

## SOLUTIONS

- Pre-RFP Positioning
- Contract Structure
- Contract Pricing
- Negotiation

# Gallup

## CUSTOMER PROFILE

Industry:  
Communications  
Locations: Worldwide  
Number of Employees:  
2500  
Founded: 1936  
Web Address:  
[www.gallup.com](http://www.gallup.com)

## CHALLENGE

Do more with less at no financial risk to Gallup

## SOLUTIONS

Pre-RFP: Current contract and invoice review  
Pre-RFP: Contract Structure & Pricing Positioning  
RFP: Pricing Structure Review  
RFP: Pricing Review  
Best and Final Offer: Contract Structure Review  
Best and Final Offer: Contract Pricing Review  
Negotiation Positioning  
Contract Finalization

## RESULTS:

Saved 80 hours of time and over \$ 140,000 in hard costs.

# GALLUP PREDICTS TO SAVE TIME AND MONEY ENGAGING WITH XIPPA

## The Outcome is Unprecedented



The Gallup Organization is known and respected worldwide for its leadership and excellence in collecting and interpreting information to support decision making at the work group, departmental, and policy levels. Gallup has broad and extensive experience in conducting cross-sectional, time series and longitudinal surveys of varying size and scope, both domestically and internationally, using a variety of methodologies and innovative and challenging technologies. These surveys have always been carried out in a completely independent and objective manner. This single, ethical principle i.e. independence, has made the Gallup name famous and among the most trusted brand names on Earth. Gallup set out to enhance its resident level of expertise regarding its copier fleet and applied the same ingredient found in their success i.e. independence. Gallup partnered

with Xippa to provide it with expertise in formalizing a world class fleet program with its vendor of choice, while allowing enhanced contract flexibility and hard cost savings that it could not get on its own. Gallup and Xippa believe that individuals want to identify with a common purpose that is collectively larger than the combined individual's skill sets. They want to be partners in a cause. This unique situation surrounding Gallup's copier fleet provided the perfect opportunity to exploit this vision and the outcome of the Team resulted in unprecedented results. Gallup has 2,500 employees in 40 cities worldwide and was formed in 1936. Additionally, Gallup has five telephone interviewing centers with more than 1,000 interviewers and an in-house fulfillment center with variable data printing that averages 600,000 orders per day and employs 90 full time staff members.

## The Challenge / The Situation/Current State / The Environment

---

*"Xippa's business model matched ours. Additionally, there was no financial risk as all fees are taken out of savings and the fees are 100% performance based. This allowed us as a Team to pursue the best solution for Gallup at the lowest possible cost."*

**Phil Ruhlman, CIO,  
The Gallup  
Organization**



Gallup was poised to "do more with less" and wanted to save time and money on the project. Gallup realized that its internal team is tasked with multiple projects and only entertains copiers every three years. Gallup wanted to insure they were getting the best deal on the market so they brought in outside expertise to level the playing field with its vendor of choice. Five prominent vendors competing for Gallup's business consisting of 78

Multifunction Copier/Printer Devices, software solutions, and service/supplies on all units. Each vendor had a different go to market strategy, which hindered Gallup from getting an "apples to apples" comparison. The existing Gallup contract had items Gallup wanted changed or modified in their new contract. Gallup was experiencing inconsistent service levels and uptime on equipment in different locations.

## The Solution / The Opportunity

While Gallup followed their traditional RFP process for evaluating vendors, The Gallup-Xippa Team executed on the Xippa eight step process:

1. Evaluated current invoices and payments to fully understand the existing platform and explore how the new contract could be enhanced.
2. Positioned Gallup for their desired changes in the upcoming RFP that Gallup issued.
3. Counseled Gallup on their RFP responses with regard to contract structure and pricing models.
4. Prepared contract and Pricing breakdowns based on each vendor.
5. Positioned contract structure and Pricing for the Best and Final Offer.
6. Detailed contract and pricing breakdowns based on Gallup's vendor of choice.
7. Perfected the specific negotiation positions.
8. Final contract red-line and pricing specifications for final signage.

*"Xippa helped us position our RFP properly to get the final results we desired. We issued an RFP to 5 reputable vendors and decided on our vendor of choice. Xippa then took our best price we received from our vendor of choice and increased savings by 12% or over \$140,000. Additionally we internally gained over 80 hours on the project by utilizing Xippa."*

**Jamie Hunt, Director of IT Services, The Gallup Organization**

## The Benefit

Saved over \$140,000 between its best proposed price with its vendor of choice and the final contract price.

## The Result

Saved over 80 hours of the time it would have spent on the Copier Fleet project by utilizing Xippa

## The Benefits

Increased contract flexibility in case business shifts up or down and/or applications change over the term.

*"The savings were viewed as two tiered. Tier 1 savings can be realized by a company testing the market. Technology and supply costs continue to drop so we realized roughly a 15% savings from our prior contract levels, in addition to getting a higher level of technology and quality of our product. Tier 2 savings was brought about by Xippa properly positioning us and then identifying leverage points of the contract and price structure for us to negotiate the best possible price. Tier two savings of 12% or over \$140,000 was above and beyond the savings realized in Tier 1."*

**Jamie Hunt, Director of IT Services, The Gallup Organization**



*"Gallup strongly recommends anyone leasing copiers or looking at Managed Print Services to get engaged with Xippa 90-120 days from when your current lease or contract is up, and watch what they do. You and your team will look like heroes upstairs."*

*Jamie Hunt, Director of IT Services, The Gallup Organization*

See us at:  
[www.Xippa.com](http://www.Xippa.com)