

IDC MarketScape again names Lexmark an industry leader in smart MFPs

Lexmark International, Inc., a global imaging solutions leader, today announced that it has again been recognized as a Leader by leading IT market research and advisory firm IDC in its IDC MarketScape: U.S. "Smart" Multifunction Peripheral 2018 Vendor Assessment (doc # US43533617, February 2018), which analyzes the strategies and current capabilities of companies providing smart MFPs in the U.S.

The IDC MarketScape examines an entire smart MFP ecosystem in place for each competitor. In addition to the hardware offering, the analysis incorporates related software, services, and go-to-market breadth and depth, as well as the organization's overall strategy.

In naming Lexmark a Leader, the report states, "As a legacy leader in the print market, Lexmark owns much of its technology and provides a strong roster of services for its hardware. In addition, Lexmark has traditionally been recognized as a leader in managed print, workflow and, most recently, security, with a traditional sales strength in key document-intensive vertical markets."

"Reliable, feature-rich smart MFPs, full-spectrum security and a strong managed print services offering are core reasons customers around the globe continue to choose Lexmark to help them print, secure and manage information," said Allen Waugerman, Lexmark senior vice president and chief technology officer. "We are proud that the IDC MarketScape continues to name Lexmark a Leader in each of these categories."

About IDC MarketScape

IDC MarketScape vendor analysis 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.

About Lexmark

Lexmark creates innovative imaging solutions and technologies that help customers worldwide print, secure and manage information with ease, efficiency and unmatched value. Open the possibilities at Lexmark.com.

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