

Lexmark International, Inc.

BLI PaceSetter 2020–2021 in Retail



Lexmark™



Lexmark International, Inc., has claimed a prestigious BLI PaceSetter award 2020–2021 in Retail from the analysts at Keypoint Intelligence - Buyers Lab (BLI) thanks to its...

- Unparalleled print-services experience in retail organizations of all types and sizes
- Extensive A4 and A3 print-device portfolio suited to the needs of local stores, warehouses, and back-office operations
- Exclusive Lexmark Print and Digital Signage Solution that integrates with an organization's back-end systems to allow stores to create up-to-date signage and shelf tags locally
- MPS expertise that leverages “big data” analytics to deliver predictive maintenance, proactive service, usage predictions, and more

The retail market continues to evolve, and while brick-and-mortar stores are not going away anytime soon, retailers need to successfully straddle the physical and digital realms while also improving operational efficiency to drive down costs wherever possible. To determine which document imaging OEMs lead the market in helping their clients meet those challenges, analysts at Keypoint Intelligence conducted an in-depth evaluation of the retail-related offerings of the leading OEMs in the space. The granular study drilled into over 60 points of potential differentiation spread across key categories: MFP Hardware, Other Hardware, Software, Service & Support, Professional Services, Security, and Market Leadership. Based on these findings, the analysts at Buyers Lab have recognized Lexmark International, Inc., with a BLI PaceSetter award 2020–2021 in Retail.

In the study, Lexmark landed in the top tier in terms of printer/MFP hardware thanks to its strong portfolio's proven track record in creating labels and patient information packs for pharmacies, shelf tags and signage for stores, multi-part inserts for ship-to-store applications, output from customer-facing kiosks, and more. Lexmark also scored well in the software category thanks to solutions such as Lexmark In-Store Capture, which helps retailers leverage their MFP fleet to simplify and speed up error-prone and inefficient paper-based processes to keep store associates on the sales floor and focused on sales activities. Moreover, Lexmark's unique Print and Digital Signage solution allows customers to publish shelf-edge signs, labels, fact tags, digital signs, electronic shelf labels (ESLs) and more, all from a single platform tied to the retailer's back-end systems so pricing and other

information is always correct. The system also lets retailers track the results of their signage campaigns and gain key insight into performance at the store level.

“Lexmark’s hardware and software solutions give its retail clients the power to communicate with consumers at a level that helps increase productivity, reduce costs, and increase sales,” said Jamie Bsales, Keypoint Intelligence’s Director of Smart Workplace & Security Analysis. “But what helped Lexmark stand out in this study was its proven track record of experience serving the retail sector. Lexmark’s in-house retail experts have helped equip tens of thousands of store locations, with the leading pharmacy, grocery, big-box and other retailers counted among Lexmark’s many success stories.”

About Keypoint Intelligence - Buyers Lab

Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled tools and unmatched depth of knowledge, we cut through the noise of data to offer clients the unbiased insights and responsive tools they need in those mission-critical moments that define their products and empower their sales.

For over 50 years, Buyers Lab has been the global document imaging industry’s resource for unbiased and reliable information, test data, and competitive selling tools. What started out as a consumer-based publication about office equipment has become an all-encompassing industry resource. In a landscape that’s ever evolving, we change with it.

About Buyers Lab PaceSetter Awards

Based on exhaustive questionnaires, in-depth interviews, and a proprietary rating scale, Buyers Lab PaceSetter awards recognize document imaging OEMs that have shown market leadership in a variety of categories, including with technologies, services, and key vertical markets.

KEYPOINT INTELLIGENCE - BUYERS LAB • North America • Europe • Asia

Senior Leadership

Mack Brothers
CEO and President

Randy Dazo
Chief Strategy & Operations Officer

Deanna Flanick
Chief Revenue Officer

Matt Farmer
Vice President, Finance &
Human Resources

PaceSetter Braintrust

Jamie Bsales
Director, Smart Workplace &
Security Analysis

Christine Dunne
Consulting Editor

Deborah Hawkins
Director, Office Group

George Mikolay
Associate Director,
Copier MFP/Production Analysis

Kaitlin Shaw
Associate Director,
Printer/MFP Analysis

Anne Valaitis
Associate Director, Workflow &
Smart Workplace