

Lexmark Managed Print Services

Lexmark Named to Leaders Quadrant of 2012 MPS Magic Quadrant

“Under MPS, a service provider takes primary responsibility for meeting the customer’s office printing needs, including the printing equipment, the supplies, the service and the overall management of the printer fleet...Large organizations, in particular, tend to have the most complex and least efficient office printing practices to begin with, and thus stand to benefit the most from optimizing them.”

– Gartner, Inc.
Magic Quadrant for MPS, Worldwide
Ken Weilerstein et al., October 2012



Is your global print and imaging technology ready for the challenges ahead?

Any managed print services strategy can help you standardize and consolidate your print and imaging devices to deliver one-time cost savings. But a managed print services strategy from Lexmark can take you further.

Most MPS providers will center the conversation around equipment—removing devices, redeploying units, or redirecting print jobs to centralized reprographic centers. At Lexmark, our focus is on pages, or more accurately, the pages that drive your daily business processes.

While reducing the number of devices in your fleet and increasing user-to-device ratios can deliver one-time savings, they won't establish a foundation for ongoing productivity gains and cost savings. To do that, you have to print less—reduce your dependence on the printed page—and then go further by addressing the broader challenges of efficiently capturing, managing and accessing paper and digital documents across your enterprise.

Unlike other providers, we don't force you to settle for an out-of-box solution. Lexmark solutions are custom-tailored to meet each client's unique needs.

Intensity curve of ROI

Lexmark Managed Print Services takes an end-to-end approach to improving the enterprise print infrastructure. We help you grow your return on investment through successive levels of engagement.

1 - Optimize

We begin by aligning your devices with your business or mission—determining the right mix and placement of devices across your organization for greatest efficiency and user productivity.

2 - Manage

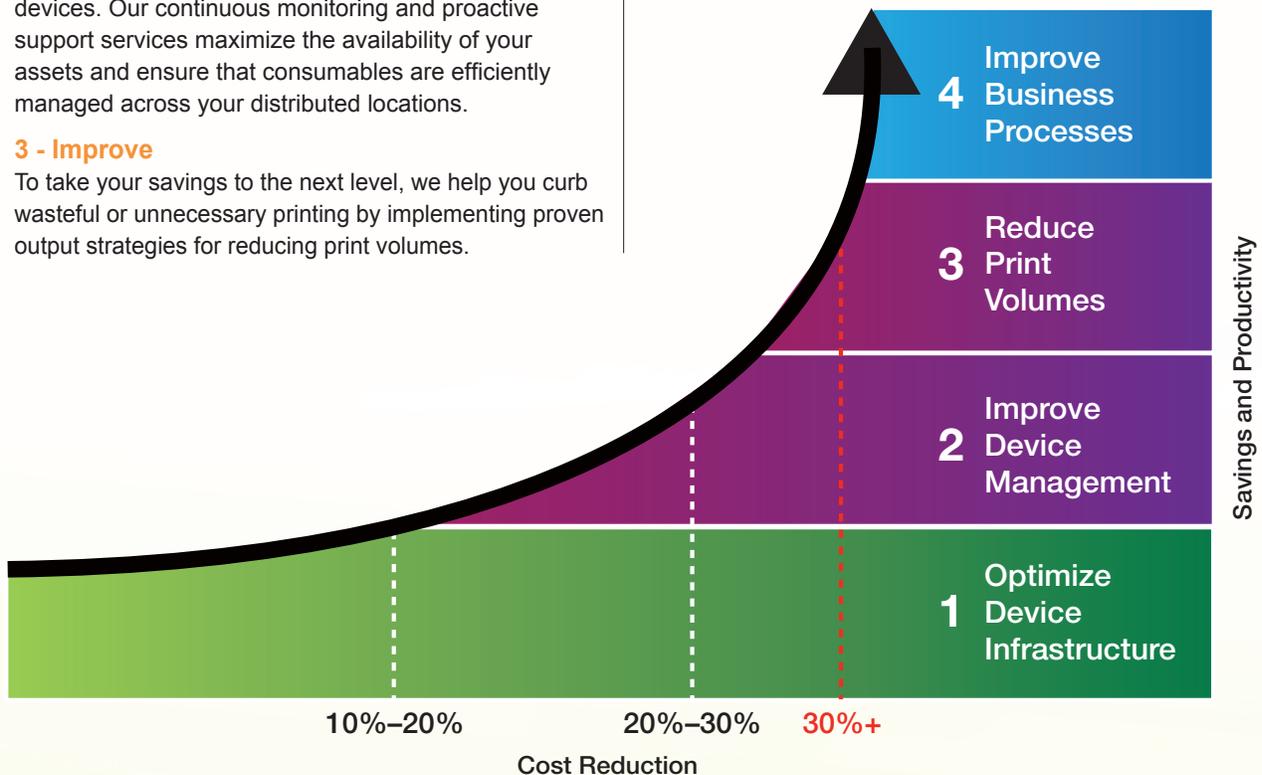
Next, we focus on the day-to-day management of your devices. Our continuous monitoring and proactive support services maximize the availability of your assets and ensure that consumables are efficiently managed across your distributed locations.

