Lexmark smart MFP ecosystem

Bridge paper and digital—unstructured and structured information—with devices and connections that drive your business forward.

In an ecosystem, things work in concert to ensure efficient processes. In the business environment, people, technology and information also form an ecosystem, where information exists in both structured and unstructured forms. And the center of this ecosystem is the smart MFP, the connection point between digital and printed information.

The Lexmark smart MFP ecosystem brings together the hardware, software, tools and services to help drive your business forward.

lexmark.com/ecosystem

Smart and Simple

The Lexmark smart MFP ecosystem isn't a product, but a set of technologies and capabilities enabled by every Lexmark smart MFP—even the ones you already own. Together with your IT infrastructure and applications, it improves the operation of everyday tasks and processes through smart capabilities. And it simplifies the challenge of managing an ever-changing business and technical environment.

Smart

Improve the operation of everyday tasks and processes

Ease of Use

Usable by those of any ability level, in virtually any language, from any device or external system, with minimal training

Performance

Enables employee productivity by optimizing print and scan speeds, reducing manual steps, and handling diverse media types and sizes

Quality

Maintains consistent print quality and color fidelity, ensures accurate data capture and transfer

Compliance

Supports the highest standards for security, data confidentiality, energy usage and regulatory compliance

Simple

Manage an ever-changing business and technical environment

Flexibility

Meets changing needs as business goals and enterprise IT systems evolve, with open standards and integration-ready connectors

Manageability

Supports management of a large, distributed network from a central location

Security

Enhances the safety of your important data and critical network infrastructure

Services

Backed by industry experts, allowing IT/operations staff to focus on higher-value activities

Smart

- **Ease of Use**
- Performance
- Quality
- Compliance

Usability by design

Complicated tools lead to frustration, lost time and higher costs. That's why the Lexmark smart MFP ecosystem has ease of use designed in.

It starts with the usability of the e-Task interface on Lexmark smart MFPs. Icon- and textdriven, it's intuitive to navigate and can walk you through each step in your process. A consistent interface across every Lexmark device ensures your users always know what to do. Plus, accessibility is woven into the design of all our smart MFPs.

Print simplicity, on the go

Mobile printing within the smart MFP ecosystem lets you print from iOS, Android, or Google Cloud devices just like you do from the desktop. No puzzling over another user interface or wasting time with printing workarounds like sending documents to your PC.

But ease of use underlies the entire system in less visible ways, too. Open standards and APIs provide ease of integration, allowing smart MFP apps and connectors to move information to and from paper, electronic storage, or enterprise applications to complete many processes without traditional manual steps.

And you can easily configure your Lexmark smart MFP's user interface, apps and workflows to your unique needs at the company, department, process or application level.

lexmark.com/smart/easeofuse

Streamlined testing: It's elementary

Rolaetta Alford, principal at Carmody Hills Elementary School in Upper Marlboro, Maryland, recalls how easily her teaching staff adapted to smart MFPs. Teachers at the school can now prepare tests and quizzes "on the fly", print customized bubble sheets out on plain paper, administer the test, scan the completed test sheets on the same MFP and review the test results immediately. Alford says: "It took just 15 minutes for the teachers to get a handle on it."

Smart

▸ Ease of Use

▸ **Performance**

▸ Quality

▸ Compliance

Speed is just the start

How do you define performance?

For Lexmark smart MFP ecosystem users, fast print and scan job processing is a given. But there's also handling diverse media. And, most importantly, the fewest number of steps needed to get the job done.

Lexmark smart MFPs check all the right boxes with unprecedented speeds, industry-leading input/output capacity and advanced finishing.

Consider:

▸ Up to 140 images per minute scanning speed on the MX810 series (two-sided pages)

▸ First A4 MFPs with print and copy speeds up to 70 ppm*

▸ Support for printing on a wide range of media types and sizes

▸ Time to first page printed as fast as four seconds, critical for efficient print release

▸ Dual-core processors to speed printing, capture and document processing

▸ Smart file compression to accelerate output and conserve network bandwidth

▸ Advanced finishing options to staple, hole punch, fold and even create booklets

But performance in the Lexmark smart MFP ecosystem isn't just about "speeds and feeds." It's about ingenious, MFP-driven ways to enhance business efficiency. It's a portfolio of ready-to-use solutions for specialized industries. It's capabilities to scan and extract data, automatically classify and route documents, reduce tedious and error-prone manual steps, streamline business processes, improve customer satisfaction and, ultimately, drive profitability.

That's why performance in the Lexmark smart MFP ecosystem ultimately isn't about how fast, efficient and smart our products are—It's about the way they maximize your team's performance.

lexmark.com/smart/performance

Clearing the backlog: Smart MFPs power customer satisfaction

Paul Ho-Sing-Loy, SVP and Business Solutions Director of Associated Bank, says "We had backlogs of up to ten days in processing and it caused customer dissatisfaction … We deployed the Lexmark Intelligent Capture System with the Lexmark MFPs to automate and streamline the process … Today we can do it in less than a day."

