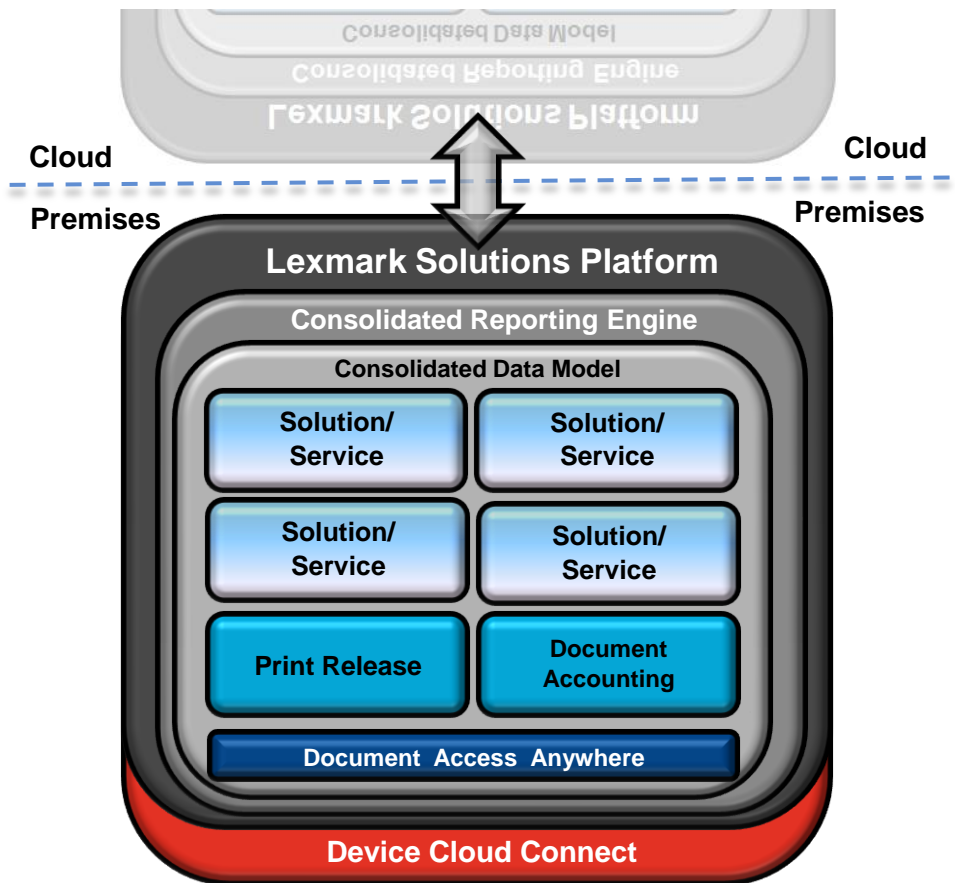


8 Great Things About the Lexmark Solutions Platform



Lexmark Solutions Platform

As enterprises look for more advanced ways to reduce overhead and cut costs, document output management solutions that are cloud-aware and mobile-ready can deliver a lot of bang for the buck.

The Lexmark Solutions Platform is a new application framework created by Lexmark for building print and content management solutions and services that are compatible with both on-premise and cloud environments. This framework makes possible the development of a new class of solutions that not only control printing costs but produce powerful productivity gains.

Here are eight reasons this new platform provides a solid foundation for unlocking greater cost savings, document security and enterprise mobility.

8 Great Things About the Lexmark Solutions Platform



Lexmark Print Release

New software-releases of Lexmark Print Release and Lexmark Document Accounting are the first solutions built on the Lexmark Solutions Platform.

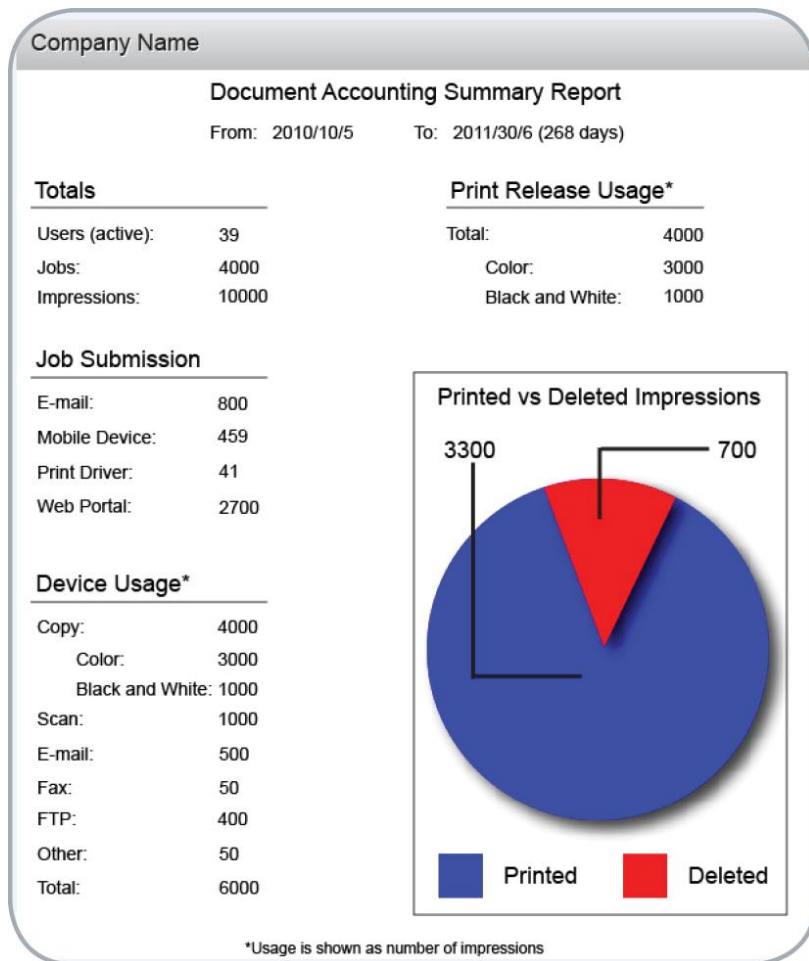
Lexmark Print Release is an ultra-reliable, scalable and secure print from anywhere, pull-printing solution that lets users send print jobs from their workstations or mobile devices, then retrieve or “release” the documents from any Print Release enabled device. The documents are held in a secure server-based print queue until the user goes to a printer, authenticates and selects the documents to print.

