

# Lexmark Given 5-Star Rating in CRN's 2018 Partner Program Guide

## Annual guide recognizes the channel's top partner programs

LEXINGTON, Ky., April 2, 2018 /PRNewswire/ -- Lexmark, a global imaging solutions leader, announced today that CRN®, a brand of [The Channel Company](#), has given [Lexmark](#) a 5-Star rating in its 2018 Partner Program Guide. This annual guide is the definitive listing of partner programs from technology vendors that provide products and services through the IT channel. The 5-Star Partner Program Guide rating recognizes an elite subset of companies that offer solution providers the best partnering elements in their channel programs.

To determine the 2018 5-Star ratings, The Channel Company's research team assessed each vendor's partner program based on investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support and communication.

Lexmark's Partner Program is a global and integrated marketing program that empowers partners to effectively win more business opportunities by taking advantage of Lexmark offerings in a rewarding manner. Lexmark offers partners access to innovative imaging solutions and technologies, tools, resources and benefits that ultimately improve their bottom line.

"Finding the right technology vendor to partner with can be a daunting task, given the vast array of choices now available to solution providers," said Robert Faletra, Executive Chairman of The Channel Company. "CRN's Partner Program Guide and 5-Star ratings help them narrow the field and find the best fit, identifying the most rewarding partner programs and providing crucial insight into their strengths and benefits. We are pleased to present our 2018 PPG list, recognizing the strongest and most successful partner programs in the channel today."

"Designation as a 5-Star technology vendor from CRN validates Lexmark's dedication to our channel partners," said Sammy Kinlaw, vice president, worldwide channel and OEM sales. "Lexmark is proud to be recognized as one of the best of the best in the 2018 Partner Program Guide. We continue to enhance our program to help Lexmark partners grow and succeed, with a number of exciting new developments coming yet this year."

The 2018 Partner Program Guide will be featured in the April issue of CRN and online at [www.CRN.com/ppg](http://www.CRN.com/ppg).

**Follow The Channel Company:** [Twitter](#), [LinkedIn](#) and [Facebook](#)

## About Lexmark

[Lexmark](#) creates innovative imaging solutions and technologies that help customers worldwide print, secure and manage information with ease, efficiency and unmatched value.

Lexmark and the Lexmark logo are trademarks of Lexmark International, Inc., registered in the U.S. and/or other countries. All other trademarks are the property of their respective owners.

## About the Channel Company

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education, and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers and end users. Backed by more than 30 years of unequaled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. [www.thechannelco.com](http://www.thechannelco.com)

*CRN is a registered trademark of The Channel Company, LLC. All rights reserved.*

SOURCE Lexmark

For further information: Lexmark Contact: Emily Rardin, 859-608-0605, [emily.rardin@lexmark.com](mailto:emily.rardin@lexmark.com); The Channel Company Contact: Melanie Turpin, The Channel Company, (508) 416-1195, [mturpin@thechannelco.com](mailto:mturpin@thechannelco.com)

