

Revised 12/09

DOING BUSINESS WITH OHIO STATE

Practical information about developing business relationships with The Ohio State University.

At The Ohio State University, our goal is to work with a diverse pool of suppliers while being responsible stewards of our resources.

We seek to develop mutually beneficial business relationships with companies that deliver quality, service, and value.

Thank you for your interest in doing business with The Ohio State University!

We have developed this packet to assist new suppliers with the process of building business relationships with The Ohio State University. It contains detailed and practical information to make doing business with a large and complex organization like Ohio State easier.

Our goal is to do business with a diverse pool of companies that deliver quality, service, and value. We seek to develop business relationships that benefit both the university and the community. In other words, your success is our success.



tip!

It may sound cliché, but the old adage “it’s all about relationships” still holds true when it comes to doing business at the university.

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Suggestions for Getting Started

Acquaint yourself with the Purchasing Department; understand their role and how they can help.

The Purchasing Department is a resource to support your efforts. We recommend making an appointment to meet with a member of our staff so that we can best understand your business and try to provide helpful leads. To do this, call 614-292-2694 and tell the receptionist that you are new to doing business with Ohio State and would like to have an introductory meeting with a buyer. Be sure to bring any marketing materials (brochures, catalogs, client lists, etc.) to this meeting.

Also, please register on the Purchasing Department's web site to be notified of bids and other communications. The registration process is quick and easy, please visit: <http://purchasing.osu.edu> and click on "Vendor Registration & Bid Information."

Additional information about the roles and responsibilities of the Purchasing Department and how they can help your business be successful on campus can be found on page 4.

Do your homework: identify which departments on campus buy what you sell.

The size and diversity at Ohio State can be overwhelming to newcomers. In order to save you time and frustration, we encourage you to spend some time researching exactly who on campus buys what you're selling.

Tools and resources to help match you with potential OSU customers are included in this packet, beginning on page 5.

If your business qualifies, get certified through the State's MBE or EDGE Program.

Basic eligibility requirements for these programs are found on the State of Ohio's web site (www.das.ohio.gov/eod). There is no charge to become certified, and we believe that completing the process will have benefits both for your company and for the university. State Certification will help open doors for your business to sell products and services on campus. Specifically, your company's name will be added to the State's list that is used regularly by Ohio State departments (and other State and public agencies) seeking to do business with MBE and EDGE firms. And, State Certification is important to Ohio State because it enables us to measure the diversity of our supplier pool by allowing us to track dollars we spend with qualifying firms.



tip!

Ohio State has developed a packet of information to assist minority-owned companies with the State's MBE certification process. You can download a copy of this packet by going to the Purchasing Department's web site (<http://purchasing.osu.edu>) and clicking on "MBE/EDGE."

The Purchasing Department: Understanding Their Role and How They Can Help

Making an appointment and meeting with a member of the Purchasing staff is a critical first step to building a business relationship with Ohio State. We want to understand your business as best as possible and will recommend leads of campus departments you may want to call upon. Also, we are able to run “spend” reports that identify which departments are buying what you are selling.

To arrange a meeting with a member of the Purchasing staff, call 614-292-2694 and tell the receptionist that you are new to doing business with Ohio State and would like to have an introductory meeting with a buyer. Be sure to bring any marketing materials (brochures, catalogs, client lists, etc.) to this meeting.

The following are the roles & responsibilities of the Purchasing Department so that you better understand the organization and how they can best help you:

- Coordinates public bid processes for large dollar purchases; any service over \$50,000 must be competitively bid; any product over \$25,000 must be competitively bid. If you want to be notified of bid opportunities as they arise, register your company by visiting <http://purchasing.osu.edu> and clicking on “Vendor Registration & Bid Information”
- Assures fair and open access to university business
- Serves as a resource to connect qualified suppliers with OSU departments
- Makes sure that OSU adheres to responsible purchasing practices and policies governing public entities
- Works to ensure that the diversity of our teaching and learning community is reflected in the suppliers we do business with
- Provides prospective and current suppliers with spend reports by category that include department contact information

CONTACT INFORMATION: Purchasing Department

2650 Kenny Road

Columbus, Ohio 43210

Phone: 614-292-2694

Fax: 614-292-6913

Web: <http://purchasing.osu.edu>

8:00am - 5:00pm, Monday - Friday*

* Summer hours: 7:30am - 4:30pm

IMPORTANT NOTE:

