

# CAMPUS MARKETPLACE

Fourteen California State University campuses are now participating in an e-marketplace called Campus Marketplace. This collective website provides shared training resources, negotiated vendor contracts and transaction reporting visibility.

In 2014, campus users weren't able to easily find contract pricing. Contracts were posted on the CSU contract store, the UC contract site, at state sites and at consortium sites. Each of these locations required a unique log-in/password, and once in the site, the product or vendor had to be located and the contract language read to determine if it matched the end user's request.

Often the user needed to adopt the contract or join the consortium before using the negotiated agreement. Finally, the actual order had to be linked to the identified contract in order to connect the purchase to the contract and get the pricing.

This labor-intensive search resulted in users resorting to the internet to independently source and purchase items rather than using the contracts, thus missing the negotiated price and freight benefits altogether.

One of the initial barriers to an e-marketplace was the effort required for each campus to negotiate and create a marketplace. Two campuses (CSU Fullerton and Cal Poly San Luis Obispo) had already created stand-alone marketplaces while several other campuses were investigating similar solutions.

The potential to expend repetitive efforts in negotiating, implementing, testing, training and marketing an e-marketplace were significant. Instead, Cal Poly Pomona invited campuses to share a common marketplace.

This shared environment lowered the entry barriers for many campuses by reducing the costs, implementation efforts, vendor management, training and marketing efforts.

The CSU prohibited interface directly with PeopleSoft, which limited a full ERP implementation and resulted in all e-marketplace payments processed as credit card transactions. This limitation, along with the limits on campus-specific customizations, led to some campuses electing not to participate.

## OPPORTUNITIES AND SOLUTIONS

The Campus Marketplace, an e-marketplace, puts many vendors onto a common site which utilizes one login and password. The negotiated contracts from all of the purchasing entities – CSU, UC, State and Consortium – are linked directly to the e-marketplace. Users log-in once to browse the catalogs and pricing, checkout and pay with a pcard. This method increases savings, improves reporting and visibility, increases compliance and reduces inefficient practices and procedures.

## MILESTONES

Dec 2016

- CSU San Bernardino joins the Marketplace as the 15th Campus

Mar 2016

- Single sign-on project completed.

Jul 2015

- Chancellor's Office and Sonoma State, San José State and CSU Dominguez Hills joins the Campus Marketplace.

Apr 2015

- 24 vendor catalogs loaded, including SB/DVBE.

Dec 2014

- Cal Poly San Luis Obispo joins the Campus Marketplace as the tenth campus.

Sep-Oct 2014

- All member campuses are trained and system administrators loaded to site, more vendors added to site.

Aug 2014

- Live site launched with 10 vendors, first campus loads users.

Jul 2014

- Test site launched, training program began, documentation created, initial vendors begin implementation process.

Jun 2014

- Contract signed with nine campuses participating.

Mar-May 2014

- Campuses reviewed and discussed the potential to share a common site and common function.

## QUANTIFICATION AND RESULTS

Easy login to access all catalog.
Users are automatically on CSU contract pricing.
Consolidation of spending into specified vendors.
Pre-assigned 'ship to' locations provide control.
100 percent visibility to all transactions.
Only State/Foundation pcards allowed.
Line item details (part numbers, descriptions and pricing).
Shared responsibility in managing site and vendors.
Shared communication, training and marketing efforts.
Shared governance: vendors, functionality, modules, etc.

## IMPACT AND BENEFIT

More than 4,513 users have enrolled in the Campus Marketplace, creating more than 36,632 transactions with more than \$13,048,170 spent. Since the project's inception, new functionality was added, including sales tax rates by campus location, single sign-on utilizing campus credentials and transfer cart function for non-pcard users. The Campus Marketplace now contains 25 catalogs with several in the vendor enablement process, including Dell, Staples and others.

## LESSONS LEARNED

- 1 Significant outreach across campuses was required, including to campus leadership and end users. Marketing, training, webinars and encouragement were required to help users migrate to the site successfully.
- 2 We underestimated the positive response from vendors. The participating vendors would like to offer more service, solutions, outreach and education than we can absorb. New cross-campus teams and vendor assignments will improve our ability to respond to and promote vendor engagement.
- 3 Reporting capabilities require more thought and design. The information is available, but recognizing it and creating meaningful reports will take more effort and training. A cross-campus team has been initiated for this effort.

## ADDITIONAL TEAMS SUPPORTED THE CAMPUS MARKETPLACE LAUNCH AT THESE LOCATIONS

Chancellor's Office  
CSU Dominguez Hills  
CSU San Bernardino  
San José State  
Sonoma State

## PROJECT TEAM

### CAL POLY POMONA (PROJECT LEAD)

Kathleen Prunty, Ruth Carrington, Becky Pepping

### CSU BAKERSFIELD

Kathy Villa, Carrie Rockwell, Michael Chavez

### CSU CHICO

Michael McNaim, Sara Rumiano

### CSU EAST BAY

Chris Lam Vazquez, Jonathan Hale, Bob Todaro

### CAL STATE LA

Dianne Taylor, Tina Mueller, Tom Johnson

### SACRAMENTO STATE

Kimberley Holmberg, Dale Clack, Rosie Tamayo, John Guion

### SAN DIEGO STATE

Cathy Garcia and BIS Support

### CAL POLY SAN LUIS OBISPO

Suzanne LaCaro, Jeanette Paolucci, Dru Zachmeyer

### SAN FRANCISCO STATE

Deanna Tam, Megan Dobbyn, Nancy Trinh, Stephen Smith

### CSU SAN MARCOS

David Taylor, Kerry Stein, Bella Newberg