*Based on a comparison of A4 monochrome multifunction laser printers priced $2,000 and above. Data sourced from manufacturers' websites and independent competitive intelligence analysts as of August 2012.

Smart

▶ Ease of Use

▶ Performance

▶ **Quality**

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Excellence you can see

Outstanding MFP engineering and advanced imaging technology does more than produce a pleasing impression—it's a key factor in improving productivity, capturing data accurately and protecting your brand image.

Output resolution has traditionally been considered a measure of imaging quality, and Lexmark devices reach up to 1200 dpi to enable the reproduction of maximum text and image detail.

Products featuring Lexmark's exclusive Unison toner help you achieve consistently outstanding image quality from the first page of a toner cartridge to the last. Users don't need to re-print faded pages, or shake the cartridge to use all its toner. They can concentrate on their work, not maintenance chores.

We know that correctly matching colors on a financial report, in a logo or in product imagery can have impacts on things such as stock prices, brand recognition and product sales. Professional color features, including PANTONE® calibration and Lexmark Named Color Replacement, let you match colors, even in common Office applications like MS Word and PowerPoint.

File compression speeds the capture and output of documents with images, but some compression methods compromise image quality and data integrity. Lexmark's compression algorithms preserve the accuracy of the information being scanned, while maintaining compatibility with a wide range of applications. Our support for Mixed Raster Content (MRC) compression can yield significantly smaller PDF files, without noticeable loss of quality. And that means more accurate transfer of text on paper to databases and financial systems.

Quality scanning is critical, too. Built-in image processing can automatically straighten pages, remove spots and improve image contrast—leading to more readable pages and better conversion to text. Plus, with Lexmark's multi-page detection, the MFP alerts you if multiple pages are pulled into the scanner simultaneously, so all data is accounted for.

The Lexmark smart MFP ecosystem delivers the capabilities you expect—print quality, data accuracy and color fidelity—as standard attributes, not impossible ideals.

lexmark.com/smart/quality

Smart

- Ease of Use
- Performance
- Quality
- **Compliance**

From burden to benefit

Every business is subject to regulations, and Lexmark solutions support compliance while promoting best practices. With our strengths in digital signatures, enterprise-wide search, authentication and auditing, Lexmark can help you maintain data integrity, confidentiality and accessibility, regardless of your industry.

Compliance plus

The Lexmark smart MFP ecosystem does more than help you stick to the letter of the law or follow regulations. Our comprehensive approach automates process compliance whileyielding additional benefits:

Security: Protect your business information from accidental breaches or intentional threats that could harm your reputation and bottom line. We've proven our security expertise with stringent government certifications like Common Criteria, NIAP, and FIPS 140-2.

Sustainability: Lexmark leads the way in environmental and sustainability initiatives, with products that achieve Energy Star, Blue Angel, and other global product certifications. While the fleet average for our products' energy usage improves every year, Lexmark is also developing technologies and software to drive the electronic processing of information. That means significantly reducing the use of paper, which accounts for up to 80% of the carbon footprint a printer generates.

Accessibility: Providing smart MFPs with accessibility features isn't just the law—To Lexmark, it's good business, enabling users of varying ability levels and physical capabilities to interact easily with customers, colleagues and workflows.

Lexmark technologies and services like Print Management and Managed Print Services, not only fortify your compliance toolkit, but help control costs and boost efficiency.

And with Lexmark's business process management (BPM) tools, you'll optimize business processes while reducing the risks of non-compliance.

lexmark.com/smart/compliance

> "*This solution enhances auditability, an important consideration in the rare event of litigation. With this solution, we know exactly when each task was done, by whom, and what changes were made.*"

Jim Davenport
Systems Analyst
Anchorage School District

Simple

▶ **Flexibility**

▶ Manageability

▶ Security

▶ Services

Structured for agility

No business is just like yours. And the one you're building keeps on changing. Fortunately, the Lexmark smart MFP ecosystem is flexible enough to keep up.

Being agile enough to meet your needs starts during deployment, with functionality provided on whatever infrastructure works best for you: cloud-based, on-premises servers, or serverless.

The Embedded Solutions Framework (eSF) built into Lexmark smart MFPs is a fundamental building block of ecosystem flexibility. With it, customizable apps installed on your device can interact with your enterprise's unique processes, applications, data repositories and users.

Your workflow, your way

Lexmark's smart MFPs have a tested and easy-to-implement library of apps that connect information to the business applications you use most: SharePoint, Perceptive Content, SAP, RightFax, DocuWare, Google Drive and more, thanks to our commitment to industry-leading applications.