The Purchasing Department is only one of three different purchasing offices at Ohio State. The other two purchasing offices are:

1. The Office of Sponsored Programs (OSP)

OSURF coordinates research projects at Ohio State that are funded by external sources. They maintain their own purchasing office due to the unique requirements associated with sponsored projects. If you are interested in learning more about opportunities through OSURF you should contact them directly:

1960 Kenny Road, 4th Floor

Columbus, OH 43210

614-292-3815

<http://www.rf.osu.edu>

2. OSU Medical Center

The Medical Center maintains their own purchasing department due to the specialized nature of activity in and around the Medical Center. If you are interested in marketing your products or services to the Hospitals and medical community, you should contact their purchasing department directly at 614-293-2121.

BOTTOM LINE: make no mistake, the Purchasing Department can and will help you; BUT to be successful, you must drill down deeper into campus and develop relationships with individuals at the department level who make the day-to-day buying decisions.

Doing Your Homework: Identify Which Departments Buy What You Sell

Ohio State is a large, complex, and **decentralized organization** with very diverse needs, requirements, and buying habits. Many individuals on campus make decisions about what to buy and who to buy from based upon the needs and budgets of their individual departments. This is important to understand because while the Purchasing Department is a resource and strategic contact for you, they do not make the everyday buying decisions.

The following chart is intended to facilitate the process of pairing OSU “buyers” with external “sellers.” Experience tells us that companies that are successful doing business with Ohio State have identified which departments on campus buy what they sell and have developed relationships with individuals in those departments.

What Do You Sell?	OSU Buyers / Strategic Contacts	Opportunities and OSU Requirements
Food (Wholesale)	Campus Dining Services Medical Center	OSU has a prime supplier contract for the majority of our wholesale food purchases. However, if you deal in large volumes of dairy products, processed or unprocessed produce, fresh meats, fish, poultry, or smallwares and small equipment we would like to hear from you. Please contact the Purchasing Department at 614-292-2694 to discuss opportunities.
Building Maintenance and Repair Supplies	Facilities Operations and Development Office of Student Life	Buying decisions for these items are heavily influenced by price. Also, we look for distributors that bring value added services to the table. For example, keeping us up-to-date on new products and/or offering supplemental training. Additionally, we buy from a variety of contracts (State contracts, for example) and use the contract pricing as a benchmark for comparison.
Landscape Contractors	Facilities Operations and Development Office of Student Life Planning and Real Estate Facilities Design and Construction	Most of this work is seasonal. Departments typically look in the spring and fall for companies that can plant flowers, shrubs and seed lawn, install brick and concrete paver walkways, and do general landscape work.
Building Trades (custodial, HVAC, electrical, plumbing)	Facilities Operations and Development Office of Student Life Facilities Design and Construction	OSU is able to do many of these services in-house. However, there is far more work than we can do alone, so we contract with many companies for overflow work.
Catering	Nearly Everyone	We need caterers to provide a range of options from continental breakfasts to boxed lunches, to cookouts, to more upscale banquets. Generally speaking, when it comes to catering, the following are very important: 1. Be on time 2. Presentation 3. Menu selection and per person price 4. Necessary insurance and licensing is required
Automotive Parts & Supplies	Facilities Operations and Development	OSU purchases the majority of our auto parts from a single supplier. However, we are looking for companies that can perform rebuilds on starters and provide supplies and services for our vehicles and lawn equipment.

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Doing Your Homework: Identify Which Departments Buy What You Sell

