



# AI-Powered Solutions

## Driving productivity through collaboration

by: Chris White, Lexmark International

The world of artificial intelligence (AI) might seem far removed from the familiar hum of a printer. At Lexmark, we view AI not as a futuristic concept, but as a powerful, practical tool driving tangible benefits for our customers and unlocking new opportunities for our valued channel partners.

While everyone wants to talk about AI, it is not applicable and beneficial to everything. At Lexmark, we recognize the importance of finding the best use cases to deliver value to end customers.

### AI Delivering Real-World Benefits Today

Lexmark has seamlessly woven AI into the fabric of our operations, particularly within our managed print services (MPS). We are not just managing printers; we are managing outcomes. By harnessing the power of AI in conjunction with the Internet of Things (IoT), we remotely manage more than 1.5 million connected printers for our customers worldwide. The burden of overseeing printer fleets no longer rests on their shoulders and, thanks to AI, we can uncover new ways to make those fleets more productive and efficient, while furthering cost savings over time.

The key benefits of the AI and IoT combination in MPS allow us to:

■ **Predict and prevent printing disruptions:** Our AI-powered predictive support resolves 70% of issues remotely before they impact our customers, minimizing downtime and maximizing productivity. This comes with a 25% increase in profitability due to better utilization of devices in the field.

■ **Optimize supply management:** Gone are the days of frantic toner orders. We can accurately predict toner needs and automatically ship replacements to customers, eliminating any inventory gaps before they happen.

■ **Provide seamless language translation:** Our AI-powered Translation Assistant is breaking down communication barriers, enabling users to translate documents into more than 100 languages directly on our printers in a matter of minutes. It has been an asset for customers who work with diverse populations to expand their reach.

■ **Enhance manufacturing processes:** Manually identifying defects is a slow and deliberate process that is often prone to human error. Unfortunately, there are significant costs associated with human inspectors. By deploying Lexmark Optra Edge's visual AI capabilities, Lexmark applies AI-enabled



software to cameras to conduct visual inspections on our assembled printers. The ability to do heavy AI processing in real time, right where the camera sits, has increased inspection speeds by 40%, reduced errors by 99% and delivered a return on investment within just three months.

■ **Leverage AI-driven analytics:** We help dealerships uncover hidden patterns and trends in their data, leading to more informed decision making and improved business outcomes. Big data and analytics provide valuable insights into customer needs and preferences. By analyzing data from device sensors, dealers can optimize serviceability and maintenance, reducing downtime and improving customer satisfaction. Furthermore, advanced analytics can help dealers identify new opportunities for growth, such as expanding into new markets or offering additional services.

These are just a few examples of how AI is driving tangible business outcomes for Lexmark and our customers.

### The Future of AI in Printing Drives Efficiency, Security

As groundbreaking as these current applications are, we believe we have only just begun to tap into the vast potential of AI in the printing industry.

We are already doing AI-powered predictive diagnostics. Looking ahead, as the technology matures and grows more sophisticated, we foresee applications in the design phase generating imaging based on prompts, cleaning up scanned images or preevaluating how marketing material might land with different audiences.

Because printers are often connected to the internet — and then often connected to one another — ensuring robust security is paramount. AI is already playing a critical role in monitoring network traffic on the edge, closer to the point of data collection. For more than 15 years, AI algorithms have been in firewalls that are on networks to monitor for suspicious traffic. However, printers are frequently an overlooked security concern. Having the appropriate network architecture in place to allow the edge devices (e.g., sensors or IoT devices) to monitor endpoint traffic (from a printer or another device) is essential. As companies implement more zero-trust network principles, it provides opportunity for more network traffic to be monitored by AI.

### Partnering for Success in the Age of AI

Lexmark has been doing IoT for more than 20 years —

before it was cool or mainstream. With this experience, we recognize that the benefits of AI and edge computing (the process of bringing information storage and computing abilities closer to the devices that produce that information and the users who consume it) can be difficult to reap for other manufacturers. There is a learning curve to tee up an IoT and AI operation internally, not to mention the complexity, costs and gaps in data science expertise. This is precisely why we launched Lexmark Optra IoT

Solutions, a package of ready-made hardware, software and services that we offer to other connected-device manufacturers that do not necessarily have the means to pull off an AI/edge project on their own. The full potential of IoT can only be realized if we, as an industry, share and collaborate with one another.

We believe that everyone in the channel ecosystem has a role to play in bringing the power of AI to businesses of all sizes. Dealers, your role in this AI-driven future is more critical than ever. Your deep understanding of customer needs

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The future of printing is intelligent, intuitive and interconnected. At Lexmark, we are excited to be at the forefront of this AI-driven transformation. We are committed to collaborating with our channel partners to unlock the full potential of AI and shape the future of printing, together. ■

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