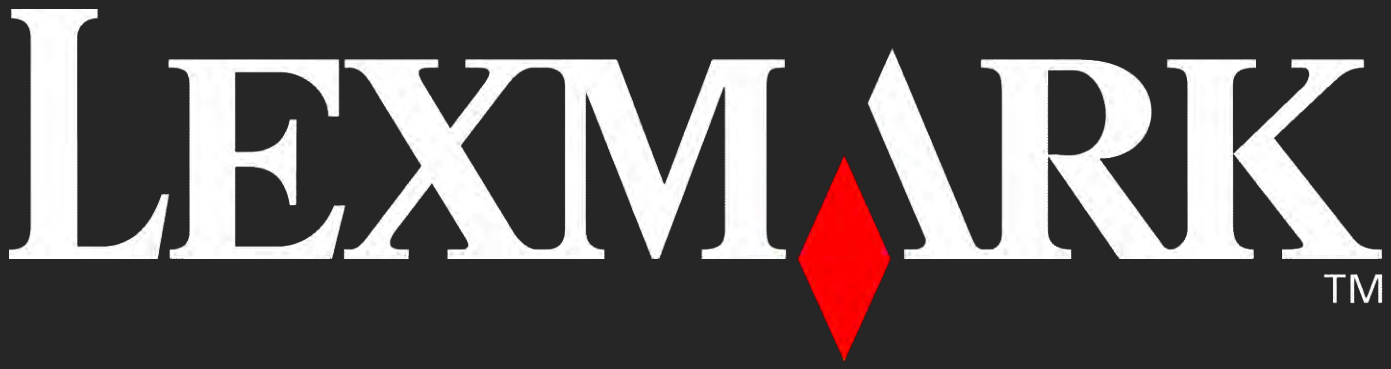
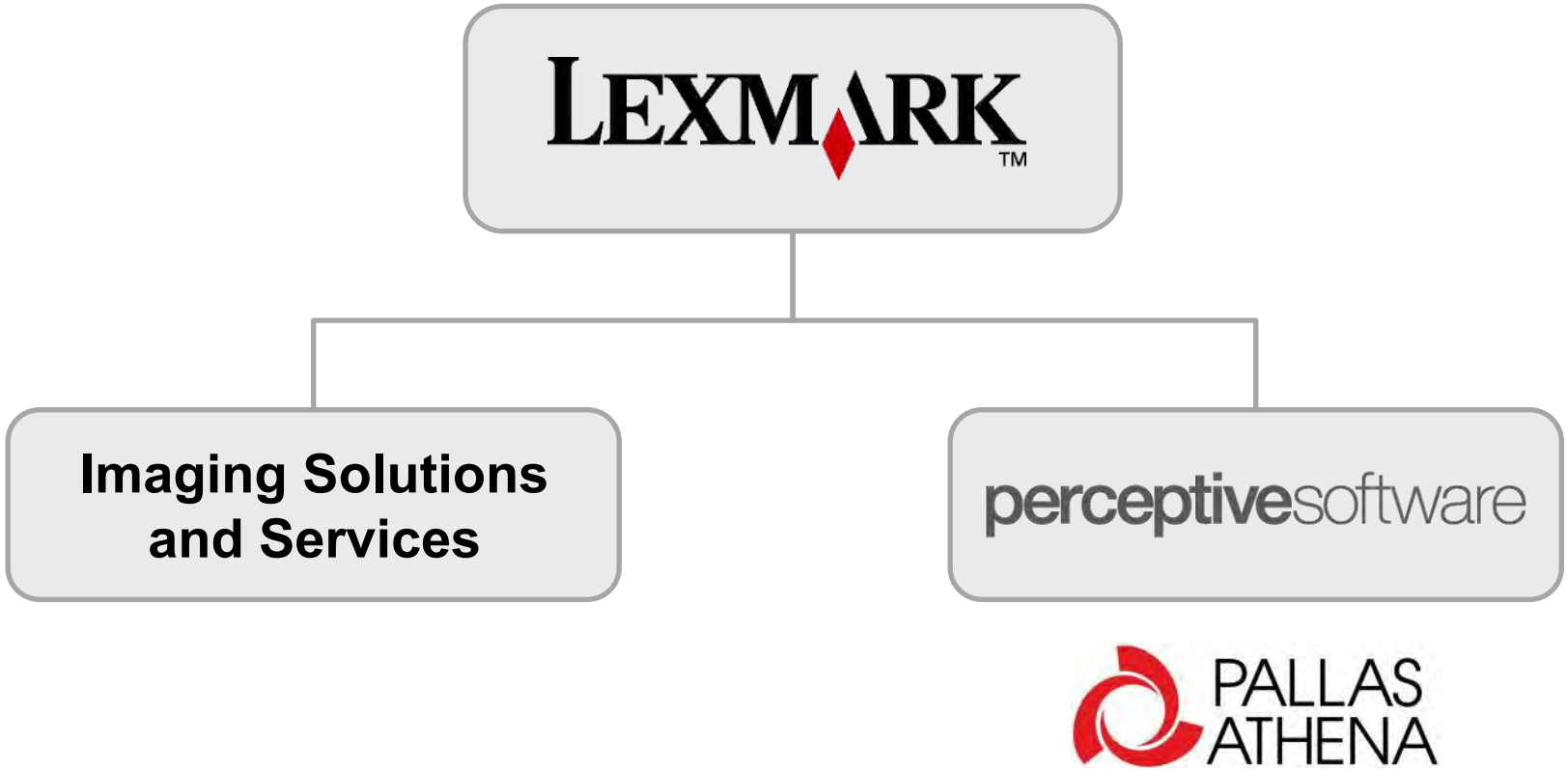

