SUCCESS STORY:

HARRISBURG AREA COMMUNITY COLLEGE

e>Lynxx ℠
solutions
**Project Management Software
for the Marketing Supply Chain**

CAPTURING AND CONTROLLING SIGNIFICANT SAVINGS AT HACC

Like most higher education institutions, HACC, Central Pennsylvania's Community College, considers print highly strategic and invests substantial dollars producing its marketing materials, direct mail, catalogs, signage and other custom print orders.

THE CHALLENGE

The Integrated Marketing Communications and Procurement departments at HACC were challenged with addressing timely award and accountability of custom marketing and communication materials for many different departmental projects.

Projects which had long development cycles and exceeded $20,000 required solicitations from multiple sources. Recommendations then required approval by the Board of Trustees (BOT) before award. This process could take several weeks depending on the BOT meeting schedule. After BOT approval the Integrated Marketing Communications Department could formally begin project production planning and scheduling. However, business need often dictated that this be completed before official approval; thereby extending risk to the college and vendor should the BOT reject the recommendation. Knowing that there was risk of award retraction and uncertainty of production schedule, this set of conditions encouraged vendors to price jobs high. Later, winning suppliers often requested price increases based on post-award adjustments to production cycle and missed deadlines resulting from the approval process delays.

HACC historically procured its materials through an open bid-and-award process and cared for project production and payment through a variety of manual processes and disparate systems that failed to link all stakeholders. HACC's geographic dispersion of campuses and varied practices further contributed to a fragmented approach lacking the desired level of consistency and comprehensive data tracking.

HACC sought a means to control and automate bidding, awarding, workflow, approvals, policy and vendor management. The college also desired improvements in payment tracking as a historically liberal use of procurement cards (P-Cards) created unwanted financial exposure. HACC also wished to boost competition by increasing the number of qualified vendors competing for its work.

AT A GLANCE: THE RESULTS

HACC has enjoyed significant benefit from eLynxx Solutions

- Connecting all stakeholders, vendors included, on one system

- More complete entry of all project requests and specifications in a uniform manner

- Automatically identifying all vendors qualified to produce each project (equal opportunity)

- Automating workflows, approvals and vendor management

- Complete and indelible data capture and availability of a central records repository

- Unprecedented accountability and transparency

THE SOLUTION

HACC's Procurement Department identified an innovative solution provided by eLynxx. eLynxx offered a robust, cloud-based project management software for the marketing supply chain, an optional competitive method for procuring custom marketing and communication materials and professional services that together allowed HACC to address all of its goals. eLynxx Solutions was expected to provide a reduction in print cost, improved accountability for project development, increased quality control of vendors and materials, and expanded transparency throughout the organization – all without upfront investment.

Beginning with extensive discovery of HACC's existing operation, business requirements and desired goals, eLynxx completed a deployment process and delivered a specifically tailored program. In the course of deployment, eLynxx Solutions customized its project management software to accommodate HACC's branding, workflow routing and approvals, custom data and IT integration requirements. The experts at eLynxx objectively qualified each of HACC's vendors using a rigorous process verifying their production capabilities and quality. At program launch, the available pool of

"eLynxx Solutions enables HACC to receive the best price available in the market while providing automated operational controls that ensure we comply with our policy administration."

Tom Fogarty
Executive Director,
Procurement and Business Services

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THE SOLUTION *continued*

qualified vendors competing for HACC projects increased from fifteen to seventy-five. To promote productivity and convenience, eLynxx also created a readily accessible library of project templates, representing the more commonly procured print products.

eLynxx consultants identified a number of process improvement opportunities. One with particular significance was the impact of having projects ready before being sent for bid. Here was where a large portion of the cost savings was obtained. When projects are ready, or near ready, for production, the suppliers are willing to offer prices at levels much lower than was available through HACC's traditional bid process or direct award. HACC became able to seek those vendors who have immediate capacity and willingness to discount price in order to fill their production capacity rather than experience idle machines and employees.

THE RESULTS

HACC deployed eLynxx Solutions enterprise project management software for the marketing supply chain. eLynxx supports its cloud software through ongoing consultation and professional services that promote achieving the most effective return on the program. Adoption of eLynxx Solutions has thus far promoted significant operational and fiscal benefit including:

- **Connection of all stakeholders, including vendors, on one system**
- **More complete and uniform entry of project requests and specifications**
- **Automatic identification of vendors qualified to compete equally on each project**
- **Automated workflows, approvals and vendor management**
- **Complete, indelible data capture and a central records repository**
- **Unprecedented accountability and transparency**

HACC enters the unique specifications associated with each custom print project into the eLynxx software. At that point the eLynxx competitive sourcing method is used to compare the specifications against vendor attributes and without human intervention and identifies only those vendors fully qualified to produce the project. HACC then uses the eLynxx software to distribute invitations to bid, review results, award the project and publish bid results. The system then automatically establishes project teams and milestones and tracks all relevant activity associated with the project from award through production, acceptance and payment.

Optimal results were obtained through best business practices in the areas of supplier pool expansion, equal opportunity, timely award, accountability and quality control management. In addition, the reporting functionality allows the Integrated Marketing Communications Department to actively manage the vendor pool through detailed supplier performance measures and provides a platform for project development and submission.

Fully satisfied with the program's ability to ensure robust competition and execution of prescribed policy, HACC's BOT now pre-authorizes all print projects awarded through the eLynxx Solutions software. This has allowed buyers to immediately award critical projects and not risk experiencing production delays and associated cost. Since launching the program, HACC has realized an aggregate cost savings in excess of 36% and a return-on-investment of over 300%. The system also eliminated the need for, and expense of, P-Cards as a payment vehicle.

ABOUT HACC

HACC, Central Pennsylvania's Community College, was established in 1964 as the commonwealth's first community college. HACC offers nearly 200 associate career and transfer degrees, certificate and diploma programs to more than 55,000 credit students in a 10-county area with regional campuses in Harrisburg, Gettysburg, Lancaster, Lebanon and York, and an online Virtual Campus that reaches students on a global scale. In addition, HACC is Central Pennsylvania's premier workforce development provider with thousands of students enrolled in areas such as job training, customized company contracts, public safety, healthcare, technology, trades and computer training. For more information, go to www.hacc.edu or call 1-800-ABC-HACC (1-800-222-4222).

Industry: Higher Education
Employees: 1,520
Students: 55,000
Operating Budget: $180 million
Client Since: 2010

eLynxx Solutions provided:

Project management software

Exclusive competitive sourcing method

Professional services including:

- Vendor sourcing and qualification
- Procurement support
- Production support

"Before eLynxx Solutions, we basically used three vendors for certain jobs but we didn't always get three quotes. Using eLynxx I always get the best price. Without it, I could easily give the job to a more expensive vendor."

Joe Roman
Director,
Publications and Graphic Identity