



Reduce output costs, increase visibility



Lexmark Global Services

Distributed Fleet
Management



Reduce output costs, increase visibility

Every part of your enterprise depends on output devices: printers, scanners, copiers, fax and multifunction machines. The fleet of devices your company has built over the years is now scattered over hundreds of locations. Even if you cannot monitor and manage these devices, you're feeding them money. **The average business spends up to three percent of total revenue on output.** This represents 15 million for a mid-sized company with an annual revenue of 500 million.

As these devices become more sophisticated and connected on networks, your people use them increasingly: **10,000 pages for an office worker last year, and that number keeps rising.** You may not hear about all the breakdowns and slowdowns that happen every day, because each individual problem seems so small... but each year, those hundreds of little problems end up costing you time and money. If you don't know how much time or money, then you don't really have control of your output fleet.

Lexmark can help you to change and show you how to optimize the use of your printing assets, slash downtime, and save hard euros through the management of your output fleet. Totally focused on output, we've developed a unique experience. **Give us the opportunity, and we'll show you how to meet your most pressing challenges - and uncover your most promising opportunities - with an offering we call...**

Distributed Fleet Management.

Distributed Fleet Management

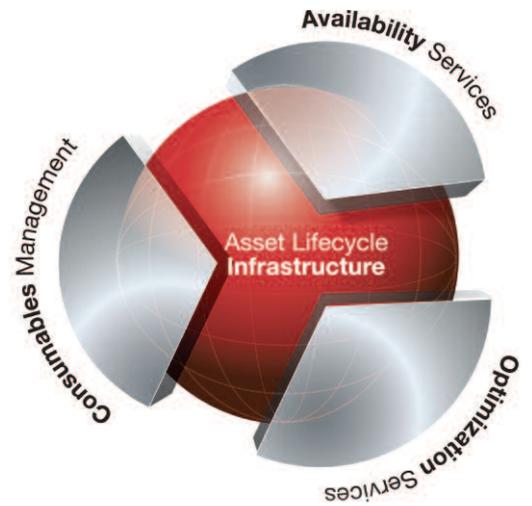
Distributed Fleet Management is a proven winner in enterprises like yours.

It's an industry-focused plan that gives you real visibility into your output environment, so you can make informed decisions. Output is important to your business—too important to be left unmanaged. So if you're ready to cut costs and improve productivity then we're ready to show you how. Distributed Fleet Management is a comprehensive set of management services and reporting tools that lets you take control of your output assets and drive down costs. It's a customized, dynamic solution, tailored specifically to your company. Best of all, it's an ongoing solution that will save you money today, tomorrow, and for the life of our relationship.

Distributed Fleet Management can help you:

- Reduce the number of pages printed and thus the output cost.
- Increase the availability of your output fleet.
- Improve your paper based business processes, contributing to employee productivity and satisfaction.
- Provide you fact-based information for future decision making.

- **Print Less to Lower Costs**
- **Industry Expertise**
- **Proven Track Record**
- **Continuous Improvement**



Asset Lifecycle Infrastructure

Distributed Fleet Management works because Lexmark developed a consistent set of technology, processes and skills named Asset Lifecycle Infrastructure. It enables data collection from each device, validates, organizes and reports the information that lead to informed decisions. Unlike many manufacturers, Lexmark owns its technology and is able to leverage its experience from devices to the Lexmark's data warehouse, the information you receive gets better all the time.

Founded on Lexmark's expertise in developing custom output solutions for thousands of organizations, Distributed Fleet Management can help you meet your specific challenges and goals.

Distributed Fleet Management includes three key offerings: Availability Services, Consumables Management and Optimization Services.

Availability Services keeps your fleet working and proactively resolves problems.

In many companies, printing devices account for half of all network traffic - and more than half of help-desk requests. Those companies are wasting time and money if they don't have a strategic approach to maintenance and repair. This requires specialized expertise and considerable resources. Lexmark understands the output environment in a way that few companies do, because it's our only business. We've developed a comprehensive set of tools and processes that can keep your devices up and running while conserving your time and money.

