

Managed Print Services - What's coming next after 'Print Less & Save More'?

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Managed Print Services (MPS) continue to evolve in the marketplace and Lexmark remains a leader at the forefront of this change. For many years our mantra has been 'Print Less, Save More' as we have strived to unlock hidden savings in the enterprise for our customers. Over time, this has evolved from output consolidation to automated fleet management and on to workflow enhancements.



However, businesses no longer see MPS as an added-value amenity, but instead, a valuable service that can help them unlock the potential for process improvement and increased focus on core business. This development has led to an increased interest in building next-generation workplace environments where cost and productivity goals are

maximised to meet the challenging economic pressures of the modern era. As such, there has been a move from just pure print optimisation, through to digital capture, including basic and advanced capture and more recently, to intelligent capture and workflow automation.

Today, successful providers are not just offering simplistic programs; instead they are delving into the true managed service-based business models which include content and document management. This is why Lexmark has evolved its offering to combine hardware, software, solutions and services to be in a position to deliver 'end to end' business process automation. This proposition is at the heart of the next generation of MPS.

For organisations, this means the ability to create a holistic assessment for the entire organisation and look at the whole business case when it comes to process management and to new services like managing unstructured information and assets. Considering cost and return on investment are both important, but shouldn't be the sole deciding factor. Businesses also need to look at other factors including improved customer service, employee productivity, as well as new considerations like data security and mobile printing and document management.

As a result we can leverage our process and content management solutions to assist our MPS customers to also streamline their business processes. This can boost savings and productivity up to 30 per cent or more on average. Some of these benefits include removing manual or wasteful processes with automated solutions while being able to manage and interact with unstructured digital information at the point of need, such as PDF, Word, Excel, Powerpoint files and video, audio files too.

Driving synergies between print, managing data and business process automation are now the hallmarks of next-generation MPS contracts as enterprise customers look beyond print to drive further cost savings and improve efficiency.

For Lexmark, this journey is well underway, underpinned by our core technology ownership, including content, output and process management, our deep industry experience and superior customer intimacy, we have a unique value proposition to take to our customers.

Through the evolution of MPS, Lexmark is able to assist its customers to not only gain benefits from an optimised infrastructure under proactive management but to achieve true business process optimisation through industry-focused solutions. This is a journey of continuous improvement for our customers, where Lexmark is able to leverage its experience, skills and people to assist in achieving their goals.

About Lexmark

Lexmark is uniquely focused on connecting unstructured printed and digital information across enterprises with the processes, applications and people that need it most. For more information, please visit www.lexmark.com.

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