

New Lexmark X560n MFP impresses leading life insurance company during pre-announcement evaluation. Manager of Market Technology cites speed, ease of use and print quality as key features for sales professionals using these devices in locations throughout the U.S.

Speed and print quality of Lexmark X560n MFP impress leading life insurance company

The Organization

Headquartered in the Midwest, this leading life insurance company provides more than \$50 billion in life insurance protection to more than two million policyholders, through its licensed field professionals and support staff, located throughout many U.S. states and the District of Columbia.

The Challenge

Image is important in the insurance industry. Presenting in color is a priority as the sales professionals at this life insurance company meet with corporate clients. Providing that high-quality, high-impact color printing capability to its salespeople at an affordable price is imperative. Today, this life insurance company uses Lexmark color laser printers in its field offices, a move that is saving the company hundreds of thousands of dollars annually over printing color documents at off-site locations. An aggressive and cutting-edge adopter of technology, this life insurance company is often evaluating new products before they even enter the marketplace to help improve capabilities for employees and reduce costs for the company.

The Solution

The company's Manager of Market Technology decided to evaluate Lexmark's new X560n color laser multifunction printer (MFP) prior to its public announcement. The manager and his administrative assistant installed the product on the company's network in about 30 minutes, without any other technical support resources.

"The X560n was a breeze to install," said the manager. "The instructions and the product were clearly marked with pictures making everything very easy to handle." He installed the cartridges, following the easy instructions on the sheet and had the product up and printing within just a few minutes.

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Leading Insurance Company

Over the next 30 days, the manager and his assistant used the product for printing, copying and scanning. (They did not test the faxing capabilities of the X560n.) Immediately, they noticed how fast it printed. At 31 pages per minute (ppm) in monochrome and 21 ppm in color, the X560n is a speedy network color laser printer that's designed for medium-sized workgroups.

The administrative assistant printed letters, presentations and a variety of other office documents and was impressed by the X560n's superior print quality. The X560n offers 2400 x 600 dots per inch resolution, providing pristine color images and business graphics even at default speeds. They also copied several magazine articles and brochures and were amazed



with the print quality. “It was hard to tell the difference between the original and the copy from the Lexmark X560n,” the manager said. The model tested included an optional duplex feature that allowed them to reduce paper use by printing on both sides of a sheet of paper.

As part of the affordability of the X560n, the team evaluated the supplies yield options for its toner cartridges as well. The Lexmark X560n has the highest yield cartridges in its class. The Lexmark X560n is the first color laser MFP under \$1,000 to offer 10,000-page* aftermarket toner cartridges in all four colors to help give customers a low cost per page and minimize the environmental impact because of the need for fewer cartridges. For their sales professionals in field offices around the country, this means they will need to change cartridges far less than with other models, saving them time and the company precious budget dollars.

The Results

For this life insurance company, impressing customers with its offerings is paramount and the documents it presents to them are a critical part of its image. For its Manager of Market Technology, doing so affordably is his fiscal responsibility.

The Manager of Market Technology said, “As a loyal Lexmark customer, I continue to be impressed by Lexmark’s focus on helping our company print less overall and solve my unique business challenges,” the manager said. “This is in sharp contrast to Lexmark’s competition that simply wants to sell us more devices.”

Evaluating new offerings, sometimes before they are even broadly available, is a key part of this company’s IT strategy of using technology effectively and affordably to achieve its goals.

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*Average continuous black or continuous composite CMY declared cartridge yield is in accordance with ISO/IEC 19798.