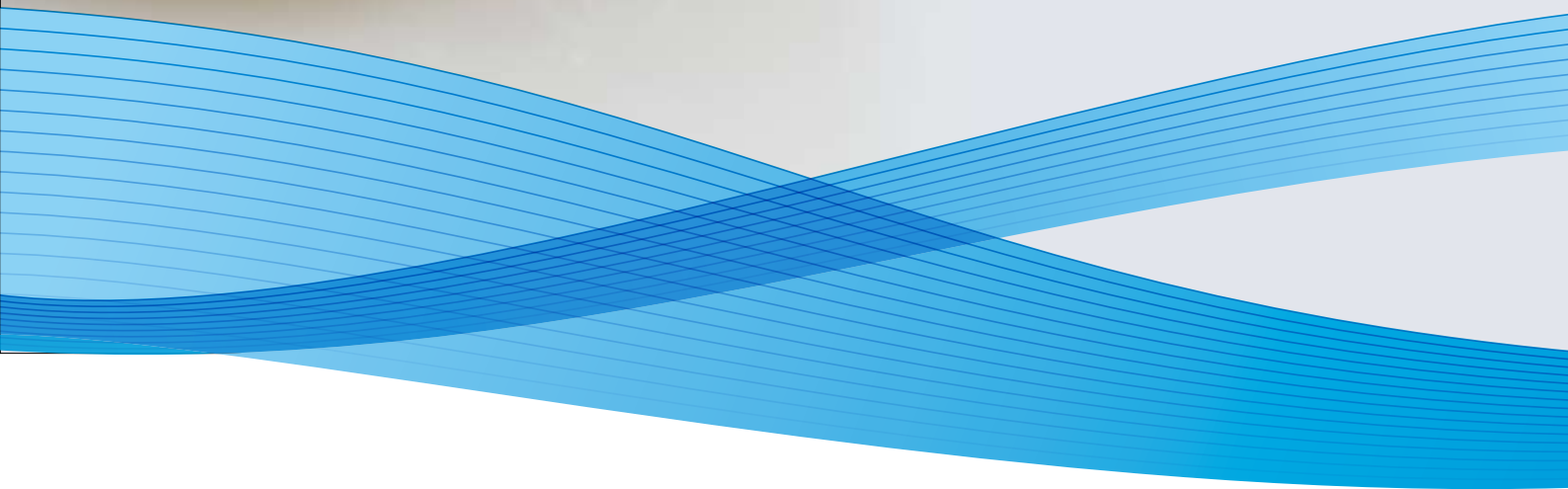


Xerox Office Europe  
Authorised Partner Programme



Get Extra With Xerox  
Make more money  
out of printing with the  
Xerox Authorised Partner  
Programme



**03 Extra Value**

Take advantage of the opportunities for growth and profitability in the European printing market

**04 Extra Opportunities**

Investing in your future: the simplified Xerox Authorised Partner Programme

**06 Extra Rewards**

Make more money out of printing with our winning mix of margin, rebates and programmes



“Our goal is simple: to help you make more money out of printing. Today’s Office market across Europe is evolving rapidly, bringing with it a wealth of opportunities for Xerox and our Authorised Partners. Xerox is changing too and to underline our commitment to the Channel and to help you take full advantage of these new business opportunities,

we have made a number of significant changes to our Authorised Partner Programme.

There is now a clear progression path to the pinnacle of becoming a Premier Partner, backed by our powerful financial proposition with a rising scale of rewards as your commitment to Xerox increases.

Our product line is currently the most comprehensive in our history across all segments and we are improving our systems and processes to make it easier to do business with Xerox. We are also offering a growing range of tools, resources and programmes to help you address the needs of your customers and grow your Xerox revenues.

The main changes to the Programme are summarised on the following pages and you have my personal assurance that Xerox remains more committed than ever to your success in the Office market.”



A handwritten signature in black ink, appearing to read 'Peter Ward', with a long, sweeping underline.

**Peter Ward**

Vice President and General Manager  
Volume Channel and Distribution Group  
Xerox Office Europe

# Extra Value

## Take advantage of new opportunities for growth and profitability

**There's never been a better time to be a Xerox Authorised Partner.** Unique offerings such as Solid Ink, and a compelling value proposition backed by a powerful brand identity; a clear Partner Programme structure and a growing suite of useful tools, resources and programmes – just some of the ways we are helping you to take full advantage of new opportunities for growth and profitability.

### New Xerox, new opportunities

Xerox is changing. We have undertaken the most sweeping transformation of our corporate identity in the company's history, designed to further strengthen our leadership position as one of the world's top technology innovators and reflect our commitment to helping you find the right answers for your customers, every time.

