

Get Extra with Xerox

Become a Xerox Premier Reseller

Take your partnership with Xerox Office to a higher level and enjoy even greater rewards in return for your increased commitment and sales performance.

Why choose Xerox?

Our aim is to help you make more money out of printing. The market in Western Europe for A4 colour printers and MFPs is still growing, particularly the market for A4 colour MFPs which is projected to grow by more than 120 % in value between 2007 and 2012*. With a growing market share and the broadest range of office products in its history, Xerox is ideally placed to help you take advantage of these opportunities.

We are committed to:

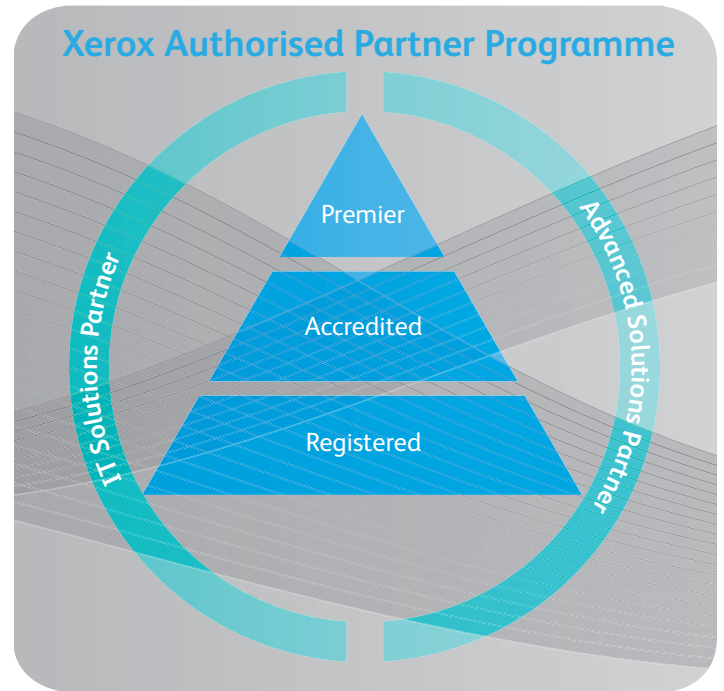
- Offering a **benchmark financial proposition**, both now and for the longer term
- Freeing up your valuable time to focus on your customers and your business by being consistently **easy to work with**
- Continuing to deliver a **market-leading range of products and services** based on breakthrough technologies and providing a growing range of **tools, resources and programmes** to help you sell these products and develop your Xerox business.

What is a Xerox Reseller?

The Xerox Authorised Partner Programme has been simplified into two distinct opportunity tracks, depending on the nature of your business.

Xerox IT Solutions Reseller: 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 Reseller: this track comprises specific categories of partner, including Xerox-only resellers (concessionaires), graphic arts specialists, and corporate resellers.



How do I benefit from becoming a Xerox Reseller?

There are three levels in the new Xerox Authorised Partner Programme – Registered, Accredited and Premier – with a rising scale of financial and other benefits. Our competitive headline prices and attractive margins mean good business at every level and we also offer a lucrative performance-related rebate scheme for our Accredited and Premier Resellers. We offer a clear growth path and strategy for every reseller who wishes to develop their relationship with Xerox and a wide range of market-leading products and supporting programmes to help you increase sales and build annuity revenue. The greater your commitment to Xerox, the greater your rewards will be.

* IDC forecast, 2008



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What is a Xerox Premier Reseller?

As a Premier Reseller you have taken your partnership with Xerox to another level of commitment and reward. In return for this increased commitment to us you will enjoy even greater performance-related rewards and access to a wide range of products, services and support programmes to help you drive your Xerox revenues.

What are the benefits of becoming a Premier Reseller?

As a Premier Reseller you will have access to:

- An extensive range of technologically advanced office products
- Access to Market development Funds (MDF)
- A dedicated Xerox account management contact
- A wealth of useful tools, resources and information on the Xerox Partner Portal
- Unique service offerings such as PagePack, which enable you to build guaranteed annuity revenue by bundling service and consumables with the hardware
- Performance rebates linked to achieving your sales targets
- The extensive online Xerox Marketing Store
- Regular promotions
- Regular information and updates.

How do I become a Xerox Premier Reseller?

To become a Xