



## AT A GLANCE

### TATUM SYSTEM SELECTION & IMPLEMENTATION, TECHNOLOGY ADVISORY SERVICES

Lifeline Scientific was unclear about IT services that could advance business. Tatum objectively evaluated needs to guide selection of the right IT provider and guide future decisions.

### TATUM TECHNOLOGY STRATEGY & SOLUTIONS

Lifeline Scientific had an unreliable interface in IT systems, cell phones, and email. Tatum assisted with the choosing of a new IT provider and system with reliability and accuracy in mind not extraneous and unnecessary services.

### TATUM CFO SERVICES, BUSINESS STRATEGIES & IT ALIGNMENT

IT provider was not giving the support company required. They were not cognizant of the resource limitations of a startup. Tatum assisted with the selection of a new provider fulfilling needs with attention to costs and added value.

## Startup medical device company enhances IT to support growth.

### Brief Overview

Lifeline Scientific, based in Chicago, is a rapidly growing early-stage company with about \$23 million in annual revenue in 2010. High interest and demand for its innovative proprietary medical devices and technologies meant strong expansion. The company had just turned profitable in 2009; but, the infrastructure challenges emerged were equally strong.

Lifeline Scientific's technologies serve those working to obtain and deliver vital organs, tissues and cells for transplantation and medical research. The company is organized around two business units: Organ Recovery Systems and Cell and Tissue Systems. The two units leverage a common technology platform to serve important unmet needs in clinical transplantation and medical research.

The company's primary commercial focus is its LifePort<sup>®</sup> Kidney Transporter marketed through the Organ Recovery Systems business unit. LifePort<sup>®</sup> is designed to enhance human kidney donor organ preservation during transport from donor to recipient. It's a valuable response to the global problem of human donor organ shortage. The stakes are high and the company's trust factor is critical. Accuracy, speed, transparency and quality can never be compromised.

### Situation

Lifeline's company mission requires an unusually robust IT business infrastructure to support it. Top priority was high availability for email and business systems. Quality customer service depended on cell phones and email being tied closely and reliably into the system. Between its growth and its lean size, Lifeline found its IT infrastructure needed upgrading and it needed to happen quickly.

The company's current IT services provider sent an upgrade proposal. Lifeline needed to evaluate it and act quickly. But the company didn't have staff resources available to lead the process or perform the evaluation. The company called in Tatum to do a fast-turnaround evaluation of the proposal. Within just a few hours, Lifeline had its answer and even more.

*"Tatum helped greatly reduce the selection and implementation risk for me and for our company. It added very high value."*

- Lisa Kieres, Chief Financial Officer, Lifeline Scientific

The evaluation pointed out Lifeline could have an IT system more appropriately meeting its needs and saving money at the same time. Tatum suggested performing an informal RFP process to discover the best solution at the best cost.

“Tatum creatively impacted the system design and process to give us a better solution,” said Chief Financial Officer Lisa Kieres. “It saved me immeasurable amounts of time.”

With the expert evaluation and recommendations in hand, Lifeline decided to move down a different IT path than it had envisioned. It enlisted Tatum for help in choosing a provider and system that would give them efficient, effective IT support.

### Why Tatum

Balanced, independent judgment based on experience was the top benefit Tatum brought to the process of selecting an IT provider and system. Speed of execution was close behind.

First, Tatum had the expertise to perform an IT assessment and recommend a solution that filled needs without extraneous features or costs. The system had to be reliable and scalable for this growing company. The wrong decision could leave the company repeating the entire process again within a year. Tatum balanced the need to be

careful with resources against the essential factor of reliability to come up with the framework for evaluating proposals for the new system. It also took into account both the business and the IT perspectives.

Tatum can easily adapt its best practices to companies of varying size. Although Lifeline had to be careful with resources, Tatum found ways to work within the company’s requirements to bring a good return on its investment.

“Tatum helped greatly reduce the selection and implementation risk for me and for our company,” said Kieres. “It added very high value.”

Getting the job done quickly involves several factors. Speed was important to the company’s advancement, but it also helps keep costs down. Tatum provided the focused leadership to avoid delays and roadblocks. Expertise which, while it may have existed in the company, could not be spared for the IT project. Tatum could tap firms in the field it knew and trusted to compete for Lifeline’s business saving time on wading through proposals. In addition to its high-level management of IT functions, Tatum can execute tactical work whenever necessary. Finally, Tatum could apply a structured process for evaluation and selection ensuring an unbiased pick for the best fit.

### Results


Many IT providers have strong technical abilities; but, a company like Lifeline needed a customer-focused, service mentality from its provider. Lifeline obtained excellence in both areas with the Tatum process for evaluation and selection.

The informal RFP process clarified business requirements giving the company access to valuable strategic information for its future.

After the new IT provider and system was chosen, Lifeline determined it saved more than 50% in initial hardware, software and installation costs. The savings over three years will add up to 15%.

*“Tatum has saved us far more money in the long run than we have paid out. They are a pleasure to work with as well. I would work with them again in a heartbeat.”*

- Lisa Kieres, Chief Financial Officer,  
Lifeline Scientific

Also into the future, Lifeline will receive more complete, expert ongoing IT support services than it had in the past which is crucial to this growing company’s continued success. 

### About Tatum

Companies turn to Tatum when critical business challenges arise because we immediately deliver C-level financial and technology operational expertise via solutions tailored to the Office of the CFO. We understand the urgency of NOW and our VELOCI-T solutions were designed to help business leaders accelerate results to *create more value™*.