LEXMARK
TM

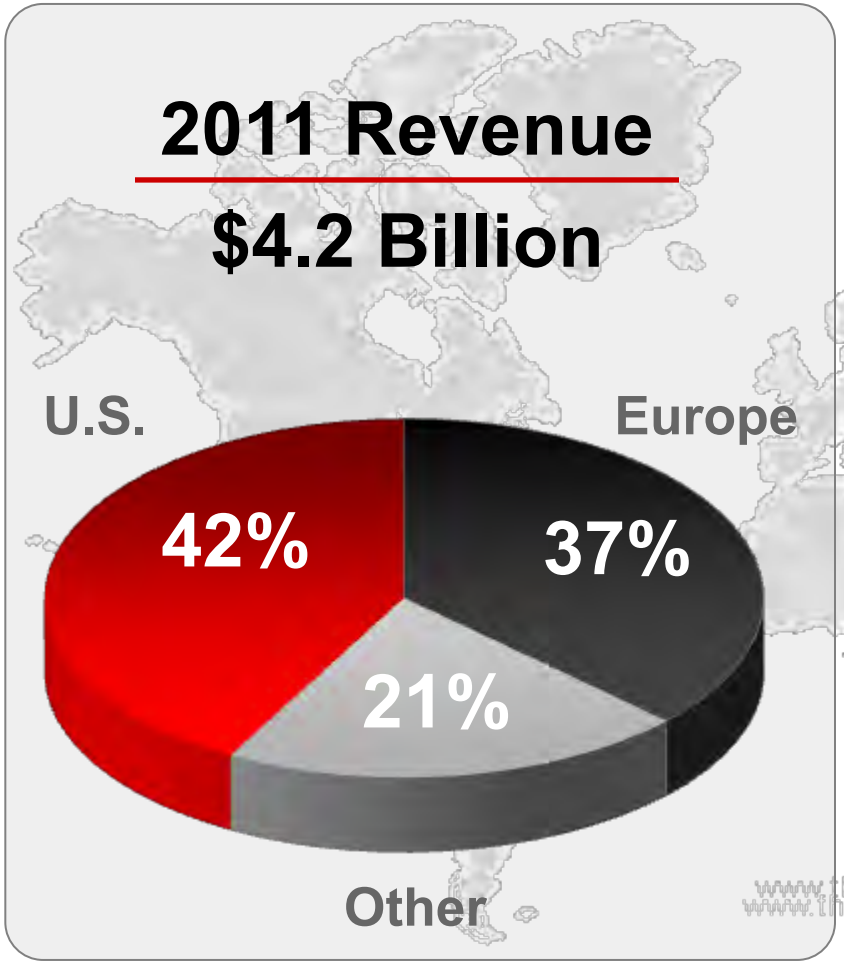
Lexmark Corporate Organization



Lexmark International

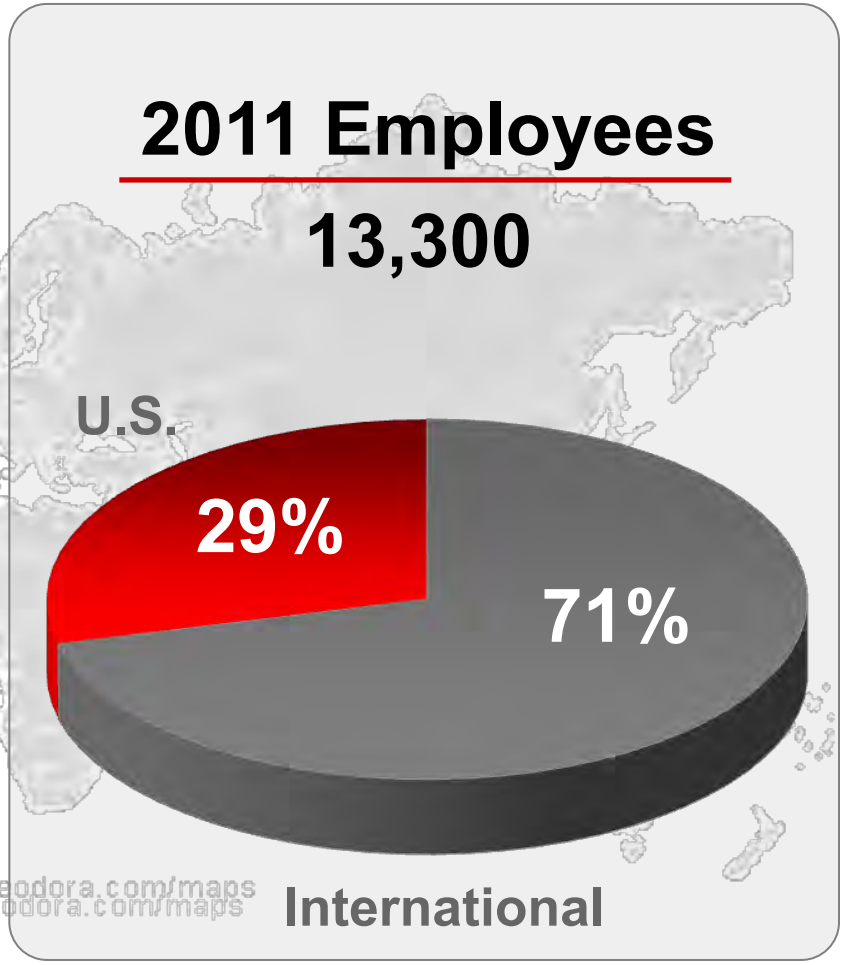
2011 Revenue

$4.2 Billion

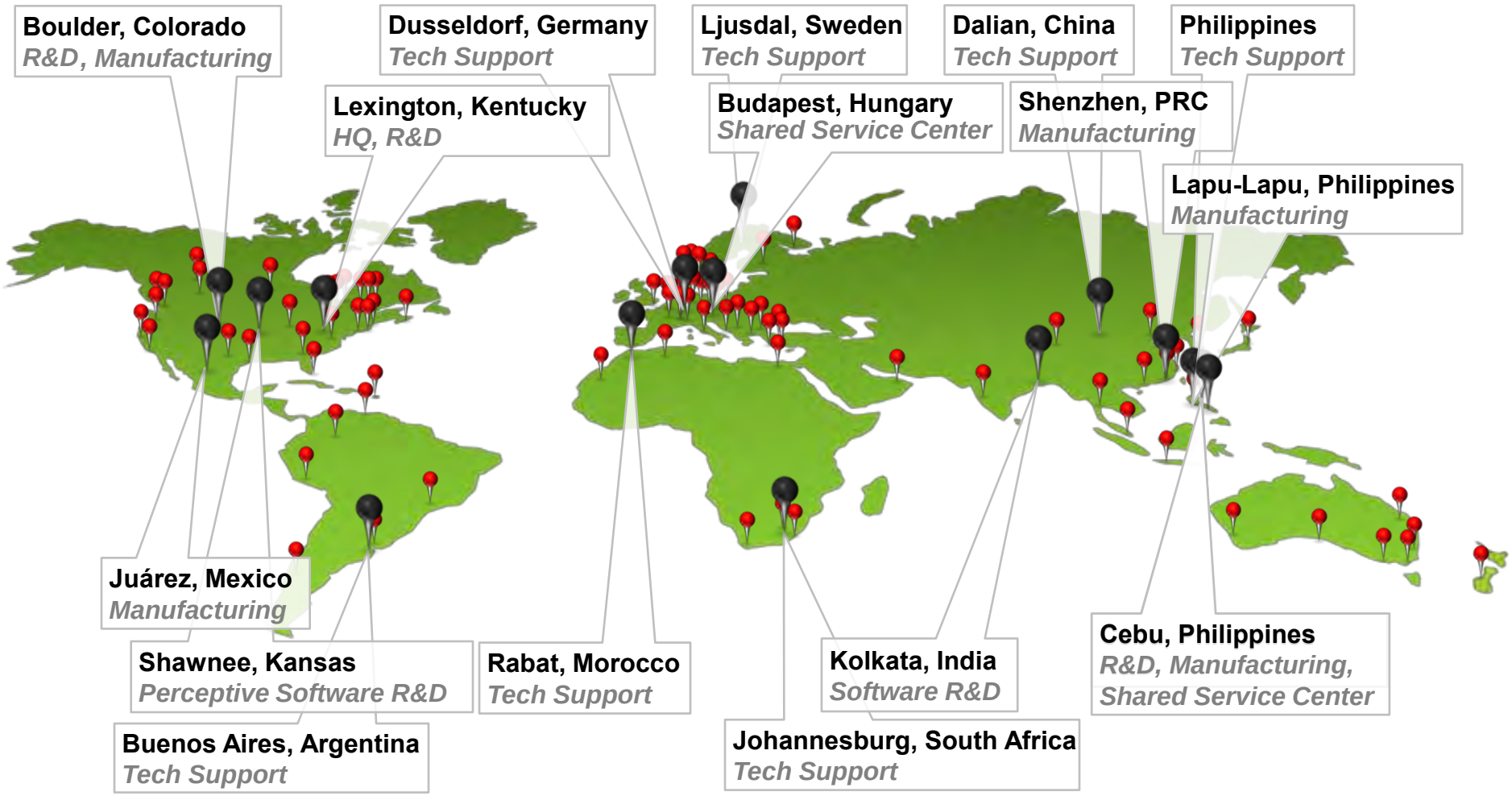


2011 Employees

13,300



A Global Company



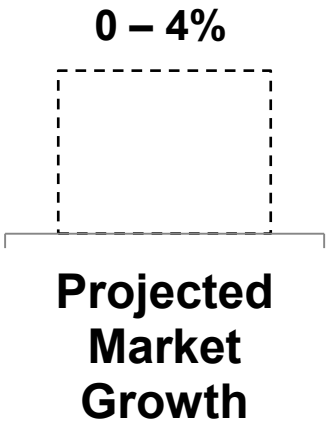
Focus on Business

Enterprise
~60%

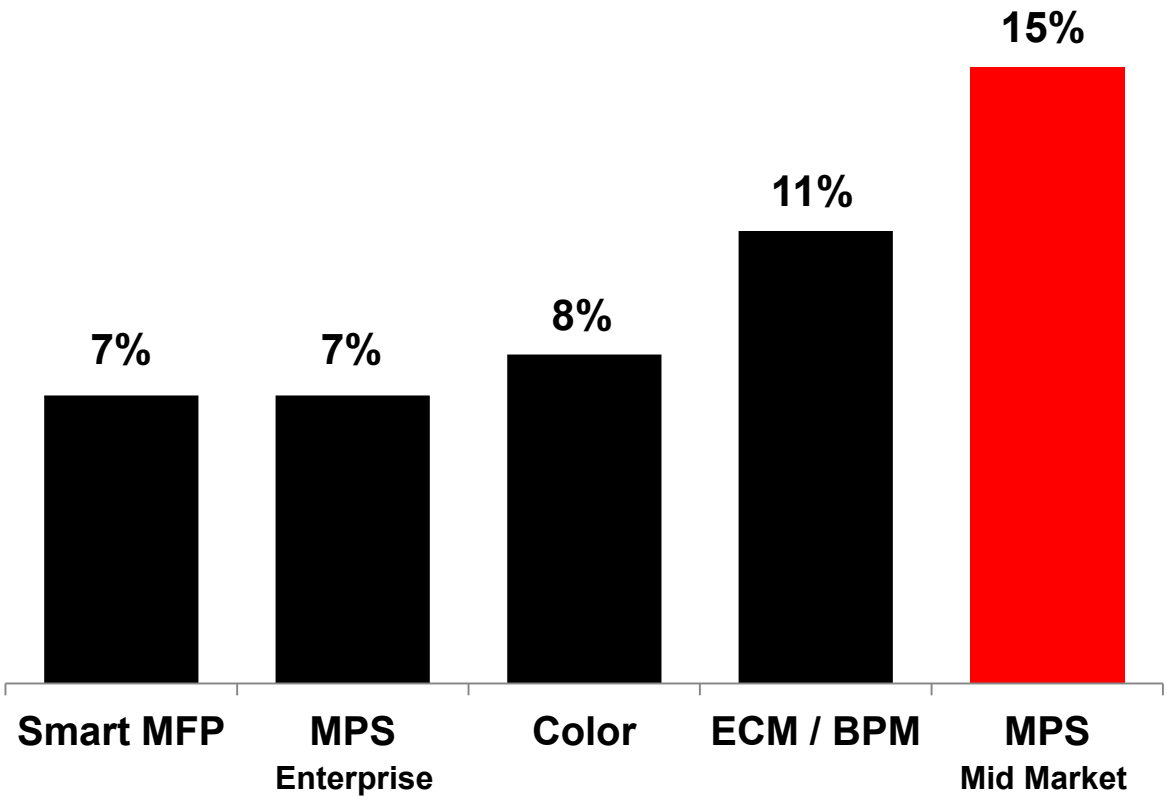
Small and Medium Business
~40%

Market Opportunity 2011-2015

Market



Target High Growth Segments



Trends

Managed Print Services Growing

Consumerization of IT

Windows Live SkyDrive
SugarSync
Dropbox
EVERNOTE
ubuntu one
wuala
box
iCloud
huddle
SPIDEROAK
mozy
Google Docs
amazon cloud drive
manymoon
FILESONIC.com

Business Mobility Spreading

Unstructured Content Exploding

Sustainability Expected

Cloud Delivery Emerging

SaaS

Question:

Are These Trends Headwinds or Tailwinds?

Answer:

It Depends What Business You're In

Headwinds or Tailwinds?

Tailwinds

Content Growth

Managed Services Growth

Cloud Delivery

Headwinds

Mobile

Gen X+Y Workforce

Sustainability

Headwinds or Tailwinds?

