



# 'Lexmark By Design'

## Manufacturer hosts partner summit June 6-7

by: Elizabeth Marvel, Office Technology Magazine

On June 6-7, Lexmark hosted its top 50 business solutions dealers (BSDs) at its headquarters in Lexington, Kentucky. The 2023 Business Solutions Dealer Summit, themed "Lexmark By Design," featured general session presentations focused on the company's strategy by design, its intentionally engineered product portfolio and its emerging technologies. There was also an executive panel discussion featuring questions from dealers, a technology fair, three breakout sessions, a welcoming reception at the Old Fayette County Courthouse, and a tour and tasting at the historic Buffalo Trace Distillery in Frankfort, Kentucky.

During the general session, Lexmark President and CEO Allen Waugerman explained the company's vision. "We help our customers make a lasting impression on their worlds," he said. "We demonstrate this and you guys do this every day in your businesses. Think about how many kids you all educate; how many patients you help get treatment for ... So that's what we do. That's who we are. It is very important."

Waugerman discussed the decline in printed pages and how Lexmark is overcoming that challenge through its focus on vertical markets. "We are unique versus some of our competitors," he said. "We have been focused on industry expertise. In 1995, our strategy changed to go from the general office to being focused on industries, making sure we had insights in health care, retail and so on. So, we developed that expertise and our devices are very tuned to those very unique needs. And we focus on outcomes. Not just print."

Waugerman also discussed Lexmark's strategy for success, noting that there are three pillars necessary for the company's approach: (1) Continue to lead the printing and imaging industry; (2) Enhance its print services to better serve its customers and partners; and (3) Expand beyond print to bring new value to the marketplace.

These three pillars were emphasized throughout the summit. Following Waugerman's session, Matt Dollus, vice president of global marketing, and Chris White, director of global product portfolio, explained the company's intentionally engineered product portfolio, which is made up of not only hardware, but cloud and managed print services, applied technology and Internet of Things (IoT) solutions. These products and services were featured in the technology fair, where attendees rotated through stations focused on current and upcoming products and solutions, the company's strides in sustainability, toner products for non-Lexmark devices, and Optra Edge,



*Clockwise from top: Attendees take a look at some of Lexmark's color products during the technology fair; Bryan Willett presents the security session; and Allen Waugerman presents during the general session.*



a platform that combines edge computing hardware with a cloud-based management portal and prebuilt artificial intelligence (AI)/machine learning (ML) applications that, according to Lexmark, "turn real-time data into real-time action." As an example, Lexmark representatives showed how Optra Edge could be used in a grocery store, changing digital signage based on the demographics of the person viewing it.

The breakouts focused on Lexmark's advantages in the industry, its security offerings, and its cloud services and analytics. The security session was especially interesting for dealers who had questions about the Chinese investors who purchased the company in 2016. Bryan Willett, chief information security officer, assuaged any concerns by explaining the details of a national security agreement that came out of a risk assessment done by the Committee for Foreign Investment in the United States. The agreement focuses on protecting sensitive information, limiting access to customer data, source code and hardware designs. "We've been under this agreement for seven years," Willett said. "And in every one of those we have been noted by Deloitte as being substantially in compliance with the agreement." ■

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