The Lexmark Document Distributor platform lets you design easy-to-understand, prompted workflows for the e-Task interface. Create smart MFP apps that run completely embedded in the device, or use web services technology on our cSF cloud platform.

Updates are flexible, too, with new functionality and features delivered via firmware upgrades or licensed options—extending product life and adding value to your devices at no extra cost.

Simple

- ▶ **Flexibility**
- ▶ Manageability
- ▶ Security
- ▶ Services

Foundation in the cloud

The Lexmark smart MFP ecosystem connects you to our complete software product family—tying Lexmark smart MFPs to our advanced Evolution framework. This scalable, hybrid cloud foundation powers the new generation of enterprise process and content management solutions.

Your business and technical environment is constantly evolving, and the Lexmark smart MFP ecosystem is designed to evolve with it.

lexmark.com/simple/flexibility

> "*It was clear to us that the flexibility and robustness of Lexmark's software development tools and embedded solutions stood out significantly higher than the suites from other manufacturers. This flexibility has allowed us to take our Lexmark MFPs and mold them into a completely customized extension of our business.*"

Jim Davenport
Systems Analyst
Anchorage School District

Simple

▸ Flexibility

▸ **Manageability**

▸ Security

▸ Services

Commander of the fleet

When the only thing your printers, copiers and MFPs respond to simultaneously is a power outage, it's not really a managed fleet.

Lexmark smart MFPs are designed to interact, allowing you to discover devices, track assets, monitor and correct issues, and proactively manage even the largest fleets Exclusive MarkVision Enterprise software has a database-driven foundation that scales your control from a handful of devices to thousands, through a web-based interface that grants access based on individual users' roles and responsibilities.
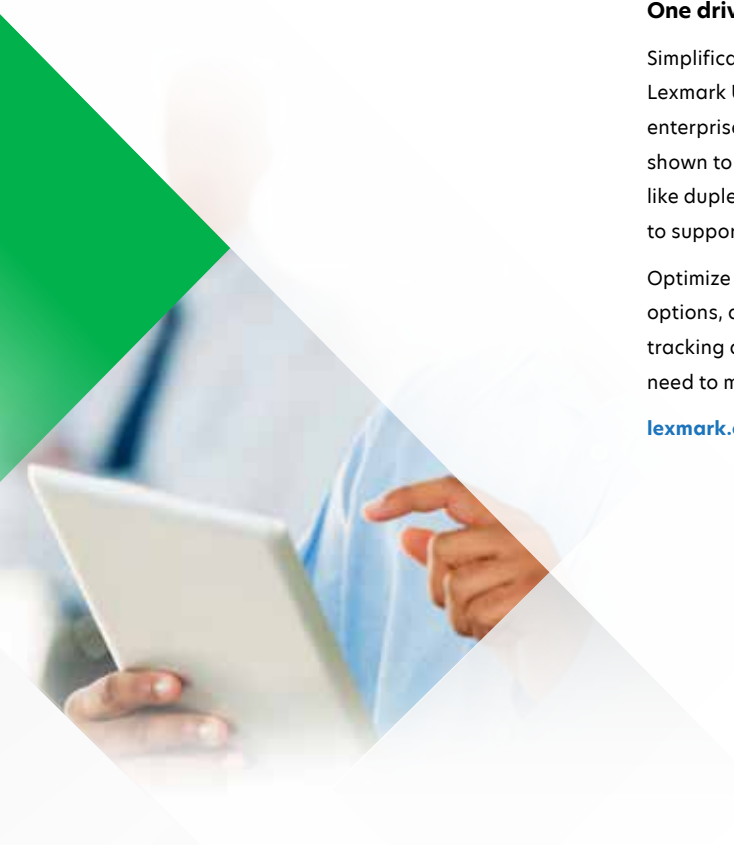
The larger your enterprise, the more clearly you understand the value of deploying device enhancements without having to configure each one individually. The Lexmark smart MFP ecosystem lets you distribute digitally signed app and firmware updates to keep all your devices current, while minimizing the risk of viruses and worms. It's only one part of a complete set of secure remote management tools that support even the most widely distributed fleets.

One driver, many benefits

Simplification is an important aspect of manageability and a clear advantage of the Lexmark Universal Print Driver (UPD). Fighting the proliferation of print drivers in typical enterprise environments, the Lexmark UPD automatically detects and updates the options shown to users for specific devices. And administrators can enforce default print settings like duplex, multi-page printing (N-up), toner darkness, and other resource-saving measures to support environmental and cost-control policies.

Optimize print queue management, control device usage policies, simplify mobile printing options, and support secure print release with Lexmark Print Management. With integrated tracking and accounting tools to analyze usage patterns, you'll have the information you need to more effectively manage your output infrastructure.

lexmark.com/simple/manageability

Fleet control in minutes

Kim Buts, Network Equipment Manager at Imelda Hospital in Flanders, Belgium, says the MarkVision management application is a key asset for the hospital. "Each printer can be managed remotely," explains Buts. "It takes just minutes to update the printer fleet … The application is very easy to use and the time MarkVision saves us is truly phenomenal."