End-to-End Solutions Provider Model

Tailwinds

Content Growth

Managed Services Growth

Cloud Delivery

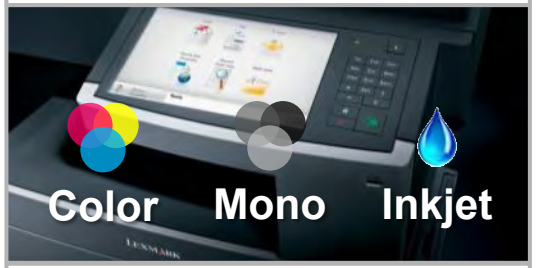
Mobile

Gen X+Y Workforce

Sustainability

Lexmark Differentiation

Technology Leadership



Managed Print Services

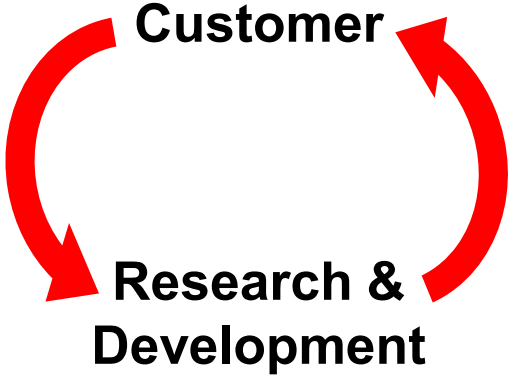
perceptivesoftware
a Lexmark company

PALLAS ATHENA

Software Solutions

Industry Experience

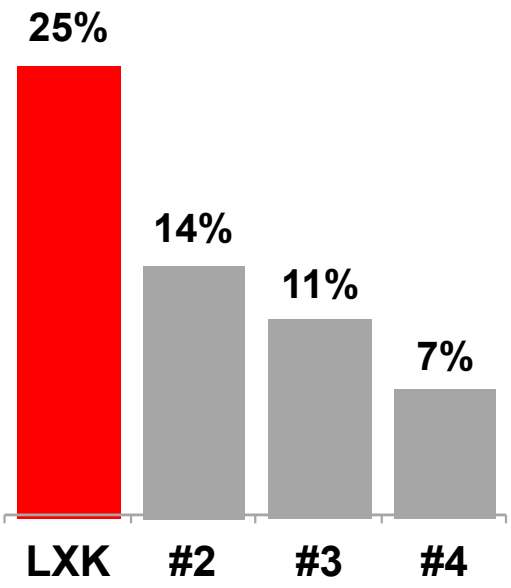
Customer Intimacy



Lexmark Differentiation

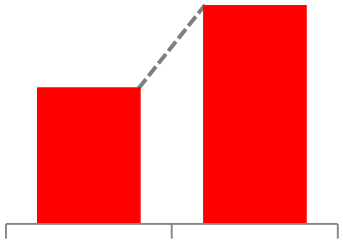
Awards

2009 – 2011



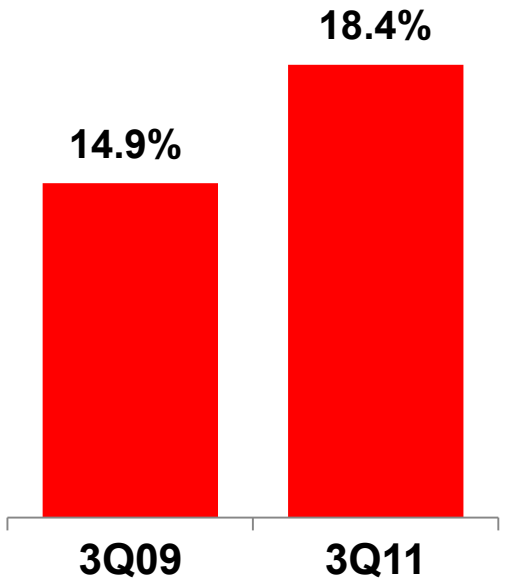
Managed Print Services

25+% YOY Growth



Workgroup Market Share

Worldwide A4 Laser



Branded + OEM. Lexmark Custom Category using IDC WW HCP Tracker, Q3 2011 Branded A4 Laser Printer/MFP Shipments, Worldwide Excluding Japan

Market Leadership

2011 IDC MarketScape Study

Lexmark – an MPS Leader

IDC MarketScape: Worldwide Managed Print Services 2011 Hardcopy Vendor Analysis report, by Holly Muscolino , December 2011

Gartner Magic Quadrant*

2011 Leaders Quadrant Determined Based Upon
- **Completeness of Vision**
- **Ability to Execute**

Lexmark Positioned in Leaders Quadrant
- **Managed Print Services**
- **MFPs and Printers**

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.
Gartner, Inc., Magic Quadrant: Managed Print Services, Worldwide, Ken Weilerstein, Cecile Drew, Yulan Li, October 25, 2011; Magic Quadrant for MFPs and Printers, Worldwide, Sharon McNee, Federico De Silva, October 24, 2011.

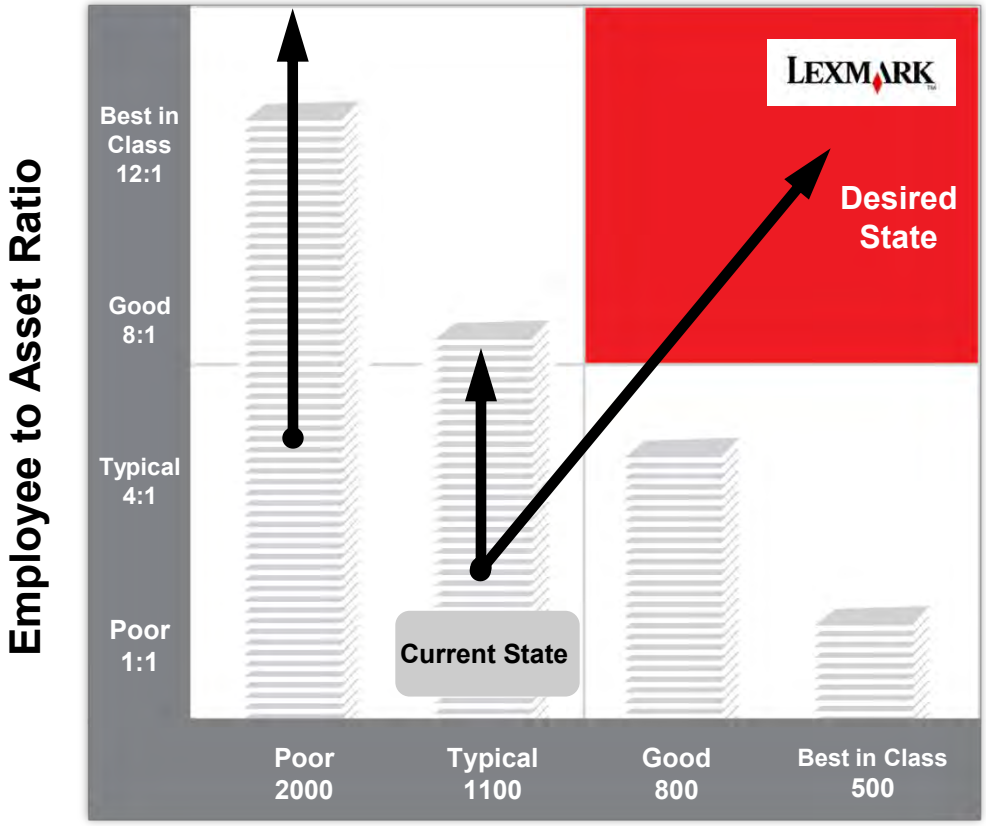
Vertical Industry Presence

Percentage of Top 10

Retail	Financial	Financial	Healthcare	Government	Education
Retailers	Banks	Insurance	Healthcare Systems	Federal Agencies	K-12 Districts
90% Global 90% U.S. MPS Customers 70% Global 80% U.S.	80% Global 70% U.S. MPS Customers 60% Global 30% U.S.	50% Global	30% U.S.	90% U.S.	30% U.S.

