pharmaceutical company focused on developing, acquiring and commercializing products that treat dermatologic conditions and diseases and improve the appearance of skin. Their sales force markets and sells primarily to dermatologists both prescription pharmaceutical products and physician-dispensed, non-prescription skin care products. Their cosmeceutical products, including the leading product line Tissue Nutrient Solution, are designed to enhance skin appearance, reduce signs of aging and provide other skin care benefits.

CHALLENGE: SkinMedica needed to create a complete IT architecture to support growth while preserving capital dollars for reinvestment in the core business. Skinmedica needed solutions for several process issues including: CRM (Customer Relationship Management), Security, and an Intranet Knowledge Base.

SOLUTION: DALCO performed multiple initiatives:

- DALCO provided expertise to implement a complete CRM tool from selection, negotiation, implementation, to final roll-out.
- DALCO developed security standards in accordance with Sarbanes-Oxley criteria.
- DALCO's unparalleled .NET development team built a company Intranet site tailor-made to SkinMedica's business needs. The site was created in .NET Studio using the latest Microsoft technology, ensuring the SkinMedica site can continually be embellished with robust functionality as business needs change and new ones surface.

RESULTS:

- DALCO implemented the CRM tool, Security initiatives, and company Intranet at 56% of expected budget. SkinMedica was able to redeploy unused budget (\$478,000.00) toward their IPO initiative
- DALCO saved 44.5% in the CRM project by negotiating on SkinMedica's behalf.
- The CRM tool resulted in productivity gains exceeding 11%.
- DALCO finished all initiatives on time and under budget which assisted SkinMedica in their focus toward a successful IPO launch.