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### **Ingenuity Delivers Powerful Results**

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

One of the most ingenious inventions ever has been delivering powerful results from the time it was invented. From it has come recorded history, literary masterpieces, works of art, mathematical problem solving, musical composition, architectural drawings and the thank you note. I am talking about the pencil. It has been around in various forms for some 300 years.

We know it today as graphite encased by wood. It began as a Roman stylus. Whatever form, it has made it possible for us to communicate better. Different concepts over the years have enhanced its appearance and improved its functionality. The mechanical pencil, the fountain pen, the ballpoint pen, the typewriter, copiers, printing presses and, yes, the computer and computer systems can link their heritage as communications tools to the pencil.

Along the way, each improvement has provided greater value. One enhancement, the fountain pen, was invented by insurance salesman Lewis Waterman in 1884 after a valuable contract document was destroyed by ink spilling from the pen that he was using. He patented a pen with a built-in ink well and made the concept of the ink pen better.

Similarly in today's world of complex computer development and software creation, there is an invention that is so ingenious you ask "how in the world did someone think of that?" It, too, is a communication tool.

It is not actually a writing, printing or duplicating instrument. It is a technology that makes it easier, more efficient and less costly to acquire quantities of written documents, art prints, musical scores, technical manuals, annual reports, catalogues or any image that can be put on paper, plastic, textiles, wood, metal or any other substrate. It is a new technology for ordering and buying printing, and, for that matter, all customized goods and services. Customized goods and services are basically non-inventoried items that are produced according to specifications following the issuance of a purchase order, like commercial printing and direct mail.

Called the Automated Vendor Selection (AVS) Technology™, it does for print procurement what the pencil did for the stylus, the fountain pen for the ink well, and the computer for the typewriter. It makes its possible, with the click of a mouse, to put a print job out for bid to just those printers capable of doing the work. Those not qualified for the job are not included. All printers that are considered are pre-approved by the buyer so there is no doubt about their capabilities and dependability when it comes to delivering quality work on time, regardless of price. Each pre-qualified printer is entered into the buyer's database of printers.

The true uniqueness of AVS Technology™ becomes apparent when the computer does the automatic matching to create a qualified list of vendors ready to price in a competitive bidding environment. Within that environment, printers know that the buyer sets bidding parameters that encourage low pricing. Typically, this means printers are free to price a job high, low or not at all based on their own respective needs to fill production gaps -- an ongoing challenge for printers since most have 30% or more of their production schedules to fill at any given time. Printers bidding low do not have to worry about the buyer expecting the same low pricing for other work, because all involved know the same printer is unlikely to have open capacity to fill every job the buyer puts out for bid. The winning bidder wins work to keep revenue flowing and staff and equipment busy, and the buyer saves 25% to 50% on the print job.

The process does not stop with the awarding of the job. The process has just begun. The communications and workflow system that drives this process tracks and archives every detail, from concept to planning to changes to production, packaging, delivery and invoicing. It is a secure (no e-mails), web-based system that is tailored to the needs of each buyer. It also is a system through which the buyer and the printer determine who on their teams should have access and when. Accountability is established early on, and every decision is documented so all involved know who approved what along the way. This provides 100% transparency. The archive created for each job is an indelible, auditable and invaluable reference for similar work in the future.

Automated Vendor Selection Technology™ was invented in 1998 after it became apparent that there must be a better way of locating, vetting and contracting with printers. Face-to-face negotiations, endless interviewing of new printer candidates and lack of competition seemed to be bogging down what could be a streamlined process given the power of computers. AVS was born. Patents for it were awarded by the United States Patent Office in 2002, 2008 and 2010. It is today changing how print is bought for license holders. AVS Technology is a 21st century example of how ingenuity delivers powerful results.

### About e-LYNXX Corporation

e-LYNXX Corporation developed the patented 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. • Patented Procurement Method licenses the Automated Vendor Selection Technology (AVS Technology™) used in e-commerce and procurement systems. • American Print Management provides systems, services and the patented AVS Technology™ to reduce substantially the procured costs of direct mail, marketing materials, labels, packaging and other procured print. • Government Print Management offers effective U.S. GPO bid services and strategies. [www.e-LYNXX.com](http://www.e-LYNXX.com) – 888-876-5432

### 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.