

NEWS:

Finance Sector Savings

eLynxx Solutions, provider of cloud software for sourcing and managing printed direct mail, marketing and communication materials, announces savings of over 30% among its clients in the financial services sector.

Finance Sector Saves over 30% with eLynxx Software

Increasing efficiency, reducing cost and getting the best return on investment are natural factors in the way organizations in the financial services sector do business. Faced with a highly competitive marketplace, the use of custom-printed direct mail, marketing and communication materials is crucial to the customer loyalty, branding and regulatory compliance efforts of financial service companies. For nearly 40 years, companies have turned to eLynxx Solutions to maximize efficiency, reduce costs and achieve better results from the printed materials they source. In the past year, eLynxx software has helped clients in the financial services sector save over 30% on custom printing.

"Marketing communications in the financial services sector present unique challenges," said Nathan Rotz, chief executive officer of eLynxx Solutions. "This sector is a heavy user of direct marketing and personalization; information must be handled securely, quality must be representative of the trust expected of customers and there are many levels of regulation to comply with. This makes an already complex area of operations even more complex." That is exactly why leaders in the financial services sector turn to eLynxx software. Built for the coordination, planning, sourcing and management of custom-specified printed communication and marketing material projects, eLynxx software provides the highest possible level of efficiency and coordination. Combined with our print buying methodology, eLynxx users across all business sectors regularly achieve per-unit cost savings of up to 40%.

"Given the amount of printed communication produced by the financial services industry, even single digit savings are huge," Rotz said. eLynxx Solutions is pleased to have been able to save its clients in this sector an average of over 30% in per-unit cost alone. Additionally, because of the automation eLynxx software brings to their workflow, clients on average enjoy a 53% increase in efficiency. Naturally, the efficiency and savings achieved through eLynxx, is not limited to the financial services industry.

eLynxx Solutions also helps organizations in the non-profit, education, shipping and logistics, manufacturing, heavy equipment, building products and technology sectors. eLynxx Solutions takes an approach of helping organizations extend their capabilities to get better results from a traditionally hard-to-control area of operational spending. With other approaches there is always some level of sacrifice. With the eLynxx approach organizations achieve the best possible price, quality and service on custom-printed materials while retaining control through their own people, processes and vendors.

About eLynxx Solutions

eLynxx Solutions is the leading innovator of software and services that connect buyers and producers of graphic communication, direct mail, marketing, point of purchase, publications, labeling, packaging and all printed materials. As a software boutique, eLynxx tailors its cloud software to fit the needs and requirements of its customers, providing the functionality of custom solutions with the economy of out-of-the-box software. For more information regarding eLynxx software, please visit eLynxx.com or call 717-709-0990.