Beyond "Break/Fix"

Availability Services is much more than a repair contract: it can monitor, detect and diagnose many problems from a remote location. It's a highly complex system, the result is simple: most issues are resolved before you even notice them.

Each output device whatever its brand generates information about itself - page count, toner level, readiness, and more. On site, Lexmark Data Collection Manager (**LDCM**) collects device Information, compiles it and sends it over a secure connection to Lexmark's data warehouse (**ARMS**). As data is regularly collected, any issue requiring attention will be actioned by the Availability Services process.

Often, this response is electronic and when necessary, Lexmark Availability Services will dispatch a technician to the device location.

Lexmark also provides preventive services through restoration of device and firmware settings throughout the fleet, which results in fewer incidents. Ongoing analysis of tracked incidents enables our technical consultants to anticipate a need for user training or a preventive action on a range of devices.

Management of a large output fleet requires special expertise and the right resources. Lexmark Availability Services can give you a fleet that works harder, lasts longer, and costs less to run.

Basic and Enhanced Availability

Availability Services comes at two levels. Basic Service begins by giving you fast access to help when you need it. Calling a dedicated number, you will be identified by the Lexmark's support team. This means a faster response, and gives the support team a head start in accessing your information and having a thorough knowledge about the service history of your devices. What's more, your team is backed by Lexmark's entire support process - a process that includes customer feedback, new product development, service and diagnosis training. Depending on your requirements, Lexmark will create an Enhanced Service uniquely suited to your needs:

- Guaranteed Response Time, for urgent problems.
- Trouble ticket integration, to spot and resolve early device problems.
- A dedicated, on-site technician who can field and troubleshoot service calls right away.
- Configuration management to enforce device and firmware settings throughout the fleet, ensuring standards and enabling fast resolution of any problems.



OUTPUT



LDCM



Consumables Management reduces your inventory expenses while making sure you never run out of the things you need.

Managing consumables is even more complex than managing output assets. Long after your devices are in place, they continue to use toner and other supplies - a hidden cost that may already be out of control.

Most companies simply negotiate with supply vendors, establishing a unit cost for each item, allowing individual departments handle their own ordering. It's a simple and costly system.

Skilled knowledge workers log on to websites to order supplies, and they spend up to 20 minutes on each visit. Individual orders tend to be small, which means frequent transactions and higher shipping costs, even higher when end users are let to choose the fastest (and most expensive) delivery option.

Meanwhile, your inventory could be clogged with things you won't need for weeks or even months. Many companies can have substantial resources tied up in printing supplies inventory - a serious waste of space and earning power.

You can eliminate every one of these concerns and reduce your spending with Consumables Management. This proactive service combines constant monitoring of your supply levels with timely ordering and delivery. You can cut your inventory dramatically, but you'll never run out of the things you need.

What You Need, When You Need It

With Distributed Fleet Management, your output devices are constantly monitored. Information from your fleet goes to the Lexmark Data Collection Manager (LDCM) at your site and sent to Lexmark's data warehouse (ARMS). The system validates your need for supplies before they're ordered: for example, we'll compare actual usage with expected usage. When supplies do run low, we'll order them for you and ship them to the address you specify.

To make sure you get exactly what you need, we'll leverage our existing partnerships with reliable, flexible and global suppliers. This unique ordering process gives you maximum control with minimum effort, and it protects you against waste and errors. Or if you prefer, you can leverage your Lexmark Services Web Portal to order the supplies yourself.

Here's what you can expect:

- Validation of all orders for part number, contract terms, and agreement compliance.
- Protection against unnecessary shipping charges.
- Defense against fraudulent or excessive orders.
- Acknowledgements of received requests.
- Reductions in inventory, shrinkage, and obsolescence.

Consumables Management is a proactive way for you to take control of output supplies.

"...we were not only able to reduce our consumables costs by a fairly significant amount, but we were able to avoid a large capital outlay, which made the partnership very happy."

