

Lexmark named a leader in Quocirca MPS Vendor Landscape

LEXINGTON, Ky., May 8, 2012 [/PRNewswire/](#) -- Lexmark International, Inc. (NYSE: LXX) today announced it has been positioned by leading European-based industry analyst firm Quocirca as a market leader in the firm's 2012 report, Vendor Landscape: Managed Print Services.

Quocirca defines a market leader as a provider that leads the managed print services (MPS) market in both strategic vision and depth of service offering. Leaders have made significant investments in their service portfolio and infrastructure and are supported by strong delivery capabilities.

In the report, Quocirca stated that Lexmark is a long-standing, well established provider that delivers a suite of flexible and modular MPS services that enable the company to scale offerings to small and large organizations globally. Lexmark's global MPS operations, infrastructure and technology are based on a mature platform leveraging standards that promote execution and consistency of delivery.

The report also highlights Lexmark's worldwide expertise. The report states that "a large portion of Lexmark's business involves multi-country MPS implementations, and this capability for distributed delivery is a key strength."⁽¹⁾ In addition, Quocirca points to Lexmark's strong industry presence globally and its domination in financial services and retail industries, specifically.

Quocirca emphasizes that today's MPS market goes beyond device consolidation and cost savings to pursue business process transformation as businesses expect to obtain greater value from their MPS engagements.

The firm gave Lexmark high marks for its expertise and strategic focus on business process optimization. Quocirca also emphasized Lexmark's business process expertise, which enables Lexmark to further penetrate large enterprise accounts. Lexmark's business process management capabilities, through its recent acquisitions, will help drive further value for Lexmark's MPS customers.

Supporting Quote:

"Lexmark's MPS offering provides insight to our customers through greater visibility of their output fleets, which enables them to strategically manage their paper-based processes for maximum optimization," said Marty Canning, Lexmark executive vice president and president of Imaging Solutions and Services. "Through our cohesive offering of innovative, large workgroup devices, deep industry knowledge and unique business process solutions delivered through a robust MPS engagement, Lexmark is able to improve productivity, reduce costs and shrink environmental footprints for many of the world's largest global enterprises."

Supporting Resources:

- [Quocirca MPS Market Landscape Report](#)
- [Lexmark MPS Brochure](#)

About Quocirca

Quocirca is a primary research and analysis company specializing in the business impact of information technology and communications (ITC). With worldwide, native language reach, Quocirca provides in-depth insights into the views of buyers and influencers in large, mid-sized and small organizations. Its analyst team is made up of real-world practitioners with first-hand experience of ITC delivery who continuously research and track the industry and its real usage in the markets.

Through researching perceptions, Quocirca uncovers the real hurdles to technology adoption – the personal and political aspects of an organization's environment and the pressures of the need for demonstrable business value in any implementation. This capability to uncover and report back on the end-user perceptions in the market enables Quocirca to provide advice on the realities of technology adoption, not the promises. For more information, please go to <http://www.quocirca.com/about-us>.

About Lexmark

Lexmark International, Inc. (NYSE: LXX) provides businesses of all sizes with a broad range of printing and imaging products, software, solutions and services that help customers to print less and save more. Perceptive Software, a stand-alone software business within Lexmark, is a leading provider of process and content management software that helps organizations fuel greater operational efficiency. In 2011, Lexmark sold products in more than 170 countries and reported more than \$4 billion in revenue.

To learn more about Lexmark, please visit www.lexmark.com. For more information on Perceptive Software, please visit www.perceptivesoftware.com.

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(1) Source: Quocirca MPS Vendor Landscape

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