continued

What Do You Sell?	OSU Buyers / Strategic Contacts	Opportunities and OSU Requirements
Promotional Items	Department of Athletics Office of International Education Minority Affairs	OSU has a contract for promotional items. However, we encourage you to market your products and services to campus departments. A myriad of campus departments need these products which range from coffee mugs to pens to t-shirts, etc. Please be aware that any item that uses the university's name or trademarks must have approval from Trademark & Licensing Services. They can be reached at 614-292-1562.
Architect and Engineering Services	Facilities Design and Construction Facilities Operations and Development Office of Student Life	Many of the renovation and construction projects on campus cost more than \$25,000 and thus require that we follow a specific State of Ohio process. However, there is a fair amount of work for which the professional fees are less than \$25,000. A&E firms for these projects are required to submit written proposals and are selected based on qualifications. It is important to note that when OSU requests proposals, we are looking for firms with experience in that particular project type. For example, if the project deals with replacing a boiler or chiller, we are looking for firms that have prior experience with boiler / chiller replacements.
Design and Communications Services	Office of University Communications	OSU employs many professionals in this field; however, departments frequently look for artists, graphic designers, and web designers to help with overflow work that cannot be handled in-house.
Janitorial Supplies	Stores Department	OSU has a prime supplier contract for janitorial supplies. This contract is managed by the Stores Department. It is recommended that you contact the Stores Department at 614-292-2694 or you can market your products directly to departments.
Office Supplies	Stores Department	OSU has a prime supplier contract for office supplies. The supplies are bought in aggregate and distributed throughout campus by the Stores Department. If you sell office supplies you have two options: market your products directly to departments or contact the Stores Department (614-292-2694) to discuss opportunities in the existing supply chain.
Computer Hardware	Nearly everyone	OSU has a prime supplier contract for computer hardware and peripherals. However, we are always in need of companies to provide on- or off-site service and repair, and associated items such as cables and storage devices.
Don't see your product or service on this list?	It doesn't mean that we don't buy it! Please contact the Purchasing Department at 614-292-2694 to get help with leads of potential customers on campus.	

Doing Your Homework: Identify Which Departments Buy What You Sell

continued

MAP OF LARGE CAMPUS DEPARTMENTS

C. Office of Student Life

600 Lincoln Tower
1800 Cannon Drive
Columbus, OH 43210-1230
614-292-9334
<http://studentlife.osu.edu>

B. Transportation & Parking Services

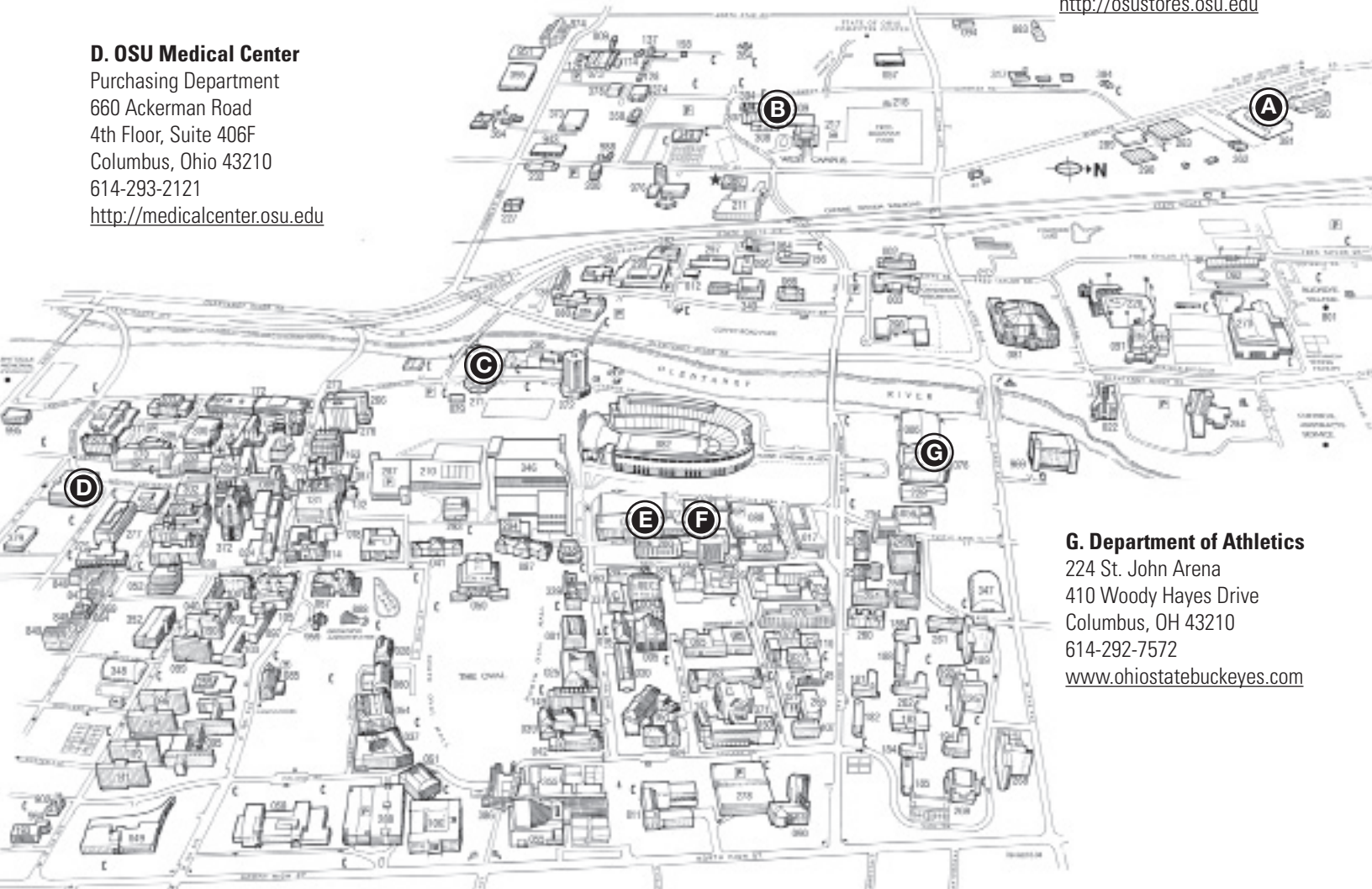
132 Bevis Hall
1080 Carmack Road
Columbus, Ohio 43210
614-292-9800
www.tp.ohio-state.edu