3 - Improve

To take your savings to the next level, we help you curb wasteful or unnecessary printing by implementing proven output strategies for reducing print volumes.

4 - Innovate

MPS is all about continuous improvement. By continually tracking and analyzing your environment, Lexmark adds value with business process solutions. A document management or workflow solution deployed to even a subset of your organization can multiply productivity and accelerate your ROI.



Create a “less paper” environment.

Efficiently and securely manage the complete lifecycle of your paper-based and digital business content.



Infrastructure Optimization

Our first priority is to select and deploy the right technology for your business enterprise or organization. Lexmark will ensure you have the essential hardware capabilities, software and support services to support the efficient flow of documents and information across your global operation.

- » Output Assessment
- » Security Assessment
- » Device Access Management
- » Print Policy Management
- » Deployment and Training
- » Sustainability Strategies
- » Project Management
- » Change Management



Proactive Management

To ensure the smooth operation of your infrastructure we implement proactive management services and support for the maintenance and servicing of your devices, along with proactive, automated processes for the timely replenishment of toner, parts and other consumables. In addition, we implement metric-based project governance. Throughout the lifecycle of the partnership, Lexmark objectively quantifies the value we are delivering, while constantly pushing for a higher level of performance.

- » Proactive Device Monitoring
- » Proactive Consumables Management
- » Configuration Management
- » Maintenance Service
- » Help Desk Integration
- » Tracking and Reporting
- » Global Services Portal
- » MPS Governance



Business Process Optimization

Achieving long-term value from your MPS investment starts when you are able to focus less on the cost of printing and more on the total cost of doing business. Lexmark is keenly focused on unlocking value from the data collected from your managed infrastructure. Using analytics and statistical modeling, we mine the data, looking for trends and patterns. We combine the information with our real-world observations and insight into your organization—not only what you do but why you do it—in order to recommend software-based solutions that can deliver incremental and breakthrough improvement in the performance of your organization.

- » Continuous Process Improvement
- » Lean Six Sigma
- » Industry-Specific Workflow Solutions
- » Back Office Solutions
- » Enterprise Content Management
- » Cloud Services
- » Mobility Solutions

Shift Assumptions

With the right partner, you can transform your enterprise.

If you are seriously considering a managed print solution for your organization, you probably already suspect that you are spending more than you should to operate your output fleet. Enlisting the help of a professional to help you get your hardcopy costs under control is a smart move. Even more important is finding the partner that's right for you.

MPS solutions and the project management skills to implement them are complex. The most successful outcomes are achieved when the MPS provider demonstrates a clear understanding of your goals and objectives, is willing to conduct a thorough assessment of your output environment, and most importantly,

can clearly show a track record of success. Lexmark's first multi-country services engagement was in the late 1990s, establishing us as a forerunner in the MPS market. Through the ensuing years, we have grown our team of experts, codified best practices, and built the global infrastructure needed to provide the highest level of service to our customers.

