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How to Prime the Profit Pump

by William Gindlesperger, Chief Executive Officer, e-LYNXX Corporation

Organizations everywhere are looking for ways to trim costs. Staying in business depends on it. Yet, many believe they have turned over every stone to drive down costs. They believe they cannot do more without impacting quality or service.

We have heard this before. When Henry Ford invented the horseless carriage, those heavily vested in horses thought this was a lame brained idea. After all, it was impossible to replace horses, even if this new invention could go faster, further and carry more passengers and cargo. Those who embraced the new technology improved their bottom lines. And those who remained in the buggy whip business... well, they are history.

Other inventions have impacted cost savings and profitability – electricity, flight, computers, oil field rejuvenation, AVS Technology are five of these.

Oil field rejuvenation is one that we seldom consider. When oil fields were no longer yielding oil, they were simply shut down. Companies walked away or sold the land for a pittance. And, why not? These fields were no longer valuable and were pock-marked with non-producing equipment. You can't get blood out of a turnip. You can't get oil when the pumps come up dry.

Then along came new techniques. These techniques allow oil fields to generate huge amounts of oil, even when they seemed to be depleted. Hydraulic fracturing is one such technique. Others came along as well. Think of it as pumping sea water into the underground field forcing the oil that was hiding below rock formations to rise to the top. The results in some instances are profitable beyond wildest expectations. Some oil fields are now producing more oil than they produced in the first place.

AVS Technology™ is a new patented procurement technique™ that also adds hugely to the bottom line. Any procurement person worth his or her salt will tell you that they have utilized every technique at their disposal to cut costs. They have done their jobs well. It was what they don't know that is costing lost profitability. The "procurement" fields are not dry. There is more "oil" to be had.

AVS Technology™ enhances quality, shortens delivery times and – at the same time – significantly reduces pricing well beyond anything considered possible using any other heretofore known procurement techniques, even when those techniques have been fully exploited and have produced results to the maximum extent possible.

An executive at one time was correct when believing that his or her firm had achieved all of the savings that it can achieve. It had done the best job possible. The "oil" field seemed depleted. Then AVS Technology™ was invented. AVS Technology™ has the ability to extract the huge, otherwise unreachable, profit deposits beyond anything other techniques can, based on traditional procurement software and procedures.

That's why AVS Technology™ has been granted three business method patents in 2002, 2008 and 2010. Specifically, AVS Technology™ makes it possible for organizations to add significant sums to profitability through savings in the procured costs of custom goods and services (such as specialty manufacturing, temporary staffing, construction services, direct mail, marketing materials, commercial print, packaging, labels, and more).

AVS Technology™ provides an automated vendor selection™ procedure. Here is how the multi-patented procedure works. The buyer establishes a computer file of its own prequalified vendors. Then the buyer enters details or specifications for a project or service that is needed. The computer matches the appropriate vendors to the project or service needed. Specifications are sent to the chosen vendors, and the vendors bid back. That is it.

To gain maximum benefit, the buyer then follows a set of best procurement practices. These reinforce both buyers and vendors so that margin prices are effectuated, often at a 40% or greater discount while enhancing quality and shortening delivery times.

Already being licensed by numerous organizations, AVS Technology™ is quickly becoming integral to e-commerce, with those not licensing the technology likely remaining in the buggy whip business.

About e-LYNXX Corporation

e-LYNXX Corporation patented the technology integral to e-commerce. Endorsed by Educational & Institutional Cooperative Purchasing (E&I) and Printing Industries of America (PIA), e-LYNXX drives results through its three divisions.

- AVS Technology™ licenses the patented* automated vendor selection procedure used in e-commerce and procurement systems.
- American Print Management provides web-based system, services and patented AVS Technology™ to reduce substantially the procured costs of direct mail, marketing, publications, packaging, labels and other procured print.
- Government Print Management offers effective U.S. GPO bid services and strategies. www.e-LYNXX.com – 888-876-5432

*U. S. Patent No. 6,397,197, Patent No. 7,451,106, post-*Bilski* Patent No. 7,788,143, and Continuing Application 12/855,423 (collectively, the AVS Technology™) – This thicket of patents covers all custom goods and services, not just print. To inquire about licensing, contact Anthony Hawks at 888-876-5432 or Michael Cannata at 905-773-2207.

About the Author



William Gindlesperger is a nationally recognized entrepreneur, inventor, author and consultant. He founded ABC Advisors and its successor, e-LYNXX Corporation, in 1975. Profit, non-profit and government organizations alike have benefited from his strategic insight and innovation that result in measured and substantial cost reduction.

Mr. Gindlesperger's sound advice and counsel have yielded results for those with fiduciary responsibility and the authority to take action to reduce costs. He has directed major initiatives in both the private and public sectors. He has testified before the U. S. Senate Committee on Rules and Administration regarding government print and procurement policy. He has worked directly with numerous Congressional and Senatorial members and staff and has advised Congress on the development, operations and future of government procurement.

He has been a lead fund raiser for senatorial, congressional and gubernatorial elected officials. He was a founder and chairman of Printing Industries of America's (PIA) PrintPAC (political action committee) and has been recognized for his contributions to PIA and services to the printing industry. He was inducted into PIA's Ben Franklin Honor Society of print industry leaders in 2009 for his lifetime contributions to the print industry. *Supply & Demand Chain Executive* honored Mr. Gindlesperger by including him in its 2010 listing of the most influential leaders in the supply and procurement profession in North America.

Mr. Gindlesperger invented the Automated Vendor Selection Technology™ -- the technology that is integral to e-commerce and optimizes cost reduction in the procurement of *all* customized and specification-defined goods and services. He has been granted a series of Automated Vendor Selection patents, including Patent No. 6,397,197, Patent No. 7,451,106, and post-*Bilski* Patent No. 7,788,143 (collectively, the "AVS Technology™").

Under Mr. Gindlesperger's leadership, e-LYNXX has grown into the leading print management and procurement licensing firm in North America. e-LYNXX has been exclusively endorsed by Printing Industries of America (PIA) and has been named one of the top 100 procurement firms in North America by *Supply & Demand Chain Executive* magazine.

His firm handles more than 200 on-going consulting assignments at any given time. Among its contracts is one with Educational & Institutional Cooperative Purchasing to assist colleges, universities and other institutions nationwide with procurement and spend management.

A native of Chambersburg, Pa., Mr. Gindlesperger is a graduate of Dickinson College in Carlisle, Pennsylvania.