

90 Day Path to Value

Do you want to improve uptime, lower cost of service, and make better design decisions on the devices you make and sell?

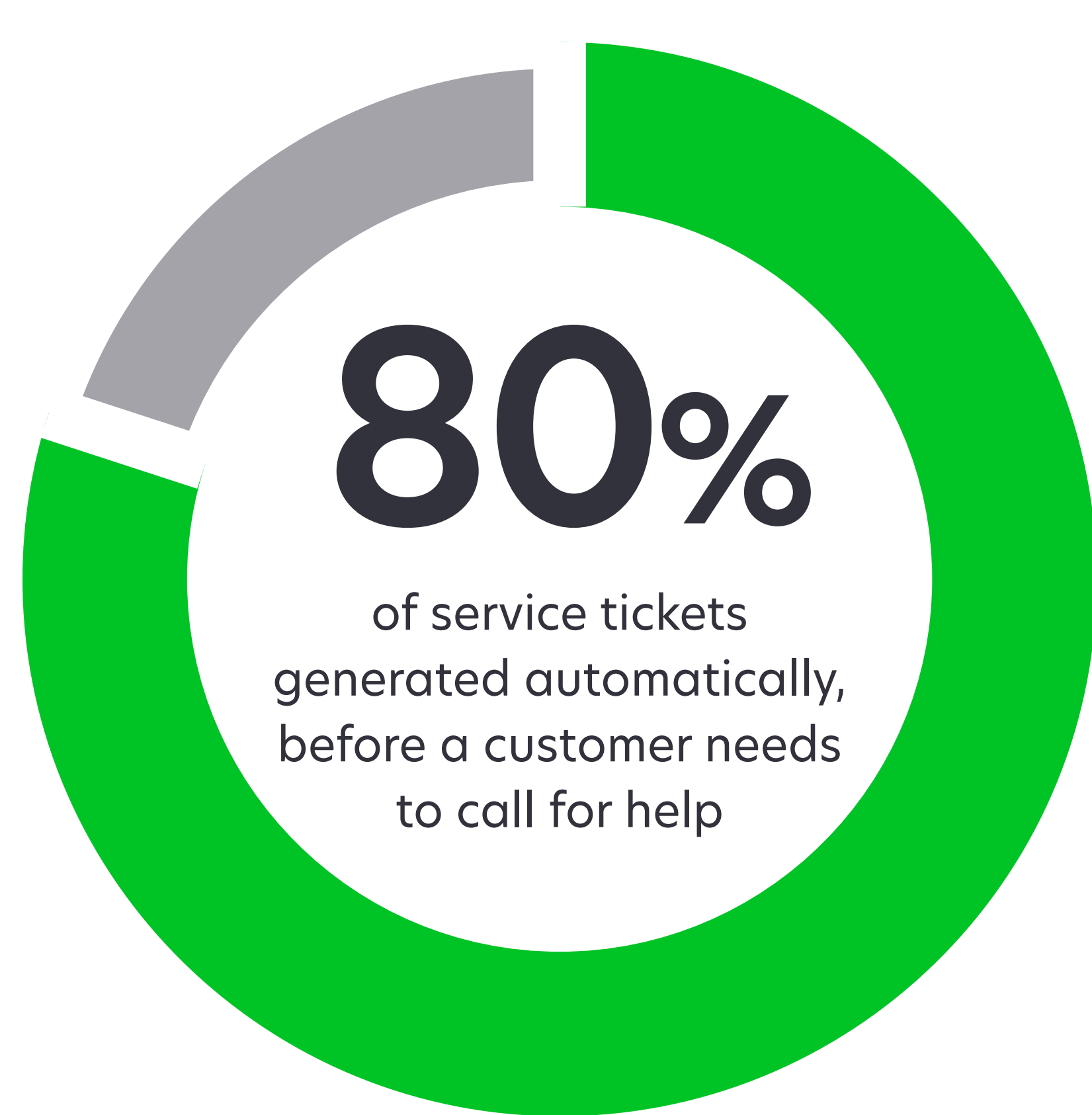
Optra IoT Solutions for Connected Products transform device data into actionable intelligence to deliver value for you, and your customers, in just 90 days.

Ready-made and purpose-built

Optra IoT Solutions end the lengthy and expensive science fair approach of traditional software providers and system integrators. These ready-made solutions connect data from devices in the field and core business systems, giving visibility into their location, status, use, health, and history - to generate insights and actions at speed.