The strategy we will recommend for you depends on your specific environment, goals and management commitment. Our aim, however, is straightforward: execution and results. We believe in planning, communications and visibility. No magic is involved in our success. It's based on the sound management principles of establishing well-defined goals, developing detailed plans for achieving those goals, and providing ongoing evaluations of results within the context of your business or mission.



Running On All Cylinders



Cummins, a global leader in the design, manufacture and distribution of service engines and related technologies, has

chosen Lexmark to manage, monitor and maintain its entire global fleet of output devices, which support 40,000 employees and operations in 190 countries and territories.

SPEED

30 Countries in 30 Days

Coordination, logistics and planning enable a fast start. During the first phase of Cummins' project, Lexmark's project team deployed in record time, installing all sites in a 30-country implementation in just one month.

VISIBILITY

Diamond Clarity

With a fleet-wide view of all of its output devices, Cummins knows how many devices it operates, where they are located, what those devices are printing, and whether a device is over-utilized or under-utilized. In addition, the entire fleet is linked directly to the service desk to remedy issues before they impact user productivity.

ACCURACY

Inside View

Cummins' IT staff is responsible for charging internal departments for print consumption. With a complete view of its entire network of devices, Lexmark is able to provide monthly reports on usage, by device and by location, so that the information can be fed directly into the billing system.

RELEVANT

Getting It Right

By implementing Lexmark Print Release, print jobs at Cummins are no longer pushed to the printer. The solution strengthens document security, eliminates forgotten print jobs from piling up, and reduces paper and toner waste.

RESULTS

Running Lean

In the first-year, Cummins saw monthly expenses drop by 62 percent, pages cut by 36 million and achieved annual savings of approximately \$2 million.

MPS Essentials: Managing change and measuring progress.

Ultimately, a managed print services engagement is an equal balance of products, processes and people. Changing the physical print devices that people use is one thing, but changing their print practices and behaviors is quite another.

Lexmark MPS places emphasis on both sides of the equation—change management and governance—to deliver successful outcomes and continuous improvement.

Change Management

Lexmark MPS project team leaders are certified in Prosci's research-based change management methodology. We align the three foundational elements of sponsorship, project management, and change management to ensure your project achieves your target ROI and objectives.

Our change management approach encompasses all phases and aspects of the project. More than just a communication plan, it is a structured methodology that we have developed after more than 3,500 MPS engagements and through the adoption of best practices.

Governance and Reporting

When implemented correctly, managed print services can lead to significant and ongoing improvement in



the way your organization manages documents and information. Having a solid framework for governance, along with a well-defined set of performance metrics, will provide the essential links between strategy, execution and value creation.

At Lexmark, we use a multi-tiered global governance model to deliver transparency and value to our clients. The first and middle tiers consist of weekly and monthly operations reviews. These tactical sessions are used for reviewing performance data and project milestones. At the next level are strategic executive reviews, which are held on a quarterly cycle. The purpose of these meetings is not only to review how well the MPS strategy is delivering to expectations, but also to explore opportunities for ongoing cost reductions and greater efficiency through continuous improvement initiatives.

Lexmark plans for change, and acts on your plan.

PLANNING	PILOT	OPTIMIZATION	IMPLEMENTATION	STEADY STATE
<ul style="list-style-type: none"> » Gain sponsorship » Define change management (CM) strategy » Develop all CM plans » Define governing policies and principles » Conduct CM training for project team 	<ul style="list-style-type: none"> » Assess processes » Test approval and exception processes » Test and finalize governing policies and principles » Test CM strategy and plans » Draft business case » Prepare risk assessment 	<ul style="list-style-type: none"> » Assessments conducted » Take action and implement CM plans » Manage stakeholders » Prepare final business case 	<ul style="list-style-type: none"> » Site readiness » Knowledge transfer <ul style="list-style-type: none"> - Share sessions - Product training - Briefings » Contract management » Specific customers requirements 	<ul style="list-style-type: none"> » Collect and analyze feedback » Embed new ways of working » Realize benefits » Measure progress » Identify areas for improvement

What sets Lexmark Managed Print Services apart from the pack?

