

Lexmark Named a Leader in IDC MarketScape for Cloud Managed Print Services

In revamped report from IDC Marketscape, Lexmark excels at AI, security and document workflow optimization as part of its commitment to offering top-notch MPS and cloud solutions.

LEXINGTON, Ky., Feb. 14, 2025 /PRNewswire/ -- Lexmark, a global imaging and IoT solutions leader, has been named a leader in the [IDC MarketScape: Worldwide Cloud Managed Print and Document Services Hardcopy 2024 Vendor Assessment](#) (Doc # US51572924, November 2024).

This IDC MarketScape study assesses the market for managed print and document services (MPDS) as well as other cloud-based contractual print service models to target both enterprise and small and medium businesses (SMB). Since IDC's last assessment, in 2022, analysts rated vendors on different parameters due to changing workforce habits such as the shift to flexible work policies, that have led to a need to support hybrid employees outside a traditional office setting. With that in mind, analysts assessed artificial intelligence (AI), print analytics, security and document workflow optimization as part of the report.

"We are proud to be a leader in AI, print analytics, security and cloud – all critical to managing a large distributed and flexible workforce," said Melanie Hudson, Lexmark senior vice president and chief commercial officer. "Customers can consistently depend on Lexmark to provide cutting-edge MPS, IoT and cloud solutions."

Key strengths recognized by IDC MarketScape

The IDC MarketScape recognized several strengths for Lexmark:

- **Lexmark Cloud Services:** "The Lexmark Cloud Services platform for MPS was recently introduced to help remove the need for on-premises infrastructure while providing support for Lexmark's full suite of MPS capabilities, including print release, remote diagnostics and service/support, configuration management, and cloud-based workflow solutions," according to the report.
- **Single global MPS system:** "Lexmark has invested heavily in creating a global IoT infrastructure to automate many of the most labor-intensive tasks associated with managed print and document services," according to the report. "The Lexmark Global IoT System is a full-function asset management application optimized for managing the life cycle of output assets."
- **Industry expertise:** As cited in the report, "Lexmark provides one of the industry's deepest benches of verticalized subject matter experts, including industry and professional consultants, technical specialists, solutions specialists, and security specialists."

In recent years, IDC MarketScape has named Lexmark a leader in [print transformation](#) and [print security](#).

Suggested resources

- Download the [IDC MarketScape report excerpt](#).
- [Read more analyst insights about Lexmark](#)
- Learn more about [Lexmark Managed Print Services](#).
- Follow Lexmark on [LinkedIn](#).

About Lexmark

Lexmark creates cloud-enabled imaging and IoT technologies that help customers worldwide quickly realize business outcomes. Through a powerful combination of proven technologies and deep industry expertise, Lexmark accelerates business transformation, turning information into insights, data into decisions, and analytics into action.

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About IDC MarketScape

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) 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 and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

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<https://newsroom.lexmark.com/2025-02-14-Lexmark-Named-a-Leader-in-IDC-MarketScape-for-Cloud-Managed-Print-Services>