



Lexmark Channel Edge: a Lexmark Connect Partner Program

Differentiate yourself and gain the advantage ...
with the Lexmark SMB partner program.

With aggressive profit margins, sales support and truly innovative, award-winning products, you will have a competitive edge to win more business and differentiate yourself from the competition with the Lexmark Channel Edge offer, part of the Lexmark Connect Partner Program.

Get more. Do more

Members of Lexmark Channel Edge receive a number of sales incentives that make doing business with Lexmark more rewarding and more profitable.

More margins

- ▶ **Up-front discount.** Earn a 5% up-front discount on entry level hardware products (3 and 4 series) and earn 10% on professional level hardware products (5 series+) through authorized Lexmark distributors.
- ▶ **Monthly promotions.** Enjoy aggressive promotional discounts on select laser printers on a monthly basis.
- ▶ **Bid Desk.** Designed to make our partners more competitive on important deals. The Lexmark Bid Desk provides up to 15% off MSRP to Edge partners on Lexmark hardware. Discounts are stackable with the up-front discount but are not stackable with monthly promotions. Discounts are provided through Lexmark authorized distributors.

More rewards

- ▶ **Loyalty Perks.** Sales reps and their managers can earn reward dollars on a debit card by leading with Lexmark in small/medium business, education and local government accounts. For more details visit www.lexmarkloyaltyperks.com.

CHANNEL
EDGE
PROGRAM

Channel Edge Program overview

	Benefits	Description
Sales	Margin enhancement (%)	5% up-front discount on entry level hardware products (3 and 4 series) 10% on professional level hardware products (5 series+)
	Loyalty Perks rewards	Earn up to \$300 per model Sales reps and sales managers qualify
	Demo units	Qualify for up to 2 demo units a year
	Bid Desk	Competitive pricing program available on all Lexmark hardware
	Promotions	Monthly promotions available on select Lexmark devices
Marketing, Training	Lexmark To Go Mobile App	Access Lexmark sales and marketing info from your smartphone or tablet
	Partnetnet Web Portal	Partner web portal
	Lexmark U	Online eLearning platform accessible through Partnetnet
	Territory Sales Manager	Dedicated field support for training, sales calls, marketing support

More support

- ▶ **Lexmark To Go.** Access information quickly and be an expert on Lexmark's products and solutions with Lexmark's mobile sales tool, Lexmark To Go: www.lexmark.com/togo.
- ▶ **Product evaluation program.** Give your customers the confidence they need to finalize their purchase. For select opportunities, this "buy and try" program offers fixed rebates on Lexmark printers and MFPs.
- ▶ **Better coverage.** When you need support, Lexmark is there for you with a dedicated Channel hotline. Whether in person or on the phone, we are dedicated to helping you win more business. Try us out at 877-999-4360.

To give your business the competitive edge, contact your Lexmark Territory Sales Manager or visit
<http://partnetnet.lexmark.com> (United States)
<http://partnetnet.lexmark.ca> (Canada)

Get started

1. Accept the Lexmark Channel Edge Program terms and conditions.
2. Maintain yearly sales above the program minimum.
3. Have no more than 25% of business attributed to Lexmark large accounts.