Global Execution

Lexmark understands what it takes to keep mission-critical business processes and networked printers and MFPs running smoothly across global platforms for the lowest possible cost. But making sure you can print, copy, email and scan documents easily and with minimal downtime is only part of the value of Lexmark MPS. Greater benefits come as we monitor, analyze and report on the performance of your fleet in a consistent, worldwide manner.

Lexmark Managed Print Services, executed across a global platform, combines real-time information and professional insight to drive greater productivity and efficiency across large, distributed business enterprises and organizations.

With the Global Services Portal, You See What We See

It is important to us that we provide a transparent view of your fleet. As an MPS customer, you will have 24/7 access to real-time information through the Lexmark Global Services Portal. This secure website lets you easily search for network devices by location, view status and history of open services requests, run detailed reports and view analytics. You can also use the portal to order supplies or to contact your Lexmark support representative. Your organization will also benefit from on-demand access to the Lexmark Knowledgebase, a comprehensive help library and repository for support documents and information specific to your account.



Global Infrastructure

- » Single point, global management
- » Proven set of standards and practices
- » Common platform with scalable solutions
- » Worldwide network of partners, distributors and suppliers

Global Visibility

- » Ability to support all locations, including multi-vendor footprints
- » Print rules deployed with consistency
- » Core metrics gathering and reporting

Global Experience

- » 80% of the Top 10 U.S. Retailers are Lexmark MPS customers
- » 30% of the Top 10 U.S. Banks are Lexmark MPS customers
- » 50% of the Top 10 Global Retailers are Lexmark MPS customers
- » 50% of the Top 10 Global Banks are Lexmark MPS customers
- » 24% of the Fortune 50 are Lexmark MPS customers

Top 10 rankings are based upon the following: Global Retailers are based upon food and drug store, general merchandiser, and specialty retailer revenue according to the Fortune Magazine's 2010 Global 500. US Retailers are based upon revenue according to the National Retail Federation "Top 100 Retailers", 2010. Global Banks refer to Commercial and Savings Institutions and rankings are based upon revenue according to 2010 Global 500. US Banks refer to Retail Banks and rankings are derived from American Banker's "Bank and Thrift Holding Companies by Assets", November 18, 2010. Fortune 50 rankings as of 2010.

Take your savings to the next level with end-to-end solutions.

Managed Print Services from Lexmark can take you beyond cost reduction with innovative solutions to optimize the entire lifecycle of your documents.

Documents and the information they contain are essential ingredients of business success. Whether hardcopy or digital, when documents and data stop moving so do ideas, answers and ultimately results. Whatever your business or mission, facilitating the creation, sharing and ease of information access is critical to growth and success.

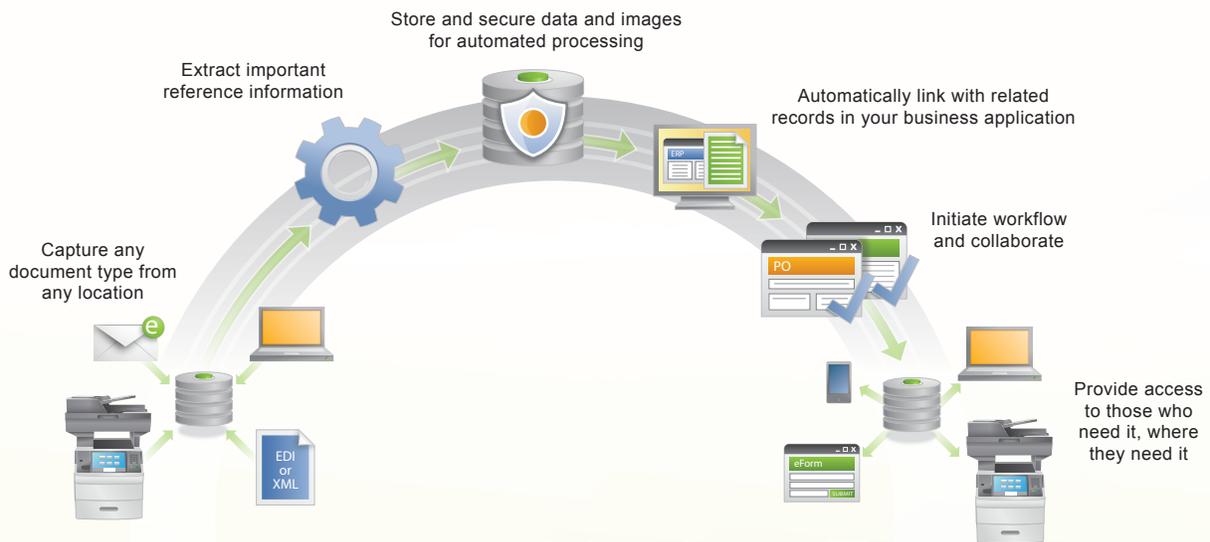
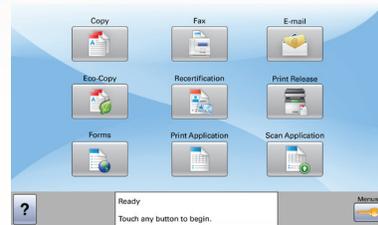
Lexmark believes that the key to realizing significant savings in the output space is paper reduction. But we also believe that access to information should not be bound by infrastructure. The information our customers need to run their business should be accessible in any format, when and wherever they need it. Lexmark end-to-end solutions, powered by Perceptive Software, a Lexmark company, turn multifunction printers into powerful productivity tools that ensure your information, technology and staff are always on the same page.

