

IDC MarketScape names Lexmark an industry leader in smart MFPs

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- Lexmark International, Inc. (NYSE: LXX) has been recognized as a Leader in smart multifunction products (MFPs) by the IDC MarketScape 2013 Smart MFP report, which analyzes the strategies and current capabilities of companies providing smart MFPs.
- As defined by the IDC MarketScape, Leaders are companies that have led and continue to lead the market in both breadth of offering and strategic intent.
- In addition, the report notes that "Lexmark holds a leadership position in managed print services as well as extensive software ecosystem¹."
- The report also notes, "More than most vendors, Lexmark prides itself on having an ownership stake in technology. The company has internally-developed or acquired not only hardware technologies, but also several software solutions targeting mobility, cloud, capture, content/process management as well as managed print services. The intent of such an effort gives Lexmark responsiveness advantages and a greater ability to customize end-to-end process improvement solutions¹."

Supporting Quotes:

According to the IDC MarketScape report, "The company (Lexmark) already holds a leadership position in the all important managed print services market and the Lexmark A4 MFP portfolio is a critical element to this offering. The company's software and business process focus is differentiated from many competitors and targets a high growth market opportunity. Lexmark is also well-established with a strong vertical go-to-market strategy and has a significant presence in document-intensive markets such as retail, banking and government."

"Smart MFPs are foundational to help our customers solve their unstructured information challenges by enabling a very broad set of solutions -- far beyond traditional print environments," said Marty Canning, Lexmark executive vice president and president of Imaging Solutions and Services. "We are proud of IDC's recognition of Lexmark's technological leadership, and we remain fiercely committed to developing innovative devices and solutions that deliver immediate and sustainable value for all of our customers."

Supporting Resources:

- [IDC MarketScape Excerpt PDF](#)

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

About Lexmark

Lexmark is uniquely focused on connecting unstructured printed and digital information across enterprises with the processes, applications and people that need it most. For more information, please visit www.lexmark.com.

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[1] IDC MarketScape:U.S. Smart Multifunction Peripheral 203 Vendor Assessment, doc #245058, December 2013.

SOURCE Lexmark International, Inc.

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