Lexmark Cloud Print Management

Existing print release solutions enable you to provide customers with print management capabilities, but often require resource-heavy processes that reduce profit and burden your professional services teams. Now, by leveraging cloud technology, Lexmark makes it possible to eliminate costly infrastructure and provide anytime, effortless service. That means greater simplicity, unmatched insight and an offer that takes customer relationships to the next level.

Cloud first, customer first

More customers of all sizes are moving business processes to the cloud to simplify management, lower costs and enhance collaboration. With CPM, you can provide the same level of optimisation when it comes to print, eliminating the burden of customers' printing infrastructure and manual, onsite management. With a cloud-based design that's simple to deploy and easy to use, your customers will have new levels of visibility and document security.

Print management that sets you apart

Lexmark Cloud Print Management enables you to:

Differentiate your offers

Lexmark CPM has been designed from the ground up to be a true cloud service offering—it's not just a "lift and shift" premise-to-cloud print mangement solution:

- ▶ Streamline customer IT processes through remote management
- ▶ Align your conversations with customers' beyond the box initiatives for better results
- ▶ Meet every customer's needs with effortless set up—whether they have five devices or 500

Offer increased security

Lexmark CPM is secure by design. In fact, it's so impressively secure, you can ensure your customers:

- ▶ Adopt a stronger approach to document and device security
- ▶ Close gaps in document security with secure print release
- ▶ Gain the benefits of around-the-clock cloud server monitoring, automated server security updates and end to end document encryption

Ensuring complete security

Studies show that over half of employees print sensitive documents, and over 20 percent of all print jobs are left unclaimed in the output tray. When not properly managed and updated, print servers present a real vulnerability to customer environments. Securing output with a fully managed and updated cloud service is a more proactive approach to document security and has the benefit of preventing waste.

Deliver stronger service

Improve service to your customers when you offer CPM as part of your other managed offers. With Lexmark CPM, you can:

▸ Take the guesswork out of pricing with one flat fee per device, per month, that gives you flexibility in financing and simplifies selling

▸ Leverage real-time analytics for better insight into customer needs so you can optimise service

▸ Meet customers where they are with easy-to-adopt technology that leverages the cloud providers and mobile processes they've already implemented in other business areas

How it works

Standard configuration

1. User submits print jobs from PC or mobile devices to the print queue in the Lexmark Cloud.

2. User authenticates at device and selects jobs to release.

3. Device securely retrieves and prints jobs.

4. Document analytics are stored in the cloud.

Hybrid option

For customers with regulatory requirements, elevated levels of security or limited bandwidth, our hybrid CPM option enables them to print leveraging the cloud while keeping documents on their side of the firewall.

5. User prints from PC. Job is encrypted and stored on the user's PC.

6. A token identifies the job in the Lexmark Cloud.

7. User authenticates at device.

8. Device uses token to locate and retrieve print job from PC.

9. Document analytics are stored in the cloud.

Learn more about how Lexmark Cloud Print Management can improve your customer service. Visit partnernet.lexmark.com for more.

lexmark.com