8 Great Things About the Lexmark Solutions Platform

Lexmark Document Accounting

Solutions for tracking, measuring and monitoring document output to workgroup office equipment are gaining traction as organizations see that it is not enough to simply manage device costs. Managing output—especially users' printing habits—is key.

The Lexmark Document Accounting solution is offered as a solution bundle with Lexmark Print Release. Document Accounting collects data about all jobs printed, copied, scanned or faxed, and a consolidated reporting engine compiles the data in a way that can be easily and meaningfully consumed. The data generated by the solution can be used to interpret an organization's overall printing and capture/workflow behavior, as well as deliver user and device specific detail.



8 Great Things About the Lexmark Solutions Platform



On-Premise and SaaS Deployment

Today's forecast calls for cloud computing to positively affect the document management space. As organizations look to simplify their overhead, it's important to have deployment options. The Lexmark Solutions Platform lets developers design solutions that run in the cloud or use services provided from the cloud.

For example, Lexmark Print Release and Lexmark Document Accounting can be deployed as on-premise software or as software as a service (SAAS). With either option, users print to a secure "print anywhere" cloud. What sets the two models apart is the location of the data center where the applications are operated and managed.

In a traditional deployment, Lexmark help the customer install the solution on their infrastructure, in their data center, behind their corporate firewall. In a SaaS deployment, the solutions run on Lexmark servers in our secure, remotely located data center.

8 Great Things About the Lexmark Solutions Platform



The Web Portal

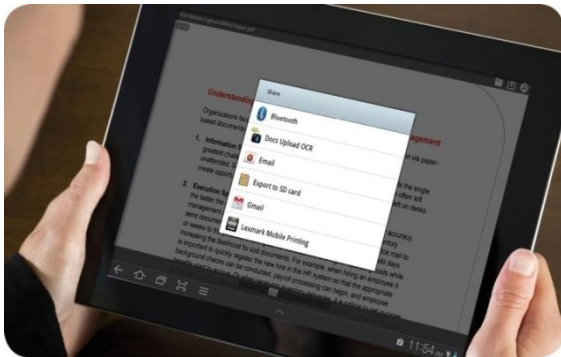
The roles-based web portal is a common access point for interacting with software built on the Lexmark Solutions Platform. For each role, a set of functionality is defined. For example, users can adjust profile settings, configure defaults, and create shortcuts for common document tasks. They can also manage documents they've sent to the print queue, as well as view their personal print statistics. IT administrators can access the web portal to configure general attributes and defaults, customizing the solution software for their company's needs. They can also view user/user group or device/device group activity and generate summary reports.

8 Great Things About the Lexmark Solutions Platform

Submit by Email



Lexmark Mobile Printing App



Optimized for Mobility

Mobile device use continues to outpace predictions, accelerating the need for efficient, simplified mobile printing. The Lexmark Solutions Platform has native support for mobile, improving ease, security and productivity for the growing ranks of workers on the go.

For example, Print Release users can send print jobs from any mobile device that's connected to their corporate network. The simplest way is by using the Lexmark Mobile Printing App downloaded to a smartphone or tablet. Or, you can attach documents to an email and send it to your Print Release account. The email and the attachments are automatically converted to a printable format and held in the queue until you are ready to print. To release, simply authenticate at any Print Release printer and select the jobs you want to print. There are no release codes or confirmation codes to enter.

8 Great Things About the Lexmark Solutions Platform



Scalability

By its nature, cloud technology is “instant-on,” enabling applications to be rolled out enterprise-wide in hours, days or weeks. Functionality provided on the Lexmark Solutions Platform, such as load balanced identity management across multiple servers, including multiple virtual machines, assures fast response and seamless upgrades.

The Lexmark Solutions Platform is very much a platform for the future. Organizations have the flexibility to start small and expand over time. For example, an organization might deploy Print Release, which uses SSL for communications and 128-bit encryption of spooled documents, to address a current need (e.g. document security) and then scale up and out with complementary solutions, such as Document Accounting, or new document services as they are brought to market.

8 Great Things About the Lexmark Solutions Platform



Next Generation Access Control

Authenticating users in a trustworthy and manageable manner is a vital requirement. Organizations must address authentication-related challenges such as credential management, multi-factor authentication, delegated authentication, and managing trust across all types of cloud services. By default, the Lexmark Solutions Platform handles the full identity management life cycle. It provides support for the latest access control models, including XACML, SAML and oAuth protocols, and creates a greater level of security by allowing the creation of custom federated identify and entitlement solutions.

8 Great Things About the Lexmark Solutions Platform



Robust Security

Lexmark is an industry leader in document and device security. That expertise is the backbone of the Lexmark Solutions Platform, which combines a robust security architecture with the lightweight ease of the cloud.

Lexmark hosts its customers' data in world-class data centers with multilayered security components, including:

- End-to-end TLS/SSL – Cryptographic protocols encrypt data in transit and at rest
- Two firewalls – Front-end and back-end firewalls inspect all network packets and prevent unauthorized connections
- Cybertrust Security – Data centers are validated against security standards based on ISO/IEC 27002