Tim Armstrong
Chief Information Officer
Vinson & Elkins



ARMS

WEB PORTAL

Optimization Services helps align your output objectives with your business goals.

One of the goals of Distributed Fleet Management is to ensure the right devices are in the right places. This leads to significant improvement in your everyday operations and substantial savings: today only one enterprise in 20 has made a serious strategic effort to manage document workflow, and many of those efforts are incomplete.

The typical enterprise handles more information today than it did five years ago, and experts believe paper usage may go up as much as 30 percent in the next ten years. This makes it more difficult to see what document workflow needs improvement and where the hard euro savings really are.

Lexmark can show you.

Assessment, Solutions, and Support

Optimization Services begins with an assessment of the interaction among documents, devices, and users in your business, identifying opportunities to increase efficiency and improve processes in your operation. We'll show you how to better align print resources with your business needs, offering you ways to enhance flexibility.

After the assessment, Lexmark recommends a specific approach and puts it to work. We'll replace the paper-intensive processes that are slowing down your business with smoother digital workflow and accelerate as well the benefits of the technology you already own.

As your environment is dynamic, Optimization Services is all about helping you manage change. From project planning and implementation to driver deployment, configuration and end-user and software training, Lexmark will help you develop an Output Strategy that delivers both immediate benefits and supports continuous improvement.

Optimization Services gives you a partner invested in your success, with the expertise to keep your solution current.

For Now, and for the Future

Optimization Services helps you to print less, only the pages you really need on the most appropriate devices. It's an output strategy that pays off in two ways.

- First, you save hard euros, by both reducing the number of devices you have to manage and maintain, and cutting back on your use of paper and forms.
- Second, you improve productivity by giving your people better and faster access to information, and by streamlining key processes.

Optimization Services delivers important benefits from the first day, but what really matters is that it's an ongoing solution: a dynamic, flexible output strategy that responds to new technologies and to the changing needs of your business.

“Lexmark helped us see that if we could control our fleet, standardize on a few models and improve the performance and capability of the devices we had, that this would allow us to control our costs, improve support and improve end user experience.”

IT Operations Project Leader
Disability Income Protection Company



Distributed Fleet Management gives you the right output strategy. The Lexmark Services Web Portal keeps you in control.

From the Web Portal, you can view any output device on the network, download reports, enter and view meter reads, or request a service call. You can order supplies and you can contact your Lexmark representatives.

Various levels of security enable help desk personnel access to most functions, while end-users may only order supplies for the output devices in their workgroup.

Regardless of the level and the point of access, the Web Portal multilingual interface provides every user in global enterprises with consistent and timely information in order to make fact based decisions.

Organize the data on the Web Portal to suit your own needs. You can search for a device by asset tag, location or browse through a reporting hierarchy that reflects your company's structure. In any case, each device is listed with comprehensive information such as the model, identification number and physical address.

The Web Portal also gives you access to Lexmark's unique product expertise, organized in the Knowledge Base: an entire library of detailed specifications, answers to common questions and how-to instructions at your fingertips.

You can check the device status, troubleshoot problems - even allow authorized personnel to change control settings. The Web Portal also gives you detailed summaries that show you exactly what's going on in your fleet. You'll be able to find up to date information on asset retirement and acquisition, billing, changes in device status, and you can view usage and the number of pages printed at any location on the network.

The Web Portal gives you and your employees a single, secure point of access for comprehensive information about your output fleet and keeps you connected to Lexmark's broad base of knowledge and expertise.



Distributed Fleet Management is working right now for companies around the world.

As part of an overall solution from Lexmark including Distributed Fleet Management, Newsweek achieved a 350% return on its investment and Dell cut its hardcopy printing costs in half.

Distributed Fleet Management is delivering visibility, control, and cost savings to companies.

But the important question is, what can it do for you?



As a provider of printing solutions and services, Lexmark takes seriously its responsibility to the environment and the enterprises in which it operates.