	Fortune 50	Global 50
Lexmark Customers	34%	38%
LXK MPS Clients	24%	28%

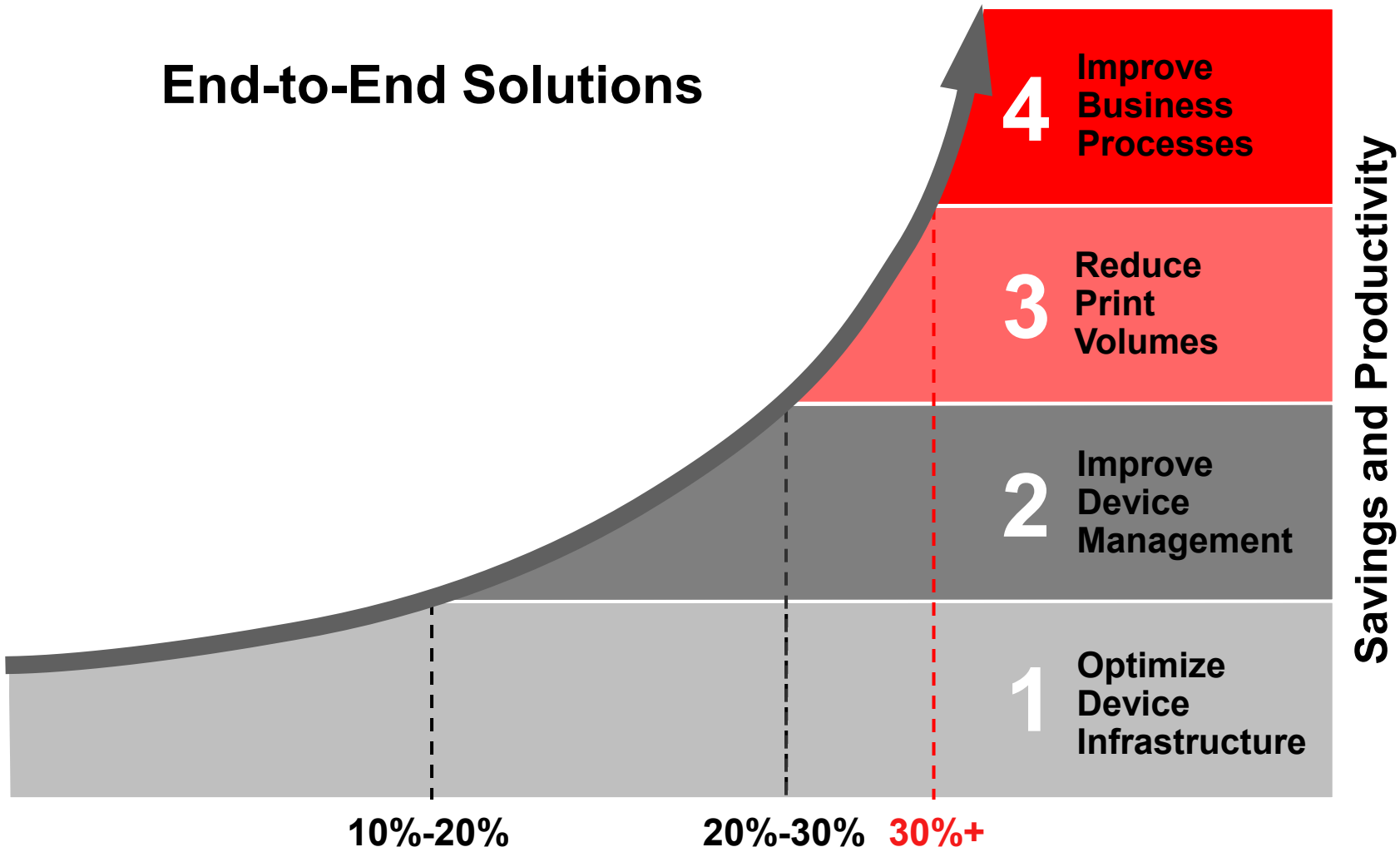
Lexmark's Approach



Print Less.

Save More.

More Engagement. More Return.



Fleet Optimization

4 Improve Business Processes

3 Reduce Print Volumes

2 Improve Device Management

1 **Optimize Device Infrastructure**

- **Lexmark Consulting Organization**
  - **4000+ Consulting Engagements**
  - **600+ Solutions Engagements & Projects**

Best Practice

A4

Workgroup

Smart (Intuitive)

