

Lexmark Honored With 5-Star Rating in the 2021 CRN® Partner Program Guide

Lexmark Connect Partner Program Garner's CRN 5-Star Rating For 4th Consecutive Year

Lexington, Ky., April 6, 2021 – Lexmark, a global imaging solutions leader, is being acknowledged by [CRN®](#), a brand of [The Channel Company](#), in its 2021 Partner Program Guide. This annual guide provides a conclusive list of the most distinguished partner programs from leading technology companies that provide products and services through the IT Channel. The 5-Star rating is awarded to an exclusive group of companies that offer solution providers the best of the best, going above and beyond in their partner programs.

Given the importance of IT vendor channel programs, each year CRN develops its Partner Program Guide to provide the channel community with a detailed look at the partner programs offered by IT manufacturers, software developers, service companies, and distributors. Vendors are scored based on investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support, and communication.

Lexmark was honored for its [Lexmark Connect](#) program, which features different tracks tailored to a partner's specific business model and customer base with geo-specific offers and programs that consider a partner's unique challenges. The program's tiered rewards structure makes it easy for partners to grow revenue and profitability.

"Recognition for the fourth consecutive year in CRN's Partner Program Guide and 5-Star rating validates our continued commitment to our channel partners," Brock Saladin, Lexmark senior vice president and chief commercial officer. "The Lexmark Connect partner program aims to deliver secure, reliable devices and innovative solutions that differentiate our partners and help them build long-lasting relationships with their customers. The 5-Star recognition confirms this program delivers real value to Lexmark partners."

"As innovation continues to fuel the speed and intricacy of technology, solution providers need partners that can keep up and support their developing business," said Blaine Raddon, CEO of The Channel Company. "CRN's 2021 Partner Program Guide gives insight into the strengths of each organization's program to recognize those that continually support and push positive change inside the IT channel."

The 2021 Partner Program Guide will be featured in the April 2021 issue of CRN and online at www.CRN.com/PPG.

Supporting Resources

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About Lexmark

[Lexmark](#) creates innovative IoT- and cloud-enabled imaging technologies that help customers worldwide achieve their vision of print simplicity, security, savings and sustainability.

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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 nearly 40 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.thechannelcompany.com

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