Real returns for connected products

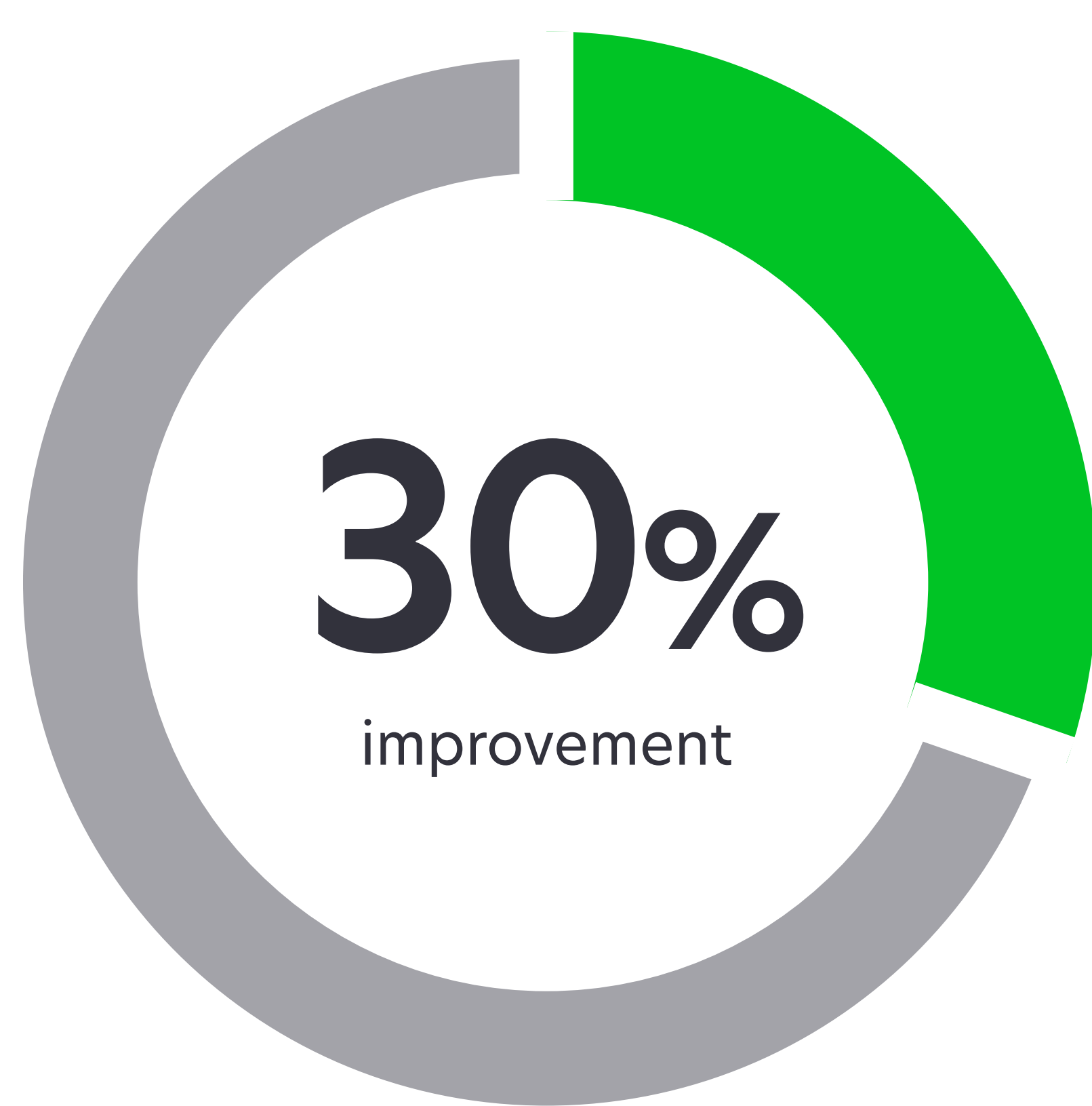
Predictive Service



Asset Optimization



Engineering Efficiency



Revenue Growth



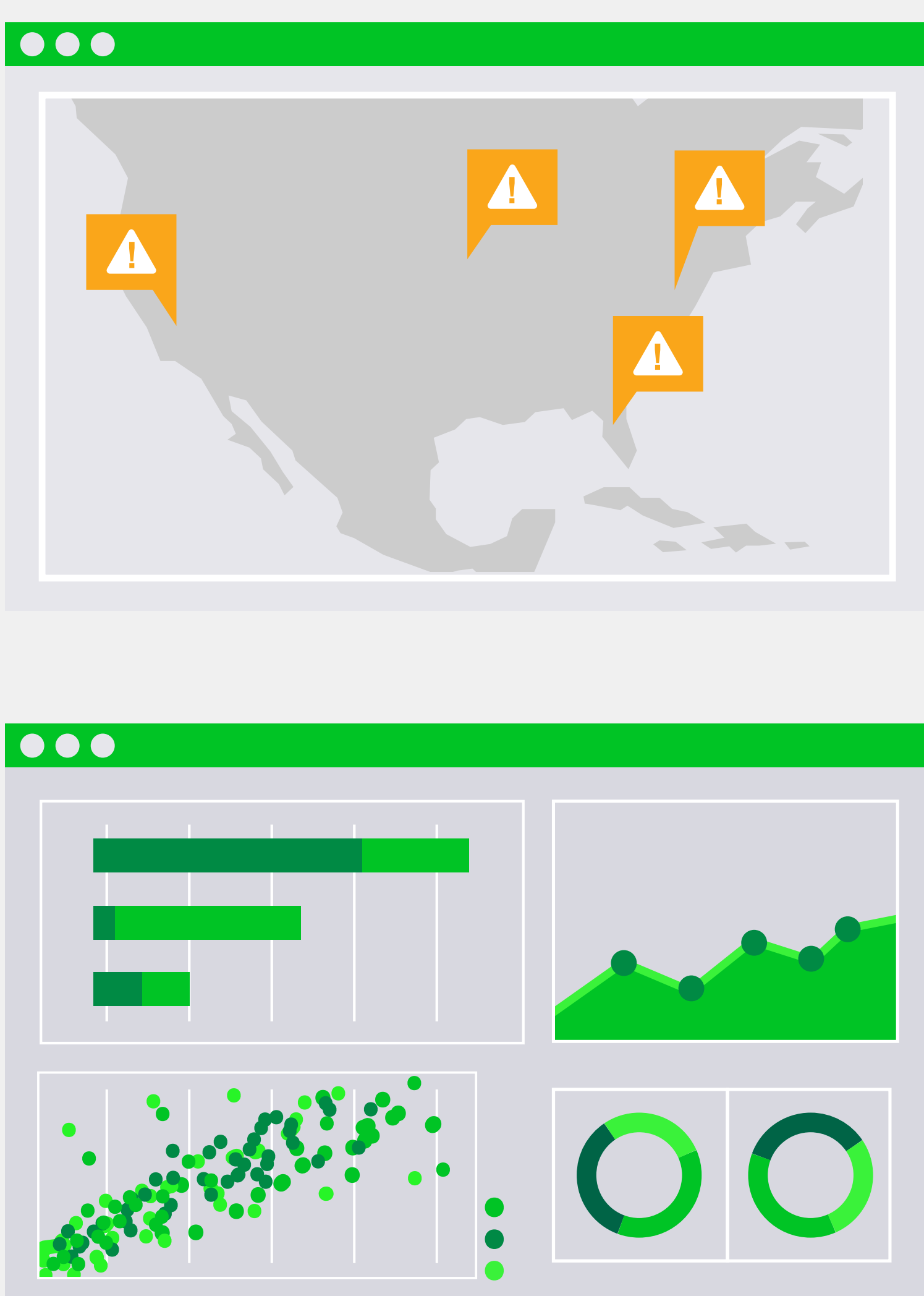
Proven, scalable and in market in 90 days

Lexmark, a fellow manufacturer and connected-device pioneer, who has been harnessing the power of IoT for more than 20 years, can help you transform from just selling devices to delivering advanced services. We've done it ourselves and can help you do it too. Lexmark Optra IoT Solutions can deliver meaningful value for you in as little as 90 days. Here's how.

Business case for business outcomes

Transformative projects often fail because they miss the critical link between technology and business outcomes. Through detailed assessment and analysis of your real data, infrastructure and business processes, the Lexmark team produces a roadmap to ROI that delivers a return in both the short and long haul for your customers, your bottom line and your top-line growth.