A. Stores Department

2650 Kenny Road
Columbus, Ohio 43210
Phone: 614-292-2694
<http://osustores.osu.edu>

D. OSU Medical Center

Purchasing Department
660 Ackerman Road
4th Floor, Suite 406F
Columbus, Ohio 43210
614-293-2121
<http://medicalcenter.osu.edu>



G. Department of Athletics

224 St. John Arena
410 Woody Hayes Drive
Columbus, OH 43210
614-292-7572
www.ohiostatebuckeyes.com

E. Facilities Operations and Development

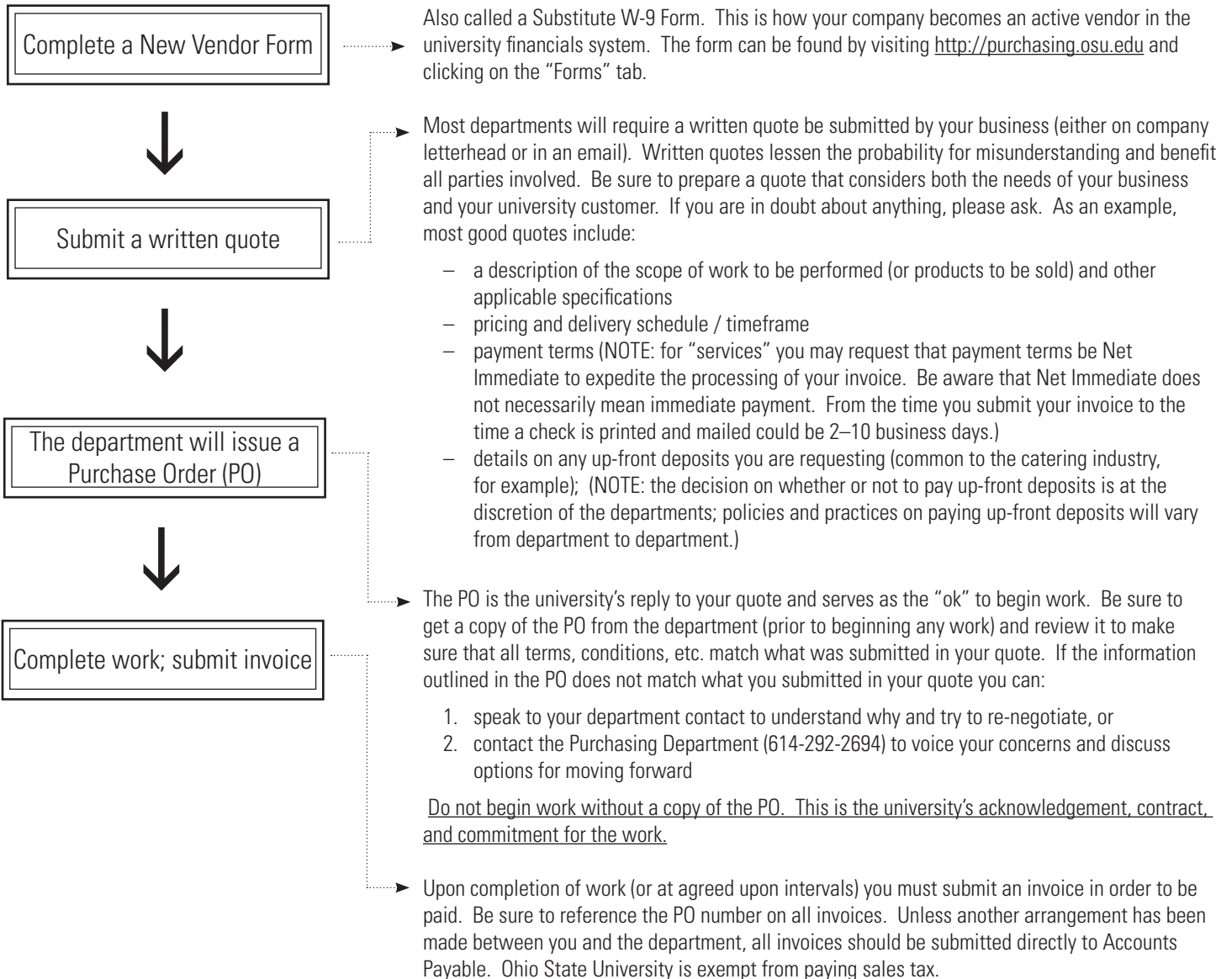
2003 Millikin Rd.
Columbus OH 43210
614-292-6158
<http://fod.osu.edu>