In the Office market, we are continuing to develop and manufacture high quality multifunction, printer, copier and fax products and are leading the industry's transition from black-and-white to colour with a stream of breakthrough technological innovations.

To help you take full advantage of these new business opportunities we have also undertaken an extensive review of our value proposition. This was supported by a programme of internal and external research among key stakeholders including partners and benchmarking against our direct competitors and leaders in channel marketing from other IT sectors.

We have listened to your views and based on our findings our Authorised Partner Programme has been enhanced. The key improvements are all designed with one aim in mind: to help you achieve greater business success with us – now and in the future.

### The Xerox Authorised Partner Vision

To help you **make more money from printing**, we are committed to:

Offering a **benchmark financial proposition**, both now and for the longer term.

Freeing up your valuable time to focus on your customers and your business by being consistently **easy to work with**.

Continuing to deliver a **market-leading range of products and services** based on breakthrough technologies, and providing a growing range of **tools resources and programmes** to help you sell these products and services and develop your Xerox business.



# Extra Opportunities

## Investing in your future: the Xerox Authorised Partner Programme

### The Xerox Authorised Partner Programme is now a single, cohesive programme.

Depending on your business model there are two distinct opportunity tracks and three different levels – with a rising scale of rewards that reflects your increasing commitment to driving up skills and revenue and developing your Xerox business.

#### The Xerox Authorised Partner Programme

In response to your feedback, the Xerox Authorised Partner Programme is now more clearly defined. There are two main partnership opportunity tracks, depending on the nature of your business:

**Xerox IT Solutions Partner:** This track is open to all types of value added resellers – small and large – who integrate print into customer solutions. This includes print specialists and companies with a broader portfolio.

**Xerox Advanced Solutions Partner:** This track comprises specific categories of partner, including Xerox-only resellers (concessionaires), graphic arts specialists, and corporate resellers.

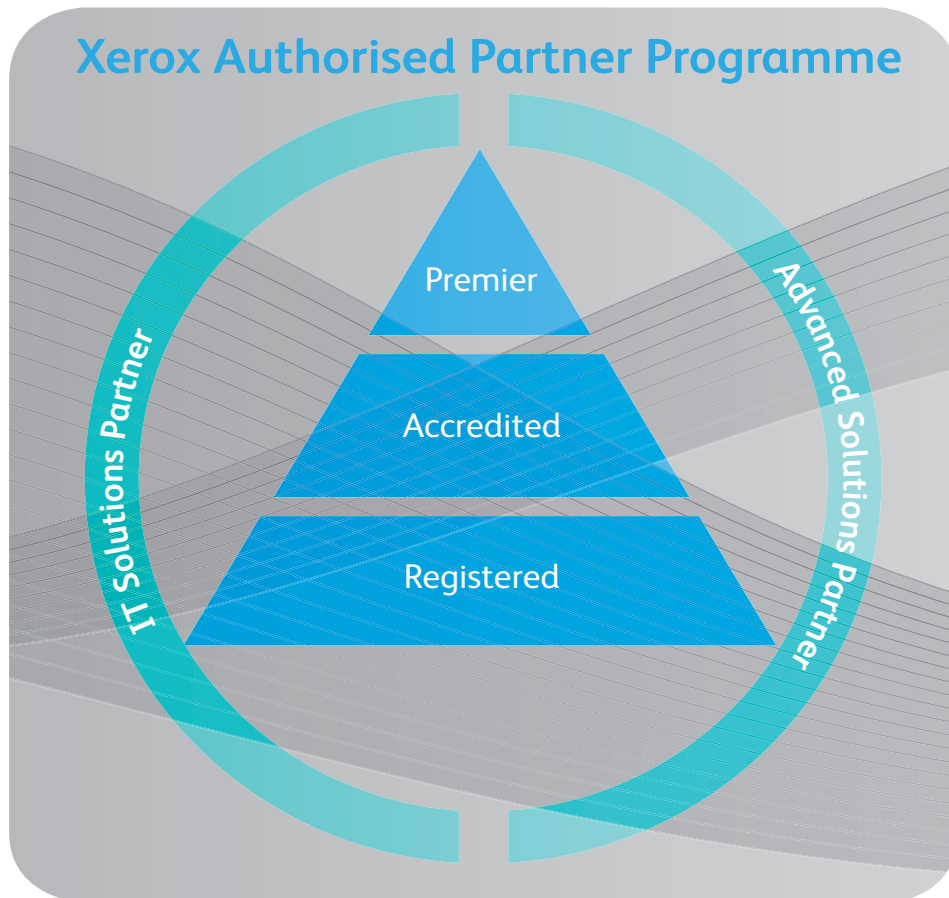
There are three levels in the Xerox Authorised Partner Programme:

**Registered:** You have taken the first step in building a relationship with Xerox. This membership level provides an introduction to the benefits of the partnership with Xerox that will help you to develop your business.

