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**Analyzing Your GPO Record Will Give You a Competitive Advantage**  
*by Deborah Snider, Senior Vice President, e-LYNXX Corporation*

Doing work for the U. S. Government Printing Office (GPO) can be one of the most solid secondary markets that a private sector printer can develop, if done strategically and consistently to fill production gaps. As commercial work declines, GPO work keeps revenue flowing, staff employed and equipment utilized even when hourly rates received for work completed during downtime are lower than hourly rates received for work done during busy periods.

Since timing and pricing are keys to winning and profiting from GPO work, it is essential to understand exactly how you are performing compared to hundreds of other GPO suppliers. The truth is that many suppliers are submitting low bids to win their share of the \$425 million that GPO awards each year to private sector printers. That is not only good for the government and taxpayers, but it is also good for the print suppliers themselves... provided the GPO work is completed during downtimes and does not displace or replace other higher value added work.

To get a handle on this concept, you need business intelligence that is readily available through a government print management firm -- one that gives you routine feedback on your performance with bid variance reports that contain:

- Total GPO jobs made available to all bidders
- Total dollar value of GPO jobs won by all bidders
- Total GPO jobs won by your firm
- Percentage of GPO jobs won by your firm
- A listing of all GPO jobs, which firms won them and by how much
- The amount of money you (and other bidders) left on the table

This is the type of actionable information that gives you an advantage in consistently winning GPO work at the highest price the market will bear. Once you have comparative data, you need to know what to do with it, and that is where skilled guidance is essential. Data alone is just an interesting compilation of facts, numbers and percentages. Data in the right hands can make a meaningful difference for your business when it is analyzed with an industry wide and historical perspective. Knowing your strengths and weaknesses will keep you ahead of the competition.

GPO bid variance reports are produced from an accurate and robust database. There is only one source for this information as the database is maintained and is the proprietary property of Government Print Management in Chambersburg, Pennsylvania. Government Print Management has archived all available GPO jobs, their histories and the related competitive supplier information for over three decades. History gleaned from this massive database provides insight into how GPO print suppliers compare, how particular types of jobs are likely to be bid opportunity for profitable change orders, and other information that profitable GPO suppliers deem imperative to their success.

Government Print Management data is near real time when accessed online. That is significant, because GPO bidding is fluid and staying immediately abreast of bidding results nationwide is kindred to looking into the future with some sense of certainty. Knowing how you are performing in comparison to others in a complex and multi-layered marketplace is essential to making meaningful last-minute bid adjustments that optimize profitability.

Being successful in GPO work is not defined by how low you can bid, or even how much work your low bid can win. That is the sure way to the poor house. Being successful in GPO work requires the preciseness of a surgeon in price determination, planning and strategy, outfoxing the competition if you will, and knowing when and how to strike.

**About Deborah Snider**

Deborah Snider is senior vice president of Government Print Management, a division of e-LYNXX Corporation - the North American print procurement authority. Mrs. Snider is a graduate of Central Penn Business College and has headed Government Print Management and its predecessor since 1984. Government Print Management represents the majority of successful printers that work with GPO. The firm is commission based and specializes in helping printers to smooth their way to GPO related profitability. Government Print Management is exclusively endorsed by Printing Industries of America (PIA). She can be reached at 888-876-5432, through the web site at [www.GovernmentPrintManagement.com](http://www.GovernmentPrintManagement.com) or at [Deborah.Snider@GovernmentPrintManagement.com](mailto:Deborah.Snider@GovernmentPrintManagement.com).

**About e-LYNXX Corporation**

e-LYNXX Corporation, the North American procurement authority, is exclusively endorsed by *Printing Industries of America (PIA)* and *Educational and Institutional Cooperative Purchasing (E&I)* and recognized as a top 100 procurement firm by *Supply & Demand Chain Executive*. Founded in 1975, e-LYNXX has three divisions. • American Print Management provides enterprise print procurement solutions and patented competitive methods to reduce costs for direct mail, marketing materials, packaging and other procured print. Results include enhanced quality and service levels, efficiencies, process control, transparency and procured print cost reduction of 25% to 50%. • Patented Procurement Method grants patent licenses for supply chain optimization. Results include substantial reduction in existing costs of competitively procured goods and services. • Government Print Management offers U.S. GPO bid services, access and assistance. Results include filled downtime, operational stability, improved cash flows and increased profitability. [www.e-LYNXX.com](http://www.e-LYNXX.com) – 888-876-5432

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