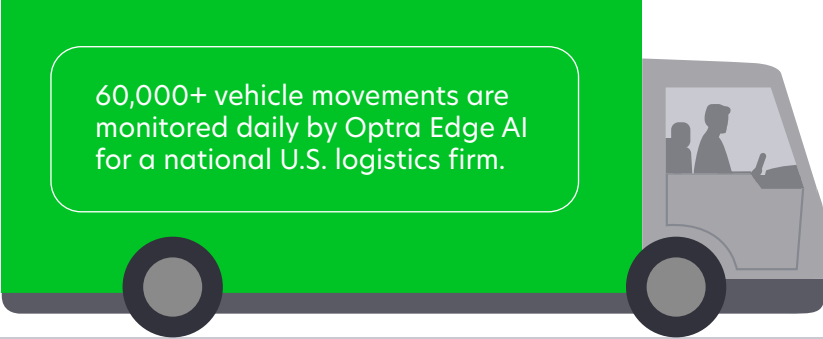# Lexmark

Optra IoT: As easy as 1, 2, 3

Use your existing cameras and sensors to generate real-time process and productivity gains across your transportation operations.

❶ Monitor

Make more from your current tracking set-up. Simply connect an Optra Edge device to existing cameras to capture real-time video feed at multiple points across your operations.

60,000+ vehicle movements are monitored daily by Optra Edge AI for a national U.S. logistics firm.

Benefits to you

- Uses existing video feeds
- Localized data processing
- No unnecessary video transmission
- Improved privacy and security
- Easy, low-cost implementation
- Generates immediate value

❷ Measure

Analyze video data in real time and generate process-specific alerts your staff can put into action immediately.

Returns in real time

- Increase vehicle throughput
- Reduce load, unload and wait times
- Divert vehicles to manage peaks
- Optimize facility capacity
- Improve productivity and revenue
- Minimize customer attrition

Flexible options

Turn data into actions using our library of purpose-built AI apps, or we can customize to interpret specific variables. Add to your existing dashboard or to our low-code/no-code management portal and easily generate insights.

Turn minutes into millions!

$55 million

Extra revenue generated annually by using Optra IoT data to increase vehicle throughout.

❸ Maximize

Use your data to identify longer-term improvements across transportation touchpoints. Easily validate the effectiveness of changes before investing to scale across multiple locations.

Apply your data to improve:

- Site/facility layout
- Staffing levels
- Scheduling/hours of operation
- Inventory tracking
- Theft prevention
- Site performance comparisons

Remote control

Get full visibility across multiple sites and remotely monitor and provision your entire transportation operations from one, central dashboard.

Gen AI

Our AI software apps learn to auto-adapt as your operations change, so there's no need to reprogram.

Why Optra IoT?

Lexmark's edge-enabled IoT solutions are scalable, secure, fast to deploy and easy to manage. Built on open principles, they work with your existing set-up to improve productivity, drive cost savings and improve revenue growth quickly and easily.

Don't just take our word for it.
Read our customer success stories here.

Want to find out more? Talk to an expert here.

Lexmark™