Lexmark Optra IoT Platform

Outstanding Innovation Award

60TH ANNIVERSARY
BUYERS LAB
2022
BLI
OUTSTANDING INNOVATION

The Lexmark Optra IoT Platform has claimed a Buyers Lab (BLI) 2022 Outstanding Innovation Award from Keypoint Intelligence thanks to its...

- Product lifecycle maximization

- Data-driven insights that can be used to make smart decisions in R&D, manufacturing, marketing, and service departments

- Enablement of Anything-as-a-Service business model and predictive services capabilities

It has been interesting to see how different document imaging OEMs are diversifying their product portfolio. Some are retooling their current offerings, others are exploring new product areas—in the case of Lexmark's latest venture, the company is doing both. The Lexmark Optra IoT Platform leverages the vendor's expertise as an IoT device manufacturer and service provider against the platform it built to run its own MPS business, to help manufacturers and service providers in adjacent markets.

Lexmark Optra IoT Platform collects and analyzes data from IoT devices in the field, to improve R&D, manufacturing, and service departments for IoT device manufacturers and service providers. Insights mined from the solution can help businesses craft smarter go-to-market strategies, improve R&D and manufacturing processes, and maximize the lifecycle of their products. The solution can also be used to enable predictive services and to implement your own Anything-as-a-Service business model.

"This year, Lexmark is celebrating its 30th anniversary of manufacturing and servicing printers and MFPs—which, remember, are IoT products," said Lee Davis, Associate Director of Software/Scanners at Keypoint Intelligence. "The expertise that the company brings to the table will help IoT device makers and service providers make smarter decisions, work more efficiently, and reduce costs."

About Keypoint Intelligence

For 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

About BLI Outstanding Innovation Awards

Buyers Lab Outstanding Innovation Awards acknowledge newly introduced or publicly announced products, capabilities, or technologies that Keypoint Intelligence analysts believe will advance a product category or move the industry forward in a meaningful way.

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