

# BOWIE STATE UNIVERSITY

## SNAPSHOT



Bowie State University (BSU) is the oldest historically black institution of higher education in the state of Maryland, and one of the oldest in the country. Located between Baltimore and Washington, D.C., Bowie has an enrollment of approximately 5,500 students and proudly honors its commitment to provide access to higher education for under-represented populations.

**25**  
**HOURS OF STAFF**  
**TIME SAVED EACH**  
**MONTH THROUGH**  
**REVENUEVISION®**  
**AUTOMATION**

In June 2015, **BSU AUXILIARY SERVICES** selected and deployed RevenueVision®, a cloud-based contract and revenue management system, to help manage contracts for dining, vending, bookstore and other operations.

BSU has approximately **30** revenue-generating license contracts with vendors selling BSU logo merchandise. From these contracts, BSU earns a royalty percentage on all university-branded merchandise sales. Each contract has an annual renewal that must be carefully managed, sales tracked and royalties validated.

## CHALLENGES

- 50 staff hours per month spent on emails to 30 different vendors for renewals and insurance certificates
- Additional time spent on paper correspondence through the mail
- Labor-intensive, manual tracking of sales and validation of royalties using spreadsheets
- Very limited reporting visibility and flexibility on critical license sales data

## RESULTS

- Automated emails to vendors for contract renewal and insurance deadlines saving **25** hours of staff time each month
- Readily accessible and dynamic analytics and ad-hoc reporting on licensee sales and royalties data
- Quick access to all contract and renewal documents stored in the cloud

After deploying RevenueVision® in June 2015, BSU was able to migrate from a reactive to proactive management style of its license contracts. All vendor documents and contract data are stored in the cloud and readily available for the auxiliary staff. RevenueVision® has replaced phone calls and emails to the vendors for annual renewals and insurance certificate updates. In addition, a centralized repository of license-related data provides a foundation for metrics to aid management decisions.