Accelerators to success

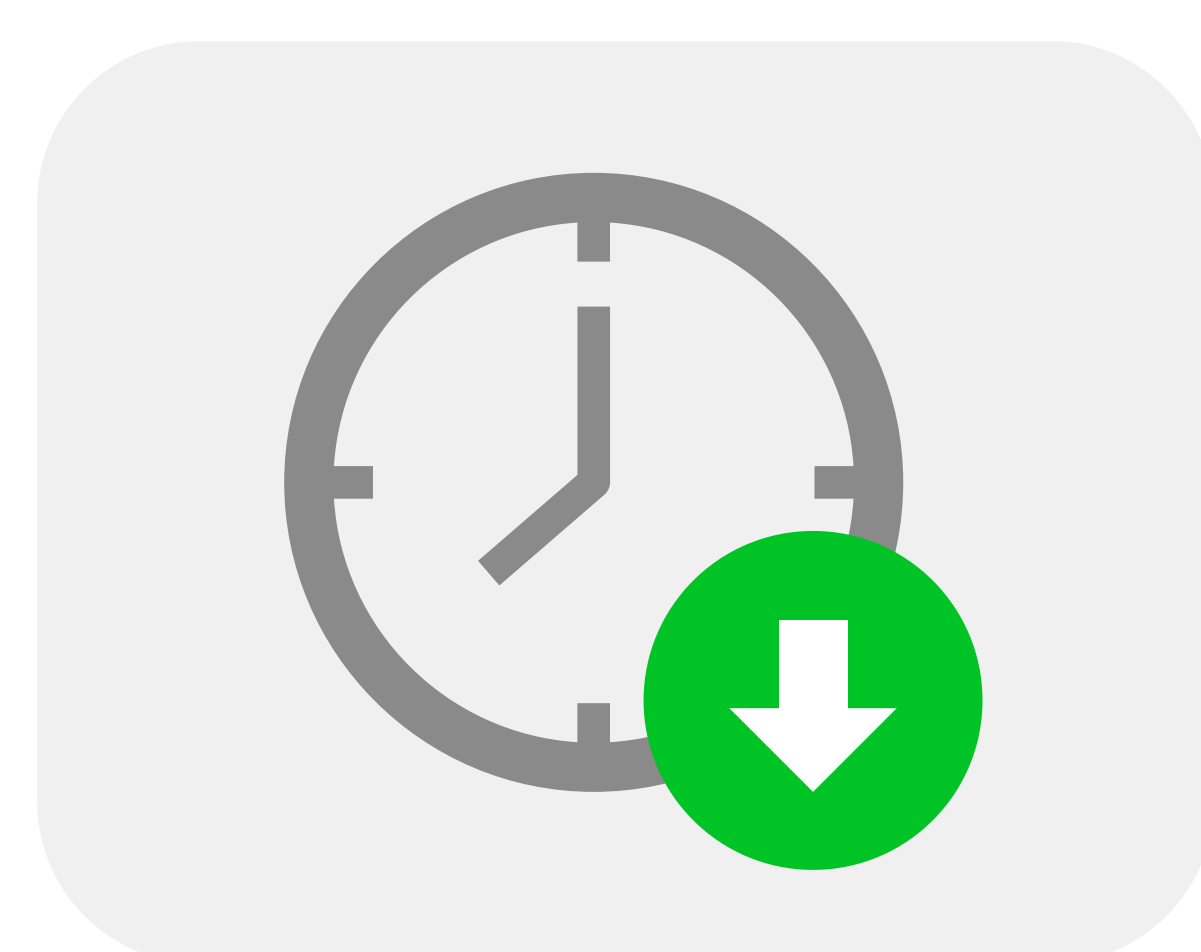


Pre-built AI/ML algorithms return results significantly faster than building, training and deploying models from scratch

Established business process templates rapidly turn data insight into operational reality

Customizable reporting dashboards visualize performance data for numerous personas, so you know you are on track

Lexmark's pre-built IoT solutions, deployed in 90 days, delivers transformative value for a global medical equipment manufacturer:



Reducing device downtime and parts waste



Gaining incremental product and warranty revenue



53% ROI in year 1, growing to 244% in year 3

We are THE connected products people

Our people, with a vast array of skill sets in hardware product development, data science, business process, CRM, ERP, architecture, and security, have decades of experience in making a connected products strategy work. It's what our business is built on. Unlike traditional software providers and system integrators, Lexmark Optra IoT Solutions is a manufacturer. We understand your challenges and goals and we use the solution to run our own successful managed services business - over a million devices in the field across over 200K locations.



Talk to a connected device expert about a path-to-value analysis.

Get in touch