**Accredited:** You have made a commitment to the Xerox relationship and achieved proven success. You enjoy enhanced benefits including access to marketing and technical resources and focus on joint planning to grow your business.

**Premier:** You deliver the highest value to customers and demonstrate expertise in a wide range of Xerox solutions. Premier Resellers earn the richest benefits from Xerox.

Accredited and Premier Partners also have the opportunity to achieve **Specialist** status by demonstrating expertise in a specific market. A specialisation positions you as a trusted advisor and Xerox invests in promoting Specialist Partners to customers.





## Supporting your success

Our aim is to be easy to do business with, freeing up your valuable time to focus on what you do best – selling to your customers. We are improving our back office processes and will continue to provide consistent personal support at every stage of your relationship with Xerox. Registered Partners receive support from our Authorised Distribution Partners and Accredited and Premier Partners have a dedicated Account Manager to help you develop your business with us.

## The Xerox Partner Portal

The Xerox Partner Portal was voted as the best in the industry by 60% of our partners in a recent survey\* and should be your first point of contact for details about all of our programmes and support services. Whether you are a Registered, Accredited or Premier Partner, the site features a wide range of useful tools, resources and information to help you generate demand and develop your Xerox business.

These include current pricing information and promotion details, the Xerox Marketing Store with its extensive choice of demand generation materials; and news of all the latest products and promotions – all designed to help you market and sell Xerox products more effectively to your customers.

\* bChannels Ltd Survey, December 2007



# Extra Rewards

Make more money with our winning mix of margin, rebates and end user programmes

**We are committed to offering one of the most compelling financial propositions in the market.** Both now and in the longer term, we will be helping your business to grow with competitive headline prices, a rising scale of rebates, an attractive margin and a wealth of opportunities to help you meet your customers' needs.

## Better rewards – today and tomorrow

The greater your commitment to selling Xerox office products, the greater your rewards will be. Our aim is to help our partners at every level make more money out of printing and the Accredited and Premier levels offer a rising scale of rebates based on revenue performance – so the higher your Xerox revenues, the higher your rewards.

We will also assist with your business planning, helping to set targets and providing the sales and marketing support you need to develop your business and make even more money out of printing.

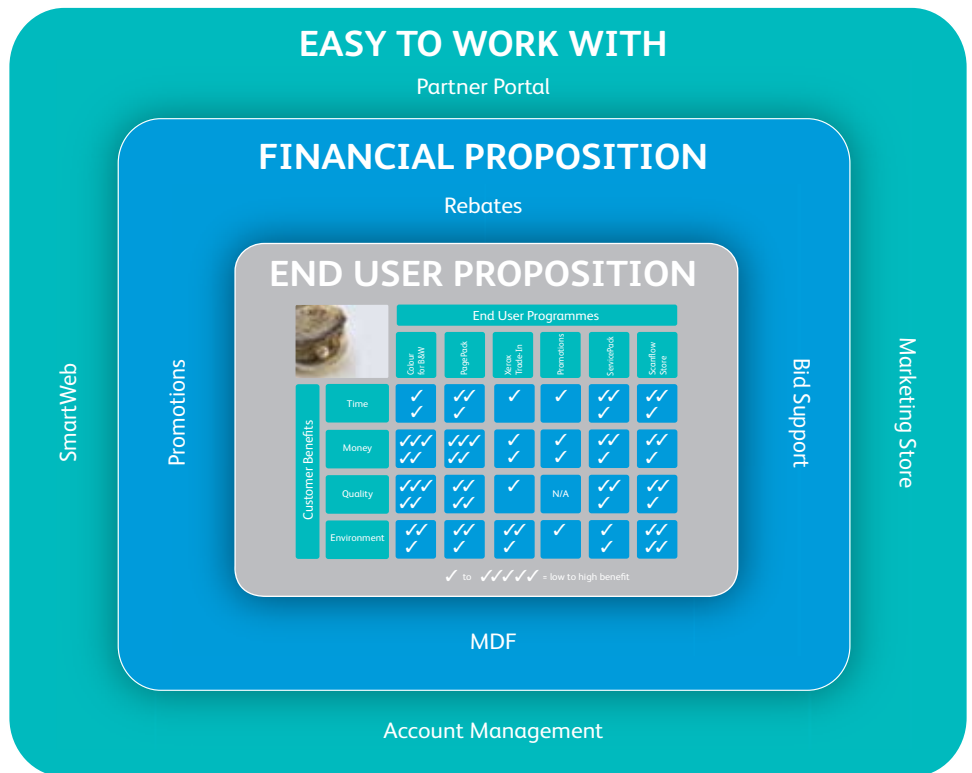


Figure 1



## Meet the needs of your customers

The Xerox Authorised Partner Programme is built on the three pillars of a compelling financial proposition, being easy to do business with and a growing range of market-leading products, technology and services supported by a variety of programmes to help you meet your customers' printing needs while maximising your profits. These pillars are supported by a variety of sales

and marketing resources, tools and information available at your fingertips via the Xerox Partner Portal (see Figure 1).

