



Cloud Software to Strengthen
Your Marketing Supply Chain

SUCCESS STORY:

Wilson College

Saving Time, Meeting Creative Expectations and Broadening Reach with Wilson College

As is often the case with small institutions, operational areas such as marketing and communications do not have large staffs to rely upon, making efficiency paramount. By using eLynxx software to manage and execute its printed marketing and communication materials, Wilson College has automated many time-consuming manual tasks. As a result, Wilson's team enjoys more time for creativity, broader marketplace reach, output that consistently meets expectations and solid relationships with a larger pool of vendors.

The Challenge

Like most institutions of higher learning, Wilson College relies heavily on printed communications to reach external audiences and connect with its students, alums, faculty and employees. Unlike many institutions, where the creation and sourcing of printed materials is spread across many different operational areas, all of Wilson College's printed communications are created, managed and executed by its marketing and communications department. Even at a small college like Wilson, managing institution-wide print projects can create a sizable workload, especially in a department where two people have all of the responsibility.

Brian Speer, Vice President of Marketing and Communications, whose responsibilities reach far beyond print, is one of the two people. Designer Kendra Tidd, who bears the brunt of the work, is the other. "Most of our printed materials were sourced through a traditional, manual process," Speer said. This involved research to identify printers they felt would be capable on a project-by-project basis, sending specs to each, waiting for bids and deciding which printer would be awarded the project. "The process consumed a lot of

Kendra's time" said Speer, adding, "time I'd prefer be spent on strategy and creative."

When Speer took the helm of Wilson College's marketing and communications department the institution was relying on a small pool of five or six print vendors comprised of a couple medium to high end printers balanced by smaller one and two color printers. There were not enough vendors to carry out Speer's vision for Wilson College. New to the area, neither Speer nor Tidd had any prior experience with printers in the region. "The pool of printers we were finding was too narrow and many of the service options didn't fit the profile we were looking for. We needed to find a wider selection of quality vendors to provide flexibility to meet both the creative and budgetary needs of our brand program."

Wilson College was about to set a new image into motion, but was confronted with the same 'it's always been done this way' burden that many institutions face. Speer needed a solution that made management and execution of printed communications easier and less time consuming.

team was going to be doing all of the heavy lifting, we knew we had found a solution that fit our situation." The last thing Speer and Tidd needed was to have their time, and the time of the college's IT department, monopolized with the installation, learning and administration of new software.

At a Glance: The Results

Wilson College has enjoyed significant benefit from eLynxx software

- Automation of time-consuming, manual vendor identification and bidding processes
- Decrease in time spent on administrative, non-creative functions
- Increase in time spent on producing creative to reach a broader marketplace
- Comfort in knowing that quality expectations will be met with consistency
- Larger vendor pool augmented with print vendors matching needs and expectations
- Significant savings in per-unit cost

The Solution

Luckily the solution Speer needed could be found across town from the Wilson College campus. Both eLynxx Solutions and Wilson College call Chambersburg, Pennsylvania home. "When we first found out about eLynxx we were intrigued by its benefits," Speer said. "When we discovered that adopting eLynxx was not going to be disruptive and that the eLynxx Solutions

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Vice President
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The Solution *continued*

Because eLynxx is cloud software no IT involvement was necessary. The computers and internet connections already in use were all Speer and Tidd needed. The fact that eLynxx is purpose-built for the management and execution of custom printed communication materials, coupled with its flexibility and adaptability to each client's specific needs, meant that the learning curve was minimal.

Learning about Wilson College's print projects and their requirements was the first step for the eLynxx Solutions team. With the knowledge of what Speer and Tidd were managing and executing, the specification, workflow and approval routing features of eLynxx Software were tailored specifically to their needs. After an analysis of current vendor attributes, a list of the team's requirements was used to broaden

their vendor pool. "Once we told the eLynxx Solutions team what qualities and capabilities we wanted to see in a pool of print vendors, they helped us find exactly what we had been looking for," Speer noted. Once the new printers were located, Speer and Tidd were able to review each one, becoming familiar with their capabilities and work. Both Wilson's existing and newly found vendors were qualified and added to their software.

Once all of Wilson College's unique information was incorporated into eLynxx it was time to train their team. Due to the software's ease of use, the training did not take long. Speer said that entire process "went really well and customer service has been great. They were there for us throughout the entire process and did all of the work."

The Results

It wasn't long before Speer and Tidd realized the benefits from using eLynxx to manage and execute their printed marketing material projects. Speer says that the gains in efficiency have been great. "The ability to automate the tasks associated with bidding projects has helped with the efficiency of our project management and increased our ability to involve a wider selection of printers," Speer added. The Wilson team especially likes having the insight into printer quality. With an expanded pool of 24 objectively-qualified vendors up from six, not only is no time wasted in contacting printers who can't do the work or meet expectations, Speer and Tidd also have the comfort of knowing that their expectations will be met.

Tidd finds that by using eLynxx, the administrative details of projects are handled more efficiently, leaving more time for creative. Both she and Speer have expressed that they are very happy with the fact that eLynxx, while streamlining and automating the tasks

involved in managing their print projects, does not isolate them from their vendors. "I like to stay in touch with my printers and develop personal relationships," Tidd said. "eLynxx does not get in the way of that. I still have healthy relationships with my vendors."

In addition to saving the team time and achieving consistency in quality, they have also come to enjoy something else that eLynxx helped them achieve — an average per-unit savings of 28% in the cost of printed communication materials. Whether for a small team like Speer and Tidd at Wilson College, or a large and complex department the benefits of using the right tool are the same.

How can colleges and universities perform less tedious work, increase marketplace reach, accomplish creative expectations and demonstrate a substantial return on marketing investment? The answer that makes the grade is eLynxx.

About Wilson College

A rigorous academic program with incredible access to professors has been a hallmark of Wilson College since its founding in 1869. A collaborative environment, a 10:1 student-to-faculty ratio and professors who are dedicated to mentoring students—both in and out of the classroom—create an educational experience that is focused on the individual student.

Wilson connects career-oriented programs with a broad-based liberal arts education that teaches students to think critically and communicate with confidence—essential skills for career success. This approach is evident across all of Wilson's degree programs—undergraduate, graduate and adult degree.

For more information, visit wilson.edu.

Industry: Higher Education
Total Enrollment: 800
Client Since: 2014

eLynxx Solutions Provided:

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

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