Smart – Intuitive Fleets

Proactive Support

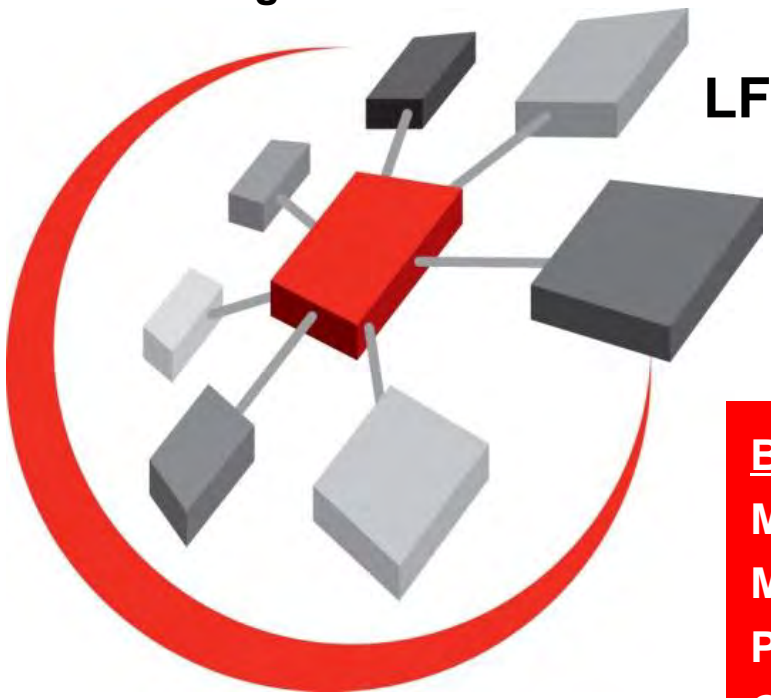
4 Improve Business Processes

3 Reduce Print Volumes

2 Improve Device Management

1 Optimize Device Infrastructure

- **Lexmark Cloud-Based Management Infrastructure**
  - **Designed Specifically for Lexmark Partners**
  - **Asset Management**
  - **Consumables Management**
  - **Device Monitoring**



