



Lexmark Connect Global Partner Program

One program. Many ways to connect and win.

Lexmark Connect is our global partner program that offers you different tracks to greater success, tailored to your specific business model and customer base. We've made it easy to enroll. Easy to follow. And easy to earn benefits.

If your business is based on volume, Lexmark has a portfolio of competitively priced hardware and supplies you can bring to the table. Or if you're more involved in value-added services, Lexmark has a portfolio focused on cost per page, services and solutions for your managed print services (MPS) practice. Either way, our Lexmark Connect program can provide you with the tools, resources and benefits to help you build market share and profits.

Lexmark makes a great partner

Lexmark knows that partnering with a company is a big commitment. So we make it worth your while with a wide range of sales tools, not to mention top quality marketing materials, including straight-to-the-point brochures, fact sheets and videos that give you an edge.

Our best-of-breed product portfolio gives you an agility that other providers are hard pressed to match. You'll have the technology, know-how and support you need, plus an empowered sales force that can confidently sell Lexmark hardware, supplies, services and solutions for a better bottom line for you and a clear path for growth.

Lexmark simplifies your business practices without sacrificing your ability to meet customers' needs. For example, no matter what size business your customers have, from SMB to Enterprise, they'll appreciate that Lexmark has a broad line of A4 and A3 printers and multifunction products that can be tailored to their particular industry and business environment.

Join Lexmark Connect and enjoy perks like these*

- ▶ Direct support from a Lexmark Partner Account Manager to achieve greater success
- ▶ Key product and service offerings to boost your business as a technology reseller or as an MPS expert
- ▶ In-depth sales training for all products, services and solutions to enhance your Lexmark expertise
- ▶ High-quality showroom and online marketing materials to engage customers
- ▶ Professional demand generation resources to boost sales
- ▶ Co-branded advertising opportunities to promote your business and Lexmark
- ▶ Special product promotions all year long
- ▶ Valuable rebates and incentives to increase your bottom line
- ▶ Work with distribution partners for streamlined ordering and delivery
- ▶ Convenient PartnerNet portal for one-stop access to all things Lexmark Connect

Plus many more exciting benefits!

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Marketing tools & resources* for Lexmark Connect partners

Promotional materials

- ▶ Download brochures, spec sheets, presentations, images, etc.

Partner logos

- ▶ Download artwork to identify your business as a Lexmark partner

Co-branded materials creator

- ▶ Create promotional materials with your own logo

Web content syndication

- ▶ Integrate Lexmark content into your website

Sales tools & resources* for Lexmark Connect partners

Product configurator

- ▶ Configure printers and MFPs with different accessories

Pricing calculator

- ▶ Calculate the price of specific products and/or configurations

Competitive information

- ▶ Brochures, analysis, battle cards, comparisons, etc.

Opportunity registration

- ▶ Register an opportunity and request special support

It's not just about sales

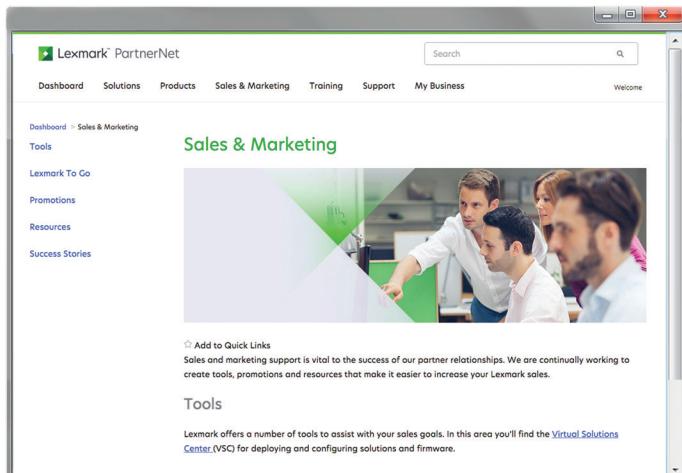
Many partner programs simply set sales volume goals and you either meet them or don't. Lexmark Connect is different.

1. First of all, every Lexmark Connect partner qualifies to receive basic tools and benefits simply by registering in the "Volume" track or the "Business Solutions" track. Registered partners gain access to Lexmark's PartnerNet portal that offers exclusive marketing and sales tools, training, content and other resources.
2. Then, based on your revenue attainment, you can qualify for the Silver, Gold or Diamond tier, each of which offers enhanced benefits.
3. On top of that, you can earn "Expertise" credit for existing capabilities and training completions. Accumulating Expertise leads to additional offerings and benefits, depending on your track and tier. Available expertise includes:
 - ▶ Hardware
 - ▶ Supplies
 - ▶ Basic Print Services
 - ▶ Managed Print Services
 - ▶ Managed Document Services

*Program elements and initiatives for Lexmark Connect may vary by region or country.



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partnernet.lexmark.com

Part of the unique advantage of a partnership with Lexmark is access to our PartnerNet portal, where you'll find our full lineup of hardware, supplies, software, service and solution offerings to keep you informed, grow your revenue and help you develop a solution that best meets your customer's needs.

Find information you need no matter where you are. Our mobile-friendly portal makes it easy.

Lexmark Connect helps you succeed at every step



Lexmark Connect Global Partner Program

Get connected

It's time to partner with Lexmark and take advantage of our unique combination of award-winning products, industry expertise and technology ownership. Contact your partner manager or visit Lexmark.com to learn more about the Lexmark Connect global partner program today.

About Lexmark

Lexmark creates innovative imaging solutions and technologies that help customers worldwide print, secure and manage information with ease, efficiency and unmatched value. Combining innovative technologies with deep industry expertise, Lexmark simplifies the complex intersection of digital and printed information in retail, financial services, healthcare, manufacturing, education, government and more.

Founded in 1991, Lexmark is recognized as a global leader in imaging and output technology solutions and managed print services by many of the technology industry's leading market analyst firms. Lexmark sells its products and services in more than 170 countries and is headquartered in Lexington, Kentucky.



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