Lexmark™

Amplifying analytics:

The Print Transformation Impact Guide

How a one system-approach to data capture enhances efficiency across the print ecosystem

A strategy for success

Digital transformation is the future of business. And cloud is the number one investment priority within this space — 79% of organisations are investing in cloud infrastructure to drive their digital transformation initiatives.[1]

This impact guide explores how print ecosystems – that are part of a cloud-based approach to print infrastructure – power efficiencies across workflow, process optimisation and more.

[1] IDC Digital Transformation and Print Infrastructure Study.

Print ecosystems that use a single, global IoT infrastructure offer greater savings to enterprises.

Printers: More than paper churners

Today's printers are multi-functional devices that are full of advanced software, engineering and science. They are loaded with sensors that continuously monitor hundreds of data points including alerts, internal diagnostics and data about the device's inner workings. They can proactively and predictably monitor performance to avoid unnecessary downtime. But how this information is captured, analysed and then acted on is crucial.

The value of a global IoT system

Each device is one node in an organisation's larger, interconnected printing and scanning ecosystem. That might span a single location or multiple locations around the country or world. This network offers a trove of data, ripe for analysis. That data can offer valuable information about usage trends and inconsistencies, process bottlenecks, cost inefficiencies, waste, security risks and more — ultimately helping to eliminate burden on your IT team and end users.

93% of organisations believe IoT has the potential to improve printer fleet management.[2]

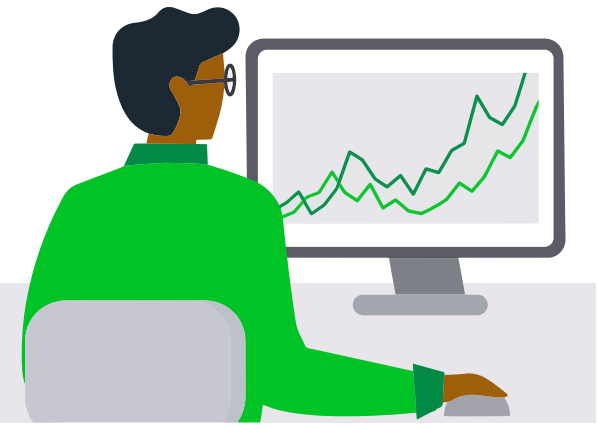
An IoT system, such as Lexmark's unique global IoT system, can seamlessly manage customers' environments, providing global visibility and transparency to reduce cost, simplify billing and improve customer service in a way that is far more efficient than where multiple systems are used.

A single IoT system from an advanced print provider using its own core technology also makes it easy to integrate data from the print and scan ecosystem with key business metrics for optimum efficiency.

Industry-leaders in print ecosystems are using AI to power efficiency-delivering algorithms.

Predictive support enhances efficiency

Truly efficient print solutions can now offer customers predictive support — this is different from predictive maintenance. Essentially, predictive support uses artificial intelligence (AI) and a digital twin system approach to optimise the system, and to anticipate and correct disruptions before they occur. This delivers better efficiency savings, such as reducing excessive inventory through the application of automatic supplies replenishment algorithms. It also increases uptime and, in Lexmark's case, reduces helpdesk calls by 25% to free up IT teams to focus on their core functions.[3]



Workflow and process optimisation

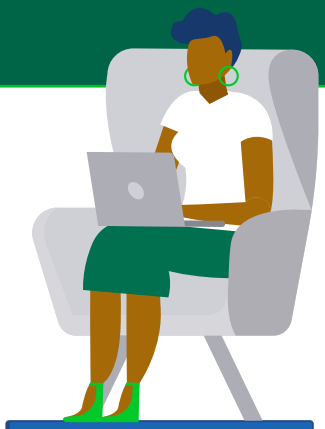
Every organisation and each industry operates differently. A one-size-fits-all approach is unlikely to offer optimal benefits. It is about using cloud connectivity and mapping advantages in print to deliver tangible benefits specific to your organisation and your industry. Print ecosystems that use open software integrate easily with existing IT infrastructure to accelerate digital workflows and maximise returns.

Overlaying information captured via the cloud and global IoT, with analysis from data scientists with data from over 5,000 customers and industry experts, is the best way to turn print and document capture into actionable insights, improving business processes and identifying new digitisation opportunities. It is about transforming your print system into an intelligent strategic asset that adds value.

[2] IDC Digital Transformation and Print Infrastructure Study
[3] Lexmark analysis

Takeaways

- A single, global IoT print ecosystem amplifies data analytics' benefits to customers
- Predictive support is a game-changer, delivering enhanced cost-savings at multiple touchpoints and direct sustainability benefits too
- Accelerate digital workflows with organisation – and industry-specific data mapping



"Cloud Control: The Print Transformation Playbook"

This impact guide is part of Lexmark's Print Transformation Playbook, which explores how a cloud-based approach helps organisations both unlock the strategic value of print and drive digital transformation initiatives forward, today.

Download the full playbook and optimise the value of your print infrastructure while accelerating your digital transformation programme – securely, sustainably and cost-effectively.

Get the playbook

Print transformation matters now more than ever

For more information on making your print transformation happen successfully, please get in touch.

Speak to the experts

Lexmark™

Lexmark creates innovative IoT- and cloud-enabled imaging technologies that help customers in more than 170 countries worldwide achieve their vision of print simplicity, security, savings and sustainability.

Built on a powerful combination of advanced technology, deep industry expertise and exceptional customer engagement, we help eliminate IT burden, enable digital transformation and drive savings and flexibility in retail, financial services, healthcare, manufacturing, education, government and more.

Founded in 1991 and headquartered in Lexington, Kentucky, Lexmark is recognised as a global leader in print hardware, service, solutions and security by many of the technology industry's leading market analyst firms.