F. Facilities Design and Construction

(University Architect)
400 Central Classroom Building
2009 Millikin Road
Columbus, Ohio 43210
614-292-4458
<http://fod.osu.edu>

The Procurement Process: Quotes, Purchase Orders, Invoices, Getting Paid, etc.

Once you have found a buyer (customer) for your product / service...



Accounts Payable

2010 Blankenship Hall
901 Woody Hayes Drive
Columbus, Ohio 43210-4016

Phone: 614-292-6831
Fax: 614-292-2294
Web: www.ctr.ohio-state.edu

A note about getting paid by credit card...

If your business accepts Visa®, be sure to tell your Ohio State customers. Many OSU departments like to pay suppliers with a university credit card because it's quick and easy for them (on campus these cards are referred to as "PCards"). PCards are meant to pay suppliers for relatively small jobs (total cost must be less than \$1,000) and they can only be used for goods—not for services. If the total amount of your sale is more than \$1,000 you will need to have a PO and be paid by check (as described above). Specific questions about being paid by the university's PCard should be directed to the University's PCard Manager in the Purchasing Department at 614-292-9290.

Key Take-Aways

Here are a few key points and tips to help you better understand Ohio State customers:

- **Value proposition / value added:** this essentially means “what you have to offer.” More and more departments are asking this question of potential vendors, so be able to clearly state what your company brings to the table and what makes you different from your competition. It is likely that we have an existing relationship with a company that provides the same or similar products / services as you. Be prepared to communicate your value add.
- **Be flexible and responsive:** being a small business means you have the flexibility to customize solutions that work for your customers. Many OSU employees like working with small businesses because when they need something, they can get in touch with the person in charge and decisions get made immediately.
- **Cost savings:** the current financial environment at the university emphasizes reducing costs and/or adding value when buying goods and services. There are two ways that you can help your university customers achieve this goal: either acknowledge that price is important and make your offerings based on lowest price; OR acknowledge the current emphasis on reducing costs but instead of focusing entirely on price, consider offering value packages that allow customers to stretch their budgets.
- **If you qualify, get State Certified:** If you are a minority-owned firm, you may qualify to participate in the State of Ohio’s MBE or EDGE Certification program. Being certified has a number of benefits for your company, one of which is getting your name added to the State’s list, which is used regularly by departments (and other public agencies) looking for suppliers. More information about MBE and EDGE Certification can be found at: www.mbe.ohio.gov
- **Consider partnering with large firms on large contracts.** A current purchasing strategy at Ohio State is to develop and use “prime supplier contracts.” These contracts allow Ohio State to take advantage of our size through volume buying. While many small firms do not have the capacity to serve as prime suppliers, you may want to consider partnering with one or more larger firms on a joint proposal. The Purchasing Department can coach you and offer additional information about how to do this such as providing examples of how joint proposals have been structured in previous contracts.
- **Approach your potential customers with: “How can I earn your business?” and/or “How can I help you solve a problem?”** These angles may seem common place to some, but the reality is that suppliers call on campus departments all the time. Using an innovative approach may help you stand out in the crowd.
- **Walk before you run.** Doing business with an organization the size and scope of Ohio State requires that your business be experienced, have adequate capacity, and be flexible enough to meet OSU’s needs. In other words, make sure your business is “to scale.”