Simple

- ▶ Flexibility
- ▶ Manageability
- ▶ **Security**
- ▶ Services

Protecting the ecosystem

Data security in your organization is a complex pursuit, forged from a careful combination of effective policies, user education and technologies that support your goals. Get it wrong, and you put your company's performance and reputation at risk.

The Lexmark smart MFP ecosystem helps reinforce critical areas of security in your organization, from user authentication, to protecting data at rest and in transit, and safeguarding your network.

- ▶ **Secure remote management:** Restrict device management to authorized personnel and secure your device settings through a combination of rigorously enforced device access, audit logging, digitally signed firmware upgrades, certificate management, HTTPS, SNMPv3 and secure password reset.

- ▶ **Secure network interfaces:** Take advantage of embedded features that harden Lexmark MFPs against unauthorized access, such as IP and port filtering, 802.1x support, IPSec, secure NTP, and separation of network and fax.

- ▶ **Secure access:** Confirm user identity through active directory integration, network or badge login, and even two-token authentication, then enforce predefined user access controls.

- ▶ **Secure data:** Protect data at rest with encrypted hard disks. Wipe memory and hard disks any time. And if your policies require it, we offer removable hard drives for easy removal and secure storage after hours.

- ▶ **Solutions:** Enhance the security of your environment with solutions like print release, Automatic Certificate Enrollment (ACE), Secure Held Print Jobs, and smart card authentication. It's backed up by the Secure Content Monitor option, which can track every document that's printed, copied, scanned or faxed through an output device.

- ▶ **Security standards:** Lexmark's proven its security expertise with stringent government certifications like Common Criteria, NIAP, and FIPS 140-2.

Lexmark smart MFPs don't rely on additional third-party software that could introduce unnecessary complexity and security risks. So they're not just smart—they're discreet.

lexmark.com/smart/security

> "*We selected Lexmark because we believe it is the leading output management vendor in CAC [Smart Card]-enabled printing.*"
>
> **Fred McKinnon**
> G6 System Integration
> U.S. Army Training and Doctrine Command Headquarters (TRADOC)
> Fort Eustis, Va.

Simple

▶ Flexibility

▶ Manageability

▶ Security

▶ **Services**

A box of parts isn't a smart MFP, and a collection of smart MFPs isn't automatically an ecosystem.

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Some organizations have the personnel and skills to configure and maintain a smart MFP ecosystem themselves. Others prefer to concentrate on their business and rely on the proven systems, knowledge, experience and intuition of the people who built their smart MFPs.

Managed Print Services (MPS) doesn't start with hardware specs, but by assessing your group, role and organizational needs. It focuses on planning and optimizing large fleets of devices to work the way your people work—then proactively manages them to minimize your IT burden and rationalize the supply (and control the cost) of consumables. And by gathering data about how your devices are used, the MPS team can re-think and transform your processes—delivering the physical output or digital information you need, when you need it.

Lexmark Professional Services can intelligently adapt Lexmark solutions to fit your productivity goals and improve how your team manages and shares information. Our experience in industry-specific information workflows—including retail, banking, insurance, government, healthcare, manufacturing and more—can help you uncover hidden opportunities for greater efficiency.

Solving the problems that create costly interruptions is just the starting point for Lexmark Customer Support Services. The goal of all our support programs—which includes installation services, extended warranties, and genuine parts with Lexmark-certified technicians—is to continuously improve your workflow and make sure every device is helping you work at peak performance.

Services that support and re-think how you work are an integral part of the Lexmark smart MFP ecosystem. They're not just a reflection of how well we understand our products' technical dimensions—they're a sign of how far a combination of your goals and our imagination can take you.

lexmark.com/simple/manageability

" *Lexmark came in here, guided us, and made it very clear that they were in this for the long term. Lexmark showed that this was a partnership, not just a transaction.*"

Michael Leeper
Senior Manager, IT Engineering
Columbia Sportswear
Portland, Ore.

Bridging your paper and digital worlds

Paper isn't going away—it's a key element of many processes, and often a repository of business history. Yet you can seamlessly connect unstructured information from the physical world of paper to the digital world of structured information.

The Lexmark smart MFP ecosystem captures and moves documents directly into electronic storage, workflows or other applications to complete a process. And in many cases it can help eliminate paper altogether.

Depending on your needs, these solutions can be implemented in the cloud, on a server or through "serverless" apps embedded on the smart MFP.

Solutions for your business environment

How can the Lexmark smart MFP ecosystem transform the living, changing environment of your business?

lexmark.com/simple/manageability

lexmark.com