



# Lexmark Optra IoT Platform

## Accelerate your success with the power of IoT and real-world know-how

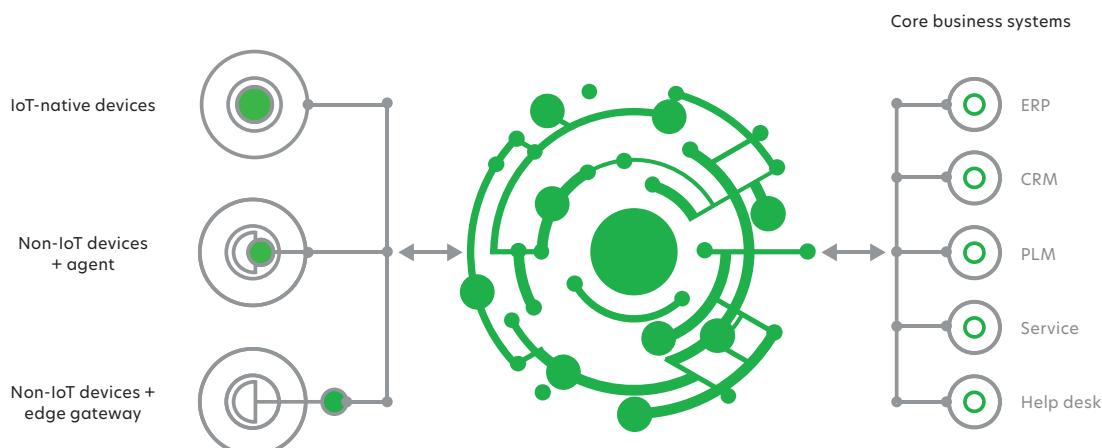
With the proven Optra IoT Platform, you can harness the power of the Internet of Things (IoT) to operationalize data from your connected devices and grow your business into an intelligent enterprise.

- ▶ **Enable predictive service** and evolve beyond reactive support
- ▶ **Optimize asset lifecycle management** to improve efficiency and reduce costs
- ▶ **Unleash innovation** through free-flowing data and insight
- ▶ **Drive advanced as-a-service engagements** to meet customer expectations

The ready-made Optra IoT Platform jumpstarts your business transformation with ...

- ▶ **Engineered IoT platform** built on best-in-class software technologies and offering easy deployment, boosting your ability to operationalize data from your connected devices and core business systems
- ▶ **Suite of prebuilt, ready-to-deploy accelerators** including algorithms, machine learning (ML) and artificial intelligence (AI) models, reporting dashboards, and business process templates that fast-track insights, efficiencies and time to value
- ▶ **Expert consulting services** to chart your path to business outcomes, ensuring that your IoT journey is accelerated and headed for success

*Unlike other IoT vendors, Lexmark built and uses our solution – with great success.*



### We help you implement with speed and empower you to deliver:

- ▶ Better products
- ▶ Advanced services
- ▶ Lower costs

### The Optra IoT Platform is built for business outcomes



#### Predictive services

- ▶ Elevate your service delivery and user experience
- ▶ Evolve beyond reactive support
- ▶ Reduce your cost of service



#### Asset optimization

- ▶ Maximize your product lifecycle
- ▶ Grow your profitability per device



#### Systemic innovation

- ▶ Enhance your R&D product design
- ▶ Optimize your manufacturing quality and cycle times
- ▶ Improve your quality assurance (QA) testing efficiency
- ▶ Implement predictive demand planning



#### Business model expansion

- ▶ As-a-service engagements
- ▶ Increase engagement flexibility for your customers
- ▶ Secure recurring revenue

### Why Lexmark?

As a manufacturer and early adopter of IoT connectivity and IoT data analytics to drive business outcomes, we know how complex IoT is.

As a global technology company, we used our expertise to build a secure IoT architecture that has transformed the way we do business.

**Today, we use it to securely manage more than 1 million printers and devices** in over 200,000 locations around the world. We analyze terabytes of device performance data per week.

The Optra IoT Platform is in market, at scale and proven with our customers, the world's largest and most complex organizations in every industry.

Lexmark boasts an industry-leading 95% customer renewal rate.

### Our proven platform has helped Lexmark achieve ...

- ▶ 70% of issues resolved remotely
- ▶ 25% increase in profitability via optimized utilization
- ▶ 30% improvement in engineering efficiency
- ▶ 40% contractual / recurring revenue