LFM 2.0

Best Practice
Multi-Fleet
Multi-Vendor
Proactive Support
Cloud-Based

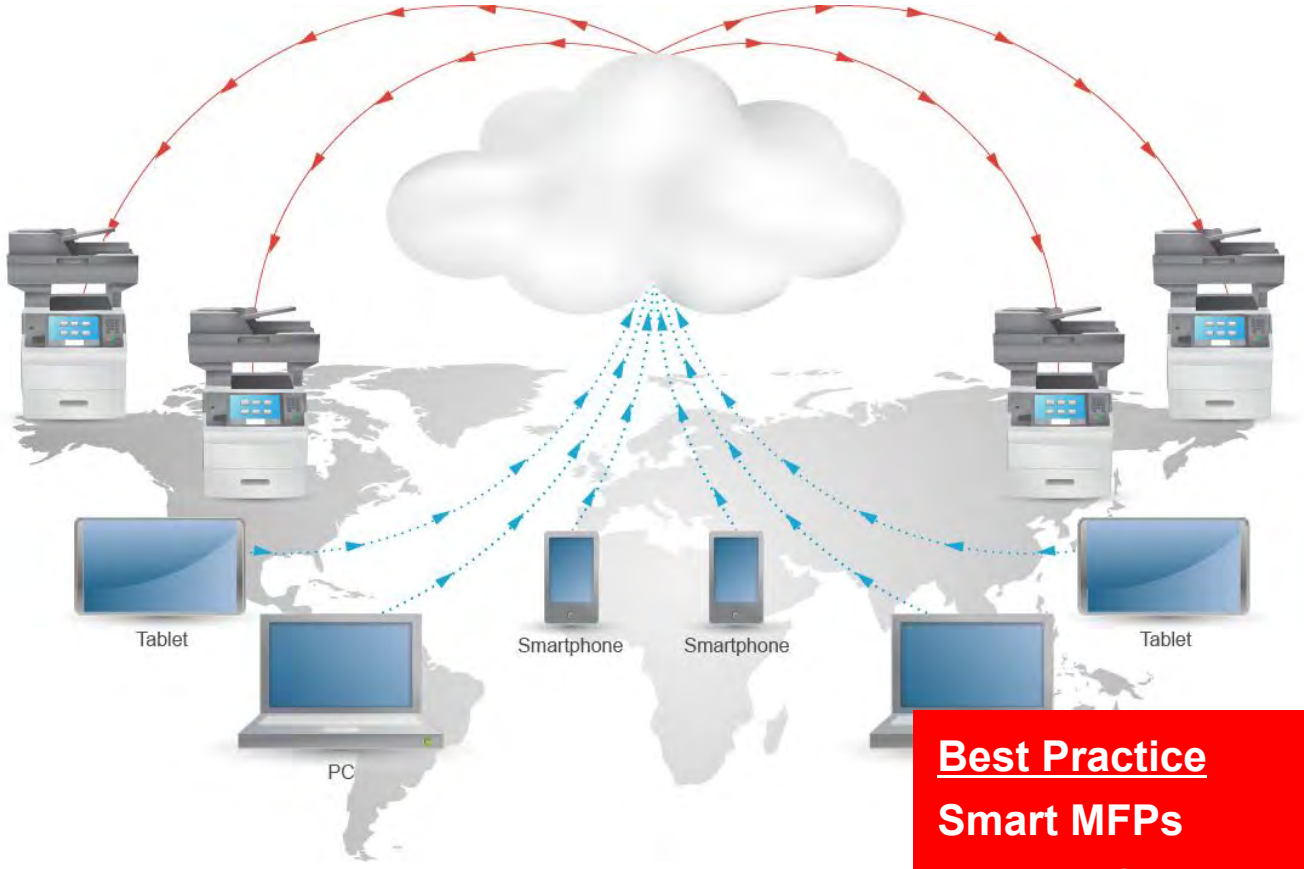
Fleet Solutions

4 Improve Business Processes

3 Reduce Print Volumes

2 Improve Device Management

1 Optimize Device Infrastructure



Best Practice

Smart MFPs

Flexible Capture

Secure Access

Print Less

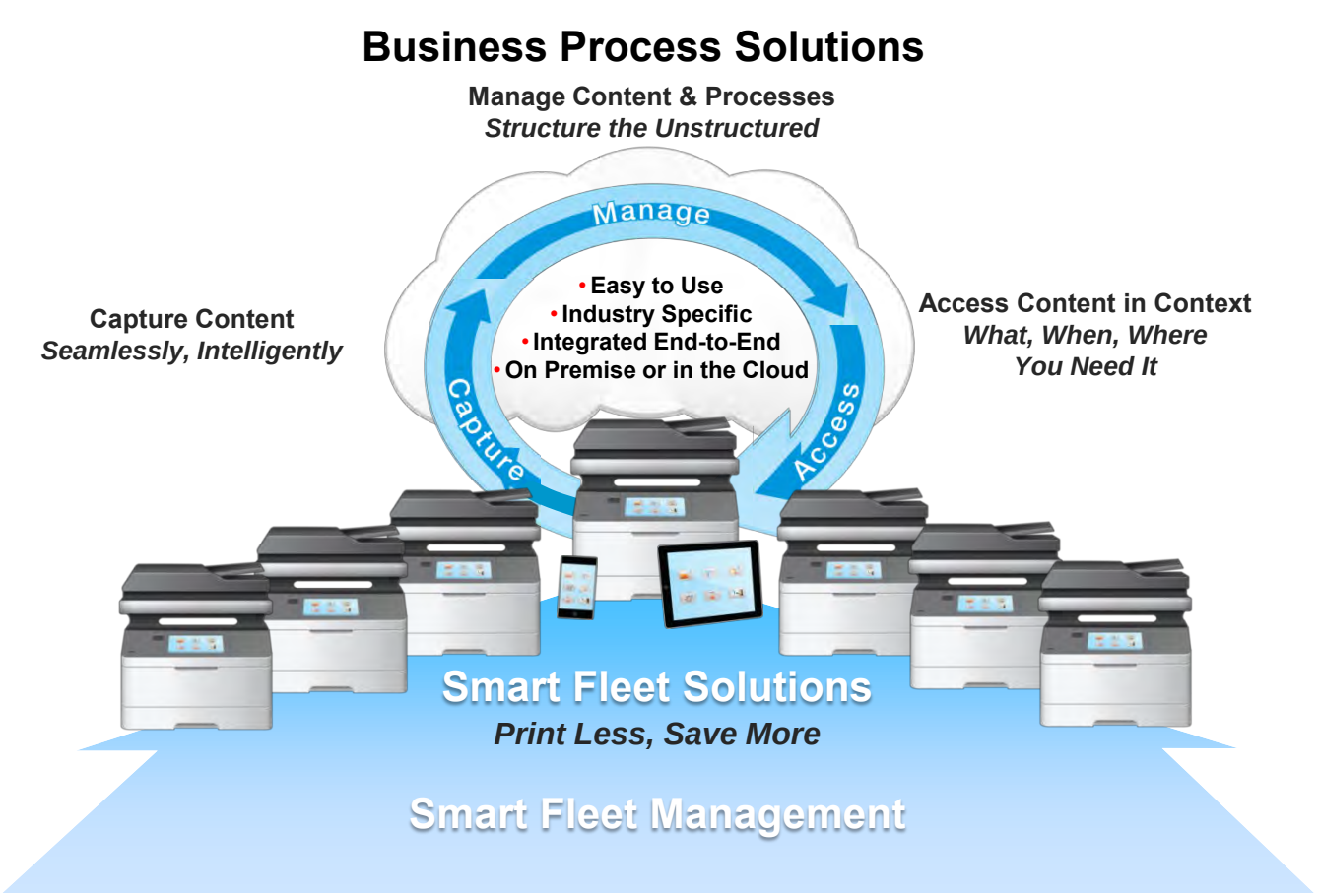
Business Process Solutions

4 Improve Business Processes

