

Lexmark named an MPS Leader in 2011 IDC MarketScape study

LEXINGTON, Ky., Dec. 22, 2011 [/PRNewswire/](#) -- Lexmark International, Inc. (NYSE: LXX) has been positioned a Leader, according to IT research firm IDC's recent MPS MarketScape report[1], which analyzes the competitive fitness of companies providing managed print services (MPS).

IDC's multivendor study showed that Lexmark earned high marks on its MPS strategy and capabilities, particularly in the areas of customer service, operational execution and go-to-market approach.

Lexmark's global operational capabilities, industry specific knowledge, expertise in streamlining business processes and focus on helping customers to 'Print Less' differentiates the company's MPS offerings in the marketplace.

Lexmark's MPS strategy is helping global organizations across a broad range of industries – Manufacturing, Financial Services, Retail, Public Sector, Healthcare, Education and others – to become more efficient, effective and differentiate themselves among the competition. In fact, within the last 24 months, Lexmark competed for and won 23 new MPS contracts with companies listed on either the Global 500 or Fortune 500 list.

Supporting Quotes:

"A key strategy success factor identified from this study is the business process and vertical expertise to craft the best combination of technology and services to meet real customer requirements," said Holly Muscolino, research director, Hardcopy Peripherals: Software and Services. "Lexmark has demonstrated competency in developing sophisticated business process solutions."

"Many of the world's leading companies turn to and trust Lexmark to manage their output and optimize their critical business processes," said Marty Canning, Lexmark executive vice president and president of Imaging Solutions and Services. "While the competition bases its MPS models around removing and consolidating devices, our focus is on making our customers more effective and productive by optimizing their infrastructure, eliminating work through proactive services and speeding up their business by transforming business processes."

Supporting Resource:

- [Lexmark MPS Brochure](#)

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 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 enterprise content management software that helps organizations easily manage the entire lifecycle of their documents and content, simplifying their business processes, and fueling greater operational efficiency. In 2010, 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] IDC MarketScape, Worldwide Managed Print Services 2011 Hardcopy Vendor Analysis, doc # 232135, December 2011.

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