



Lexmark Connect

PARTNER PROGRAM



Why you need a complete partner program



To find
the right information around
the products you sell

To access
current and relevant
training



To increase
profit margins



To offer
reliable products and
solutions



To create
effective marketing pieces



To gain
industry-specific expertise

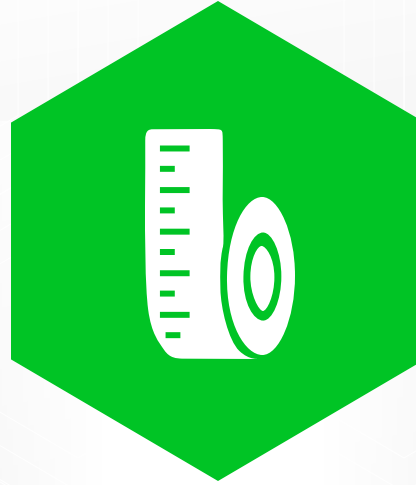
How Lexmark Connect can help

Easy
to enroll



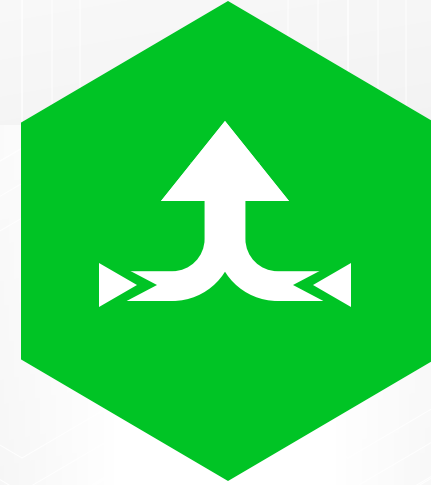
follow and earn benefits

Tailored
experience



based on your business
needs and customer base

Collaboration
over competition



your sales team will never
have to compete with ours

Designed with you in mind



Business Solutions

maximizing your potential as an expert your customers can count on



Commercial

understanding your need to go faster and further



Distribution

helping you provide the best experience for the resellers you serve

Lexmark Connect gives you seven key benefits

Education

In-depth training that makes you the expert

Access

Convenient, one-stop access through PartnerNet

Marketing tools

Tools and support that amplify your message

Financial benefits

Valuable rebates and special product promotions

Sales enablement

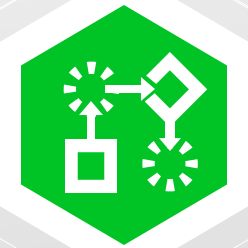
Collaboration and support to convert leads to wins

Products

Product lines that simplify business and impress customers

Solutions

Beyond the box capabilities and solutions that outpace competitors



Why Lexmark?



Deliver
secure, reliable devices



Differentiate
your capabilities



Drive
business growth

On your team, every step of the way. That's the **Lexmark promise.**

Ready to connect?

Discuss

How you can start
experiencing the
benefits of Lexmark
Connect

Discover

The tools, resources and
solutions that can help
differentiate your
capabilities

Determine

How Lexmark Connect
can drive your
business growth





LexmarkTM

Understanding your benefits (example)

	AUTHORIZED	SILVER	GOLD	DIAMOND
Requirements				
Hardware Sellout per Year (or quarter)	< \$10k	< \$50k	< \$500k	> \$500k
Partner Agreement	✓	✓	✓	✓
Business Plan		✓	✓	✓
Education				
LexmarkU Access (e-Learning)	✓	✓	✓	✓
Face-to-Face Onsite Sales Training			✓	✓
Offerings, Tools & Resources				
Dedicated Lexmark Support	✓ Telesales Account Mgr	✓ Telesales Account Mgr	✓ Face to Face Account Mgr	✓ Face to Face Account Mgr
PartnerNet Access & Marketing Tools	✓	✓	✓	✓
Marketing Development Funds (MDF)		✓	✓	✓
Special Bid & Price Programs		✓	✓	✓
Financial Benefits/Incentives		✓	✓ Enhanced Financial Benefits	✓ Advanced Financial Benefits
Demo Offer*		✓	✓	✓
Loyalty Perks Program*		✓	✓	✓
Lead Generation Support & CEC Access				✓
Industry Advantage Offering* (Industry Expertise Access)			✓	✓ Advanced Access
Advisory Board Meeting				✓
Web Content Syndication Access*			✓	✓