



Lexmark Fleet Intelligence

Looking for a more efficient way to evaluate print fleets and create customer proposals?

With Lexmark Fleet Intelligence assessments, your staff can avoid complex and time-consuming data crunching and stay focused on customer-facing activities. Lexmark's leadership and approach to fleet optimization is tested and proven with thousands of successfully completed assessments. Using Lexmark Fleet Intelligence is like adding a fleet assessment expert to your staff.

Lexmark will do the heavy lifting of putting together print assessment proposals for you to use with your customers. We'll do all the analysis and generate proposals unique to each customer. Using our assessment experts helps you stand out, and positions you as your customers' partner in business optimization.

Lexmark Fleet Intelligence offers powerful information that gives you the opportunity to:

- ▶ Scale-up your existing sales services
- ▶ Gain customer insights for tailored fleet designs
- ▶ Deliver data-based proposals
- ▶ Close more deals with compelling facts

To do this, Lexmark business analysts tap into knowledge gained from performing thousands of assessments. We use this knowledge to create a custom data-based proposal for you to deliver to your customer. The final proposal includes:

- ▶ An overview of the current state of your customer's fleet
- ▶ A needs-analysis based on your completion of the detailed customer survey and 30 days of data collected from customer devices
- ▶ Specific recommendations—down to specific models and features, total cost of ownership and a business case with cost analysis—for a future-state fleet design based on best practices

Stand out from the competition

With Lexmark Fleet Intelligence proposals and supporting documents, you'll be armed with a professional approach and differentiating insight to share with your customers. Our expert assessments are created quickly and use each customer's actual data to give you a fully-customized professional proposal that's ready for you to present to your customer.

With Lexmark Fleet Intelligence, you'll get a custom fleet assessment including analysis, design and a compelling customer proposal, without having to do the analytics and proposal creation on your own—allowing you to close deals quickly.



Lexmark Fleet Intelligence lets you focus on your customers

Lexmark Fleet Intelligence allows you to focus on the customer relationship while Lexmark takes on the burden and cost of evaluating your end customer's fleet.

You'll handle a few key responsibilities:

- ▶ Target customers for assessment with more than 30 devices to evaluate and a new Lexmark hardware placement opportunity greater than \$50K.
- ▶ Interview these customers to complete the customer survey and find out details such as the number of employees, print environment goals, existing maintenance or MPS contracts and annual print spend.
- ▶ Install a Lexmark data collector at your customer's site to monitor devices.
- ▶ Once the customer survey is completed and approved, and the data collector has run 30 days, we'll begin our analysis.

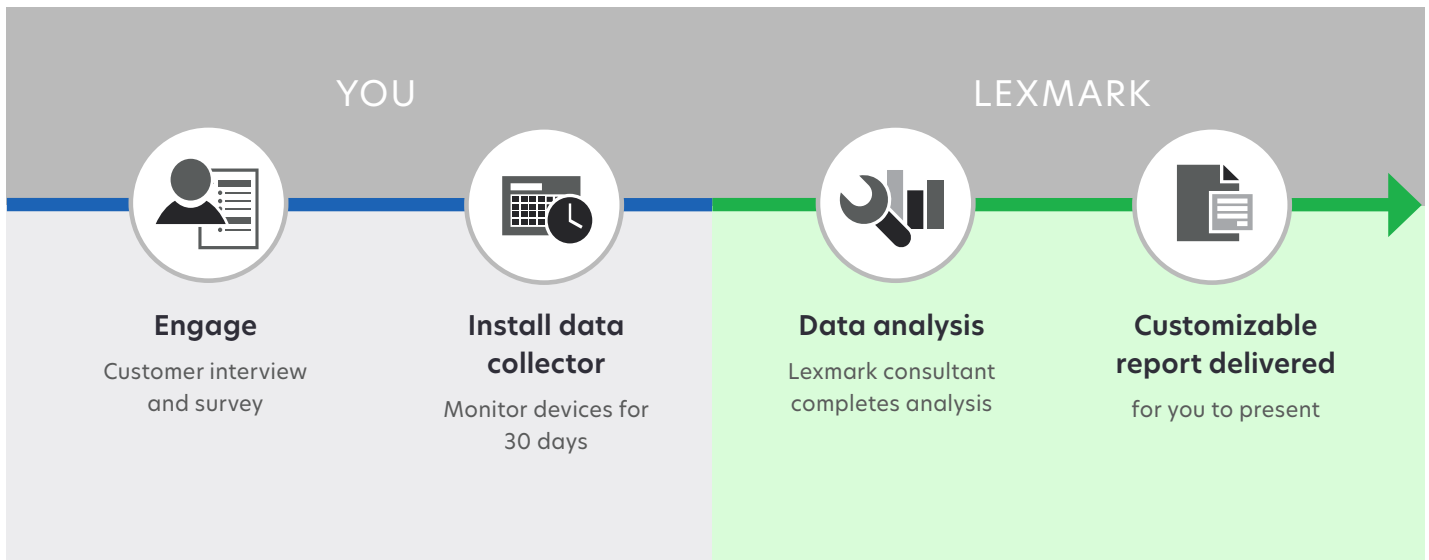
Here are Lexmark's responsibilities:

- ▶ A Lexmark consultant will take the data you provide and benchmark it against similar customers, design an ideal future state of your customer's printing fleet, and then create an estimate of their total cost savings if they work with you and Lexmark to optimize their business.

With your collection of 30 days of data and a completed customer survey, Lexmark generates a finished and custom proposal presentation with supporting sales documentation for you to present to your customer, so you'll have everything you need to quickly close deals and grow your business.

We're ready to help you close more deals without stretching your staff resources thin. Contact your Lexmark representative or go to Partnernet.lexmark.com to learn more and get started with Lexmark Fleet Intelligence today.

Target new customers for assessment



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