



Cloud Software for Strengthening
Your Marketing Supply Chain

SUCCESS STORY:

International Construction Equipment

Increasing Marketing Reach with International Construction Equipment

International Construction Equipment (ICE) is North America's largest manufacturer of pile driving and drilling equipment, a position attained through marketing. Custom marketing materials are crucial to ICE, however for years, only incidentals like business cards, were centralized. The remaining expenses were hidden in individual projects. ICE partnered with eLynxx Solutions to better manage their marketing supply chain. The improved return on investment allowed ICE to extend marketing reach without increasing budgets.

The Challenge

ICE's reliance on custom-produced corporate communication, marketing, branding and product support materials is as heavy as the equipment it manufactures. However, these materials were not historically managed at an enterprise level. Only sundry items like business cards and stationery were centrally procured and managed. In reality, ICE spent far more on custom printed marketing collateral, direct mail, manuals, instruction sheets, labels, packaging, trade show displays and safety materials. Even non-paper items including promotional giveaways and DVDs could be considered part of ICE's marketing material spend.

To support ongoing operations, ICE purchased the materials it needed as part of general project expenses. While this met the minimum requirements, it created a highly decentralized environment with limited visibility. These expenses, hidden in numerous budgets, grew undetected until ICE began exploring ways to increase its reach. "We were looking for ways to extend our reach into new markets and make use of emerging media without increasing our spend" said PollyAnna Cunningham, marketing and communications manager at ICE. Looking at all of the projects and activities that her

team played a role in, it became clear to Cunningham just how much custom materials were involved and further investigation revealed the surprising magnitude of their total cost. "We knew there had to be an opportunity to get a better return on what we were spending" Cunningham said, "and we needed to find it and achieve an increased reach from existing budgets if we wanted to improve on our market leading position."

ICE was not able to reduce or eliminate any of the materials it was buying. Instead, they needed to identify a system to facilitate project management within their marketing supply chain and a methodology to reduce cost per piece. The solution would also have to adapt to ICE's established business processes. "We initially considered using the existing general procurement system we use for sourcing other items. We even considered using a print broker." These options were both deemed unable to address all of their needs according to Cunningham. "Our procurement system could not handle the custom specifications well and working with a broker meant we'd have to give up control over which vendors produce the work – neither option was workable for us."

The Solution

The tailored nature of eLynxx software was a perfect fit for ICE. "When we discovered eLynxx software, we knew we'd found what we needed" according to Cunningham. She immediately liked the fact that eLynxx software was not an off-the-shelf solution for off-the-shelf sourcing. "eLynxx software stood out for several

reasons. The vendor-neutral solution is purpose-built for print and adapts to our needs, not the other way around."

By combining their specialized cloud-based project management software, exclusive

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At a Glance: The Results

ICE has enjoyed significant benefit from eLynxx software

- Increased vendor competition leading to lower cost per piece
- Streamlined, automated workflows and approval routing with template libraries and custom reports
- Efficient and effective management of marketing supply chain projects
- Improved execution of planning activities, sourcing actions and production management
- Ability to increase marketing reach and strengthen position without budget increases or project cuts
- Clear standards and fair, open competition that ensure constant results

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The Solution *continued*

competitive sourcing method and expert professional services, eLynxx Solutions positioned ICE to maintain complete control over everything and achieve better results using their own personnel, business processes and trusted vendors.

To get started, eLynxx Solutions conducted an audit of the company's historical marketing supply chain activity and spend. This revealed an opportunity to improve business controls around brand management and product quality and better leverage vendor relationships across the enterprise. The analysis also confirmed a sizable potential for cost savings that ICE could reinvest into increased reach.

After determining ICE's goals, involved personnel, organizational structure and required business processes eLynxx Solutions deployed a tailored configuration of its eLynxx software. Next, eLynxx Solutions assisted ICE in objectively qualifying its vendors and adopting proven best practices that establish clear standards, ensure fair and open vendor competition and provide consistency across all enterprise-wide activity in the marketing supply chain.

To promote greater supplier diversity, increased competition and access to expanded market innovation, eLynxx Solutions helped ICE identify additional qualified printers to compete for their work. "Historically, we used very few vendors and didn't realize how much that limited our flexibility and competition," Cunningham noted. "With an expanded pool of qualified printers, we expected better pricing, and we got it. What we didn't expect was that it also meant never having to compromise schedules because our favorite vendor is too busy to produce the job when we need it. This was a welcome added benefit with eLynxx software."

eLynxx Solutions also supported ICE's ability to efficiently and effectively manage projects in the marketing supply chain. Working under ICE's direction, eLynxx Solutions developed a library of specification templates, configured automated workflows and approval routing, and set up custom reports; all promoting improved execution of planning activities, sourcing actions and production management. "The team at eLynxx Solutions made sure that the system worked exactly like we needed it to," Cunningham said, "And they are still there, ready to meet our evolving needs whenever we need them."

The Results

In the end, Cunningham found the partnership with eLynxx Solutions to offer much more than what ICE originally felt it needed. "eLynxx Solutions did exactly what we needed them to do, but they also did a lot more. Their system and services extended our capabilities beyond what we initially envisioned allowing our people to be more empowered and our processes to be more streamlined." According to Cunningham, the main objective was also accomplished. Through a combination of increased competition and sound best practices recommended by eLynxx Solutions, ICE

reduced its unit cost of marketing material projects by thirty-eight percent (38%) across the enterprise. "With eLynxx software we freed up significant money to reinvest into additional marketing reach and we always know that we're getting the very best price available." Cunningham summed up her feelings about eLynxx Solutions by saying "As a marketing executive, I find eLynxx software to offer an innovative means to manage my quality, service and cost objectives in a way that ensures I get the most out of my budget."

About ICE

Since its 1974 founding, International Construction Equipment, Inc (ICE®) has become the world's most recognizable, sought after and desired deep foundation equipment by providing a full spectrum of high performance equipment and seasoned service professionals enabling customers to remain versatile and productive.

As the World's One-Stop Foundation Shop, International Construction Equipment, Inc. is the leading international manufacturer and distributor of vibratory drivers and extractors, diesel hammers, hydraulic hammers, excavator-mounted rotary heads and hammers, large and small-bore drill tooling (including EDME Kelly Bars), limited access drills, and other deep foundation equipment.

For more information, visit www.iceusa.com.

Industry: Construction equipment
Presence: 54 Locations on 7 Continents
Client Since: 2007

eLynxx Solutions Provided:

eLynxx software
Exclusive sourcing method
Professional services including:
• Vendor identification and qualification
• Sourcing support
• Production support

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See eLynxx software for yourself visit eLynxx.com or call 888-876-5432

eLynxx Solutions, 1051 Sheffler Dr., Chambersburg, PA 17201 • info@eLynxx.com