3 Reduce Print Volumes

2 Improve Device Management

1 Optimize Device Infrastructure



LEXMARK™

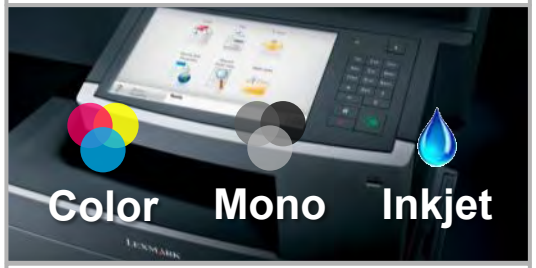
Uniquely Positioned

The Opportunity Ahead ?

- **Unstructured Content**
- **Business Mobility**
- **Managed Print Services**

Lexmark Differentiation

Technology Leadership



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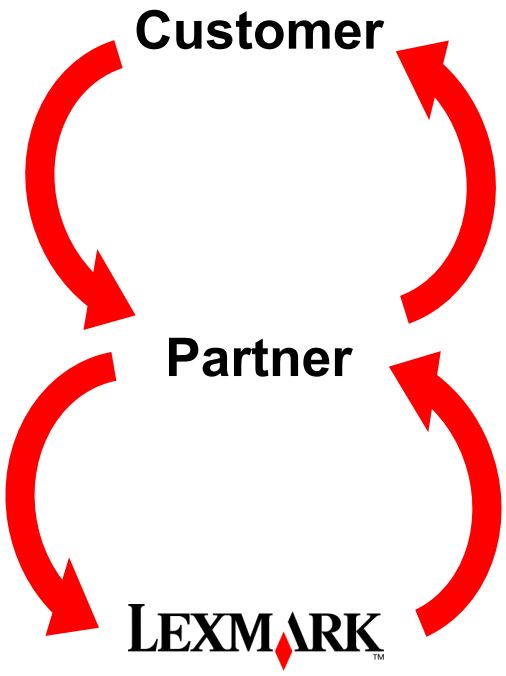
Partner Intimacy



Thank You