



Print Buyer's Software
eLynxx.com 888-876-5432

NEWS:

Educational Sector Savings

eLynxx Solutions, a leading provider of software for the marketing supply chain, has released data showing marketing material savings of over 30% among its clients in the higher education sector.

Higher Education Institutions Consistently Save Over 30% Using eLynxx Software

The pressure being faced by many colleges and universities to get their messages out while staying within ever decreasing budgets is enormous. To survive many institutions have had to search for ways to increase efficiency without sacrifice of quality and on-time delivery, gain more marketing coverage for the same marketing spend, bring full transparency and reporting, substantiate compliance with minority, woman owned, small disadvantaged and other important initiatives, and improve control over their own people, processes and vendors.

This is not easily accomplished in an environment consisting of semi-autonomous operating units – like administrative, educational departments, athletics, alumnae affairs, student and staff recruitment, placement, marketing and communications, foundation, entertainment, student affairs, etc. Each operating unit has its own people, processes and trusted vendors. Yet there is also a need for centralized policy making, reporting and shared experiences.

However, over the past two quarters, the higher education sector experienced savings of over 30% on print-related spend through the adoption of eLynxx software. And these same institutions were also able to reach their parallel operational goals.

According to Nathan Rotz, chief executive officer of eLynxx Solutions, "eLynxx software works well in a decentralized semi-autonomous environment where centralized policy making, reporting and transparency are highly regarded. The eLynxx software readily adapts to the specific needs, requirements and processes of its users." Rotz continued, "only eLynxx provides centralized reporting, financial insight and sharing of resources at the institutional level without disrupting autonomy, people, processes and vendors at the departmental level." Combined with our print buying methodology, eLynxx users across all business sectors regularly achieve per-unit cost savings of 20% to 40% on all kinds of custom printed materials.

Besides higher education, eLynxx Solutions also helps organizations in the non-profit, financial, manufacturing, heavy equipment, building products, logistics and shipping, grocery, insurance, medical, retail and technology sectors. Helping organizations extend their capabilities to get better results from a traditionally hard-to-control area of operational spending has been the primary focus of eLynxx Solutions since 1975. Other approaches always require 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.