

INTRODUCTION:

Create a Stronger Marketing Supply Chain

eLynxx software empowers your people to strengthen your process and work objectively with your vendors to achieve better marketing material project results. By enabling end-to-end collaboration we eliminate the pain points associated with buying direct mail, marketing, packaging, labeling signage, point of purchase and publication projects. With full control in your hands, eLynxx software helps you realize better marketing ROI.

Address Complexity



Everything you need for each project is at your fingertips. Specifications, assets, tasks, milestones, RFPs, vendor management, proofing, quality assurance and distribution are all connected, in sync, tracked and documented for your convenience and peace of mind.

Enable Collaboration



Connect every person involved in your marketing material projects through one dashboard. Communicate, schedules, assets, specs, assignments, actions and other crucial details to the correct people according to your processes and requirements.

Improve Marketing ROI



Our exclusive sourcing method provides a per-unit cost savings of up to 40% compared to other methods. Automated change order management provides additional savings. The hidden costs, fees, mark-ups and lost savings of brokers and outsourcers are eliminated.

Take Full Control



We are not a broker, BPO, or printer. We do not replace you. We extend your capabilities and enhance your processes. Our cloud software, exclusive sourcing method and expert services put you in control of one of the most complex areas of marketing operations.

Purpose-Built and Designed to Fit Your Organization

Your organization and its marketing materials are unique. Management and sourcing of marketing materials is not like off-the-shelf procurement. eLynxx software is not only purpose-built; it is designed to adapt to your organization.



Cloud Software: Reduce IT Impact

End-to-end, without impact on IT infrastructure, eLynxx software connects and coordinates the processes – including planning, sourcing, production management, distribution and analysis – that you rely on for marketing material projects. eLynxx software simplifies specification and brand asset management, enables consistent transparent communication, promotes objective vendor management and robust reporting.



Exclusive Method: Save up to 40%

Sourcing custom goods and services like marketing materials is different from inventoried goods. Our method, developed exclusively for the marketing supply chain, matches specifications to vendor qualifications and assures buyers that specifications, deadlines and quality levels are met. Along with eLynxx software and services it provides per-unit cost savings of up to 40%. It's so powerful that it's been awarded five U.S. patents.



Full Control: Increase Efficiency

By eliminating reliance on spreadsheets and middlemen, while connecting every link in your marketing supply chain, eLynxx users experience an increase in efficiency of up to 53%. eLynxx software helps you streamline workflow within your print supply chain without sacrificing the control of having your own people, processes and vendors in place.