

# Skin by Lovely Leverages Firefly as One-Stop Technology Shop and Guide to Save Hundreds of Hours on Business IT and Telecom

*Skin by Lovely, a rapidly growing chain of medical aesthetic practices in California, Oregon, and Washington, suspected they were getting overcharged and underserved by their technology providers. Firefly stepped in to take the lead.*

## The Challenge:

As a small business 15 years ago, Skin by Lovely was sick of constantly being left stranded by big-name technology suppliers. It was impossible to get the ear of their providers when issues arose, and they could never be sure they were paying cost-effectively for what they were using.

*“Our relationship with AT&T was just one revolving door of reps,” said Jake Laban, President & CFO of Skin by Lovely. “We knew we were a low priority, and it was always so difficult to reach them.”*

Laban turned to Firefly to do a review to make sure Skin by Lovely had the most cost-effective solutions. He also needed to switch electronic medical record (EMR) platforms, which was an enormous undertaking. Firefly stepped in to become the one-stop shop for all technology.



***“Firefly was already an AT&T expert and bringing on other carriers. They shop for the best deal for me, and I don’t pay them a dime.”***

- Jake Laban,  
President & CFO, Skin by Lovely.

## The Action:

Firefly began serving as the company's single source for all connectivity services – from fiber to standard broadband, mobility, and networking. Firefly provided:



Dedicated internet access at each of three locations



Secondary broadband services for redundancy



SD-WAN for efficient routing across two access circuits



Hosted VoIP for all three sites



Mobility management

But beyond just the technologies themselves, Firefly acts as a true consultative guide for Skin by Lovely – providing unbiased recommendations and helping with long-term projects.

**Firefly is overseeing the architecture of the company's fourth office – including the switch to the new EMR platform.**

*"I know that the technologies they recommend are the best for my budget, and if something goes wrong, Firefly is there for me,"* said Laban.

*"If I ask for support, they will work to troubleshoot it and keep the carrier accountable. They have a lot of leverage with providers, so I get a level of service I would never otherwise have."*

***"This is a win-win. I know we are getting the best deal from a truly independent, expert technology guide with Firefly."***

- Jake Laban,  
President & CFO, Skin by Lovely.

## The Results:

Skin by Lovely has **saved hundreds of hours of wasted labor** with help desks, hold times, queues, and going down the wrong path.

**For the fourth office, Firefly has ensured:**



All proper equipment is set up



The company's new EMR platform is ready to sustain new business



The network across the chain is configured for success

Skin by Lovely works with Firefly's team of experts that is there to support any new initiative, procure any solution, answer any phone call, and to act as a true advocate with suppliers.