

Lexmark International, Inc.

BLI 2023-2024 Pacesetter Award in Retail



Lexmark™



Lexmark International, Inc., has won the Buyers Lab (BLI) 2023-2024 Pacesetter Award in Retail for North America from Keypoint Intelligence thanks to its...

- Printers and MFPs designed for high-volume environments, with the needs of retail customers in mind
- Models with flexible paper-handling abilities tailored specifically for retail
- Unsurpassed portfolio of software solutions for the retail sector
- Unique Lexmark Smart Retail Solution Suite that helps optimize retail performance in real time

Supply chain issues. Staffing shortages. A rise in shoplifting. Continuing pressure from online sellers. It's no surprise that retailers feel under attack from all sides, with managers tasked with doing more with less and squeezing every dollar out of each customer visit. Fortunately, the right partner can help relieve some of that burden with innovative solutions focused on the needs of retailers.

To determine which document imaging OEMs lead the market in helping retail clients meet the industry's unique challenges, analysts at Keypoint Intelligence conducted an in-depth evaluation of their offerings that drilled into over 60 points of potential differentiation to determine which vendor stands out as the most complete provider for the sector. For the second time, Lexmark landed in the top spot.

"The ability to serve the needs of vertical market customers takes more than just top-notch document imaging hardware. Being a leader in the field also requires a deep understanding of the challenges that customers in a given industry face every day, coupled with the ability to deliver solutions and services to address those pain points," said Jamie Bsales, Principal Analyst in Keypoint Intelligence's Office Group. "Our study showed that for the retail market, Lexmark can do exactly that."

Many factors contributed to the company's strong showing. Lexmark printers and MFPs have proven their reliability in high-volume environments, and many models also support flexible media-handling

specifically for retail. In software, Lexmark offers an unsurpassed portfolio of solutions developed with retailers in mind, including Lexmark In-Store Capture solution and the Print and Digital Signage solution. Moving beyond the realm of document imaging, the company recently launched its Lexmark Smart Retail Solution Suite, an innovative platform that enables the optimization of retail performance by analyzing the behavior and buying decisions of customers within a retail environment in real time.

About Keypoint Intelligence

For over 60 years, clients in the digital imaging industry have relied on [Keypoint Intelligence](#) for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

About BLI Pacesetter Awards

Based on exhaustive questionnaires, in-depth interviews, and a proprietary rating scale, Buyers Lab PaceSetter Awards recognize those document imaging OEMs that have shown market leadership in a variety of categories, including technologies, services, and key vertical markets.



North America



Europe



Asia