

# MOVING YOUR BUSINESS FORWARD WITH TECHNOLOGY

## Case Study

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 5P CONSULTING

## CASE STUDY Digital Pivoting In the Age of Covid

### OVERVIEW

Traditional business models are always challenged, but nothing close to the scale we've seen in the last several months. At 5P, we have always been about accelerating a company's Digital Transformation through the vast experience we have across our team and clients. Let's take a look at a short case study to highlight the importance of transformation in today's climate.

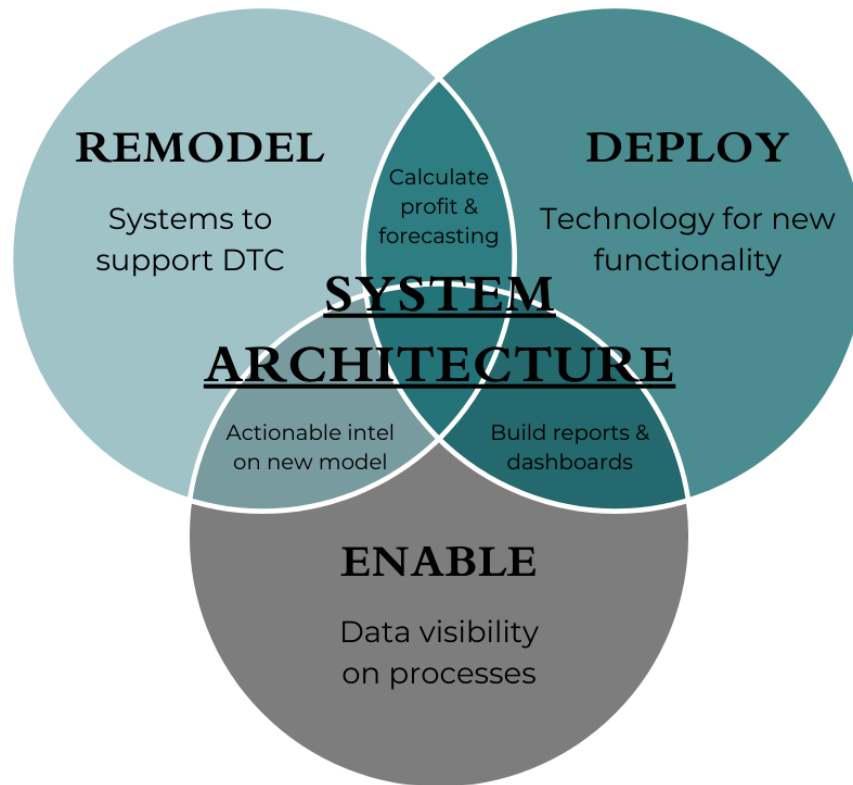
SENTÉ, Inc. is a leader in high-end skincare products. They have had a sales and distribution process in place that was very effective at optimizing market exposure, getting products on shelves, and driving sales through their physician dispensed sales channels.

On March 18th, 2020, Governor Newsom announced that a quarantine would be put in place. Throughout the country, similar announcements were made, and just like that we were all working from home, not attending social events, and avoiding non-essential locations to buy products. Immediately, we are all thrust into a new world and for many, completely uncharted territory on the impact on our businesses.

### BUSINESS PROCESS

SENTÉ, Inc. took immediate action and outlined a strategic plan to realign its business to an Omni Channel business model to access consumers via their physician-dispensed channel as well as adding an affiliate, online retailer, and direct-to-consumer channels. They knew they had to re-align internal processes and obtain new technology in order to succeed in redefining the way they promote, sell, and distribute their products in a COVID-19 world.

## WHAT & HOW WE DID IT



The executive team turned to 5P to drive their digital transformation. 5P worked closely across business functions and re-architected the company's Cloud platforms. Key components included:

- ❖ Remodeling system architecture for Direct-to-Consumer
- ❖ Deploying technology including Salesforce for new functionality including the ability to calculate profit and forecasting
- ❖ Enabling data visibility throughout the lead-to-close process for sales ops and executive staff
- ❖ Building Reports and Dashboard to give actionable intel on the new model

SENTÉ, Inc. was swift to drive decisions and enable the team to rapidly deploy and modify SaaS applications, integrations, and data visibility. In just weeks, Sente morphed their business model successfully in the new normal.

## CLIENT TESTIMONIAL

“At SENTÉ, we had a very effective physician-dispensed distribution model. The day the quarantine hit; this model experienced a severe impact as offices closed around the United States, so we had to pivot fast in order to execute a new Omni Channel business model moving forward.

5P worked with us to drive our digital transformation and re-engineered our system architecture and cloud solutions, which allowed our company to get back on track with our business now and moving forward.

5P’s expertise in system architecture, Cloud platforms, and data integration was critical in the success of our business.”

## LEARN MORE

5P is a Business Transformation Firm delivering solutions through process and technology. We are a Salesforce Certified Consulting Partner that delivers business and digital transformation initiatives on the Salesforce Platform. For more information reach out to us at [info@5pconsulting.biz](mailto:info@5pconsulting.biz).