- **Prepare flawless presentations.** Your web site, marketing materials, and sales presentations typically make (or break) your company’s first impression on campus. Your marketing materials must appear professionally produced and contain no grammatical errors. Also, a well-rehearsed “1 minute elevator pitch” about your business is recommended because you never want to miss an opportunity. Remember, we don’t know anything about your company including what it has to offer except for what you show and tell us.
- **Do your homework.** Again, Ohio State employees are contacted daily by suppliers interested in doing business with the university. It is important that you are able to demonstrate your knowledge and understanding of the university environment—to use an educational analogy...you wouldn’t take an exam without studying first.

Marketing & Advertising Opportunities

In addition to identifying who at Ohio State buys what you sell and building relationships with those departments, there are a number of advertising channels that you may choose to tap into. Please note, many, if not all of these marketing / advertising opportunities have fees associated with them.

Marketing / Advertising Opportunity	Contact Information
onCampus, Faculty and Staff Newspaper (This newspaper is published 21 times a year and goes to over 27,000 faculty, staff, and graduate students.)	Bill Estep, Advertising Manager 614-292-8421 email: estep.47@osu.edu www.osu.edu/oncampus
The Lantern, Student Newspaper	614-292-2031 www.thelantern.com
OSUToday, Faculty and Staff email newsletter / bulletin (This email newsletter is sent daily during the academic year and once per week in the summer to over 21,000 subscribers.)	Karen Patterson, Senior Director, Internal Communications 614-688-4270 email: patterson.118@osu.edu
Campus Area Bus Service Transit Advertising	Susan Boiarski-Markle, Public Relations Manager 614-292-9627 email: boiarski-markle.1@osu.edu

Don't forget our students! There are over 50,000 students enrolled at Ohio State's Columbus campus, and many of them are associated with one or more student organization (currently there are more than 500 student organizations). This could certainly be a potential market for your products and services, and is also a source to recruit employees and/or offer internships. To learn more about getting in touch with the student community, visit the Office of Student Life web site at: <http://studentlife.osu.edu>



Don't forget the branch campuses! Another market for your products or services may be at one or more of our five branch campuses: Lima, Mansfield, Marion, and Newark; the Agricultural Technical Institute (ATI) and Ohio Agricultural Research Development Center (OARDC) in Wooster; there are also Extension offices in every county.

Evaluation / Feedback Form

Dear Supplier,

In the spirit of continuous improvement, we have included this brief form to allow you the opportunity to share your feedback, insights, and experiences. We want this information packet to be as helpful and useful as possible for the business community.

So, would you please take a few minutes to complete this form and send it back to us? **Thank you.**

1. On a scale of 1—10 (with 1 being low and 10 being high), how helpful was this packet?

1 2 3 4 5 6 7 8 9 10

2. Which (if any) section or piece(s) of information did you find particularly helpful?

3. What (if any) information did you learn about doing business with Ohio State that you did not know before?

4. What (if any) information was missing from this packet that you were hoping to see or that you would have found helpful?

5. Additional comments:

**When finished, please send
by mail or fax to:**

Purchasing Department
ATTN: Associate Director
2650 Kenny Road
Columbus, OH 43210
FAX: 614-292-6913

OR

Email your feedback to us at:

BO-OSUPUR@busfin.ohio-state.edu

In the subject line, type:
Doing Business Brochure