

INDUSTRY OVERVIEW

For more than 25 years, Lexmark has been helping manufacturers with powerful, industry-specific solutions and services. Manufacturers today operate globally. The manufacturing industry is complex: changing regulations and a global supply chain mean that manufacturers need flexibility, visibility and control in their business applications. Manufacturing companies are under pressure from competitors and from internal drivers for cost reductions and productivity enhancements. As a manufacturer ourselves, we understand these challenges clearly. We help manufacturing companies reduce costs and errors by automating manual tasks; increase productivity by leveraging our hardware and solutions to streamline business processes; and offer greater visibility. In doing so, we can help improve customer satisfaction, and ultimately increase revenue and profits.

INDUSTRY TRENDS AND CHALLENGES:

- ▶ **Process optimization:** manufacturers are very concerned with and invest heavily in speeding up their manufacturing processes using proven techniques such as true lean. Not only are they focused on their manufacturing process but also their supply chains. Without the raw materials to make their product they cannot meet their production goals. So, supply chain is equally important to them.
- ▶ **Visibility and control:** Almost all manufacturers of any size are very global in nature, much like Lexmark. They have plants, distribution centers, development sites, shared service centers and headquarters all over the world. So, visibility and control are paramount to their success.

- ▶ **Cost and expense:** Very similar to Lexmark, manufacturers are very focused on cost and expense in the hyper competitive global markets in which they compete.
- ▶ **Data security:** Data security in this era of breaches and threats is of utmost importance to manufacturers. It is their top priority, with significant focus and investment being applied to stay secure and protect their data and intellectual property.

LEXMARK VALUE DRIVERS: HARDWARE

- ▶ **Rugged printers:** our devices are designed to work in the rugged environments that exist on manufacturing floors and in distribution centers.
 - ▶ **Industrial metal frames:** Much sturdier than competitive devices made with plastic—Lexmark metal frames provide extreme durability, consistent print accuracy, and make the devices viable in tough environments (ie: distribution centers).
 - ▶ **Advanced media handling:** Allows manufacturers to print on specialty media in-house to ensure compliance with hazardous material labeling like GHS and brand consistency.
 - ▶ **On-board weather sensing:** Assesses environmental conditions, such as temperature and humidity, which enables the device to adjust, reliably feed paper and ensure great print quality in different climates that we see in production areas and distribution centers.
 - ▶ **Advanced sensors and diagnostics:** Provides jam avoidance with the ability to sense a misfeed and not pick the next sheet of paper until the misfed page has been resolved.

- ▶ **Engineered to last:** Lexmark devices are built to last longer than the industry standard, to support manufacturers' needs for printers and MFPs. We understand that replacing distributed fleets is complicated and disruptive, and our focus on longevity means organizations can go longer between refreshes. In addition, our Smart Refresh approach ensures businesses are only replacing the devices in need of replacing—no more, no less. This really helps manufacturers with the cost and expense focus that they naturally have.
- ▶ **Designed to simplify service:** When service is required, Lexmark devices are designed to make it easy—from parts that are easier to access to sensors that make issues effortless to diagnose. Again, a driver of less cost and expense.

LEXMARK VALUE DRIVERS: MANAGEMENT

- ▶ **Lift the IT burden:** Highly-distributed global facilities make it difficult for IT to physically manage devices. Lexmark's management tools and cloud services make it possible to manage print remotely, so IT staff can resolve issues quickly and without time-consuming, expensive travel. Our cloud services eliminate the need for print servers and standardize IT processes and requirements across the organization, for increased simplicity and consistency. This is yet another way we help manufacturers with cost and expense but also provide visibility and control that is so essential for a global footprint.
- ▶ **Leverage innovative cloud printing technology:** Lexmark's award-winning cloud services allows organizations to offload the physical infrastructure required to support the print environment, reduce

demands on the internal IT department and provide a stable, flexible print environment.

LEXMARK VALUE DRIVERS: PRODUCTIVITY

Leveraging Lexmark's capture technology, our manufacturing solutions transform manual, time-intensive tasks into electronic, streamlined processes for better productivity and performance. Capturing documents at the distribution center provides visibility at HQ. Documents include shipping and receiving documents, invoices, and documents related to incidents or accidents in the distribution center. Benefits include immediate access and visibility to critical information, greater efficiency, speed and savings, secure and compliant document workflow, and seamless integration to existing systems. Our supply chain document optimization solutions are directly applicable here. Not only can we capture and route shipping documents like the bill of lading but we often convert dot matrix and even thermal devices to laser printers using our forms solutions. Our RFID Laser Printing solution is a great way to help drive efficiency by tracking goods through the supply chain and/or production process providing visibility and to help streamline processes.

LEXMARK VALUE DRIVERS: SECURITY

Data security is often manufacturers' top concern/priority.

- ▶ **Feel confident about data protection:** Lexmark understands that manufacturers handle customer information every day. It's critical that this information is kept confidential and away from those who wish to use it negatively. We take this seriously, and we've been prioritizing our ability to protect for decades, so the businesses that leverage our devices and solutions can rest easier.

- ▶ **Experience full-spectrum security:** Lexmark's full spectrum approach to security ensures data is protected at the device, across the network and on the document. By spanning both technical and physical security needs, our technology helps eliminate gaps and secure information throughout its entire lifecycle. And, since every device in our portfolio comes equipped with this level of protection, manufacturers can know they're getting our best, no exceptions.
- ▶ **Ensure adherence to industry regulations:** Lexmark continually monitors global data privacy regulations, such as GDPR, to ensure compliance.

PROOF POINTS:

- ▶ 8 of the top 10 global manufacturers according to 2018 Forbes Fortune 500 are Lexmark customers
- ▶ 8 of the top 10 global automotive manufacturers according to 2018 Forbes Fortune 500 are Lexmark customers
- ▶ Lexmark has been named a winner of the Manufacturing Leadership 100 Awards annually since 2012.
- ▶ 25 years serving the manufacturing and distribution industries

INDUSTRY-SPECIFIC OFFERS:

- ▶ Lexmark Supply Chain Document Optimization
- ▶ Lexmark RFID Laser Printing
- ▶ Training and Certification
- ▶ GHS Label Printing
- ▶ Lexmark Cloud Print Management Lexmark Full Spectrum Security

DISCOVERY QUESTIONS

- ▶ How does your distribution centers handle shipping documents today?
- ▶ Do you create shipping documents and returns forms separately?
- ▶ What role does paper play in the returns process today?
- ▶ Are you thinking about RFID to speed up your processes or to provide greater visibility?

KEY ROLES

- ▶ IT Director
- ▶ Distribution center manager or director
- ▶ Warehouse manager
- ▶ Plant manager
- ▶ Production manager
- ▶ Lean gurus or black belts