The Lexmark + Perceptive Software Advantage

Efficiency begins at the Lexmark MFP, where employees across your organization can start a business process simply by capturing paper documents. Lexmark MFPs with high resolution e-Task touch screens make this step quick and accurate, intuitively prompting users for additional data that supports intelligent capture, indexing and routing.

ImageNow from Perceptive Software stores the documents securely with all other types of content—computer files, faxes, email and more—enabling others to find, manage, route and use the information wherever and whenever it's needed.

Our flexible, easy-to-deploy solutions integrate content with the ERP systems and applications that drive your daily routines. With just a click, users can instantly access relevant information within the context of the process at hand.



Lexmark MPS: Opportunity is knocking

Strengthen security and compliance.

As the interconnected nature of the hardcopy and digital environment continues to expand, you need effective strategies and strong solutions for managing risk and regulatory compliance. We will assess potential risks to your documents, your information and your network infrastructure, and integrate the appropriate solutions.

Improve environmental sustainability.

Lexmark's aggressive focus on page reduction is central to our value proposition. We firmly believe that the most cost-effective and sustainable page is the one you never print. Lexmark Managed Print Services will take a holistic view of your environment to drive out unnecessary printing and create more opportunities to reduce energy use and electronic.

Elevate user productivity and satisfaction.

Lexmark is unique in that our emphasis is not on the number of devices we can place, but placing the right devices in the right locations with the right capabilities to support the ongoing optimization of your business or mission. We view our products, solutions and managed print services as the building blocks for higher-performing workplaces, where people are more connected, more satisfied, and more productive.



What does Gartner say?

According to Gartner, MPS may also include enterprise content management services and workflow optimization components, such as developing custom applications for smart multifunction products (MFPs) that automate paper-intensive document workflows and route scanned pages to document management systems. It can also be extended to include the restructuring of document workflows.

Gartner, Inc. placed Lexmark in the Leaders quadrant in its 2012 Magic Quadrant for Managed Print Services, Worldwide. Gartner analysts evaluate MPS providers on the quality and efficacy of the processes, systems, methods or procedures that enable their performance to be competitive, efficient and effective, and to positively affect revenue, retention and reputation. Ultimately, MPS providers are judged on their capability and success in capitalizing on their vision. According to the Gartner report, "Leaders provide MPS to a wide range of customers, including the largest and most geographically dispersed, so they must demonstrate a truly global reach. They must demonstrate not only the skills to deliver today's MPS, but also the understanding, initiative and resources to prepare for tomorrow's MPS. Leaders characteristically augment the full scope of MPS with a wide range of added-value services. As a result, they are frequently shortlisted by large and midsize customers."

¹Source: Gartner, Inc. "Magic Quadrant for Managed Print Services, Worldwide" by Ken Weilerstein, et al., October 24, 2012.

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