## Choose the right programmes

Customer business challenges fall broadly into four categories: time, money, quality and increasingly, the environment. Xerox offers a portfolio of programmes that can be used individually or in combination to address these key customer challenges and help you make more sales and achieve greater margins (see Figure 2).

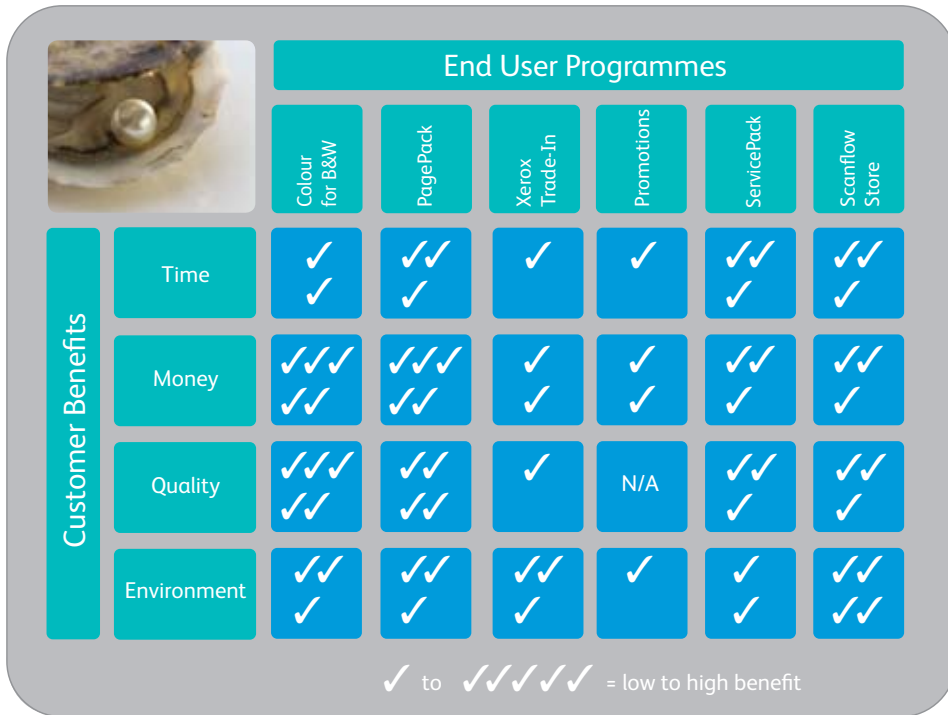


Figure 2

If environmental factors are particularly important to a customer, for example, you can create a powerful ‘green’ value proposition with a combination of programmes.

The Colour for Black & White programme offers a Solid Ink colour printer or MFP at the same price as a mono device, which not only saves money and increases productivity but also produces 90% less waste than a typical colour laser printer.

PagePack offers customers greater peace of mind by bundling service and consumables with the hardware at a fixed price per page regardless of coverage, ensuring that cartridges and spares are recycled in an environmentally responsible manner by Xerox with its Green World Alliance programme. The Xerox Trade-In Programme could help you close the deal by offering customers cash back for their old machine and ensuring that it is disposed of in an environmentally friendly way.

In addition to these End User programmes, a number of tactical marketing promotions are available throughout the year to help you build an even better business with Xerox. For all the latest information about these and other Xerox programmes, please visit the Xerox Partner Portal.

**Learn more**

To find out more about the Xerox Authorised Partner programme and how it could help you make more money out of printing, please contact your Account Manager or visit the Xerox Partner Portal at [www.xerox.com/partnerportal](http://www.xerox.com/partnerportal)



**Key Points**

Xerox is committed to the Office market, and we have enhanced our Authorised Partner Programme to help you make even more money out of printing.

Our winning combination of competitive prices, attractive margin and rising scale of rebates adds up to one of the most compelling financial propositions available in the IT market.

Our innovative Office technology is supported by a growing suite of tools, resources and programmes to help you continually develop your business – backed by the power of a world-class brand.

