



Dixons Store Group International selects Lexmark to manage its international output fleet

Lexmark International has implemented, and is now managing, a new printing infrastructure for Dixons Store Group International (DSGi), a leading retailer of consumer electronics in Europe, as part of a four-year, multimillion dollar agreement.

Lexmark is currently managing DSGi's overall output infrastructure as part of a customised strategy to standardise equipment, implement the latest technology, drive continuous improvement and reduce costs and environmental impact. Lexmark is also working with DSGi's Retail Store Operations to simplify, streamline and speed up labour-intensive business processes, increasing productivity for store employees.

Lexmark has installed monochrome and colour laser printers along with multifunction products (MFPs) at DSGi's headquarters, retail stores and distribution centres. All devices have been integrated on the network to increase efficiency and reduce costs. DSGi's PC World locations are also equipped with Lexmark workgroup colour laser printers to print full-colour point-of-sale material (POS) on-site, which will save time and money by enabling rapid deployment of new POS material in a fast-moving market.

Lexmark is also providing services such as asset management, consumables management, proactive diagnosis and resolution, lifecycle management and information and opportunity reporting to manage and continuously optimise DSGi's output environment in addition to the rollout of nearly 5,000 output devices.

DSGi's new print strategy is expected to save the equivalent of more than US\$1 million per year in running costs alone, with additional savings expected through a continuous improvement plan that will leverage Lexmark's experienced industry consultants and flexible, customisable multifunction technology to speed up business processes and improve workflow.

"Our new print strategy is much more cost effective – with the quantity of toner cartridges used reduced by 22 per cent – and environmentally friendly, making day-to-day operations faster and more efficient," said John Thorp, group chief information officer at DSGi. "Easy access to MFP technology has improved internal processes, enabling our employees to be more productive and spend more time with customers."

"DSGi recognises printing and workflow management as significant opportunities to achieve new levels of efficiency and effectiveness. We are pleased to act as DSGi's partner in developing a complete output strategy to realise these opportunities," said Marty Canning, Lexmark vice-president and president of its Printing Solutions and Services Division.

About Lexmark

Lexmark International, Inc. (NYSE: L XK) provides businesses and consumers in more than 150 countries with a broad range of printing and imaging products, solutions and services that help them to be more productive. In 2006, Lexmark reported \$5.1 billion in revenue. Learn how Lexmark can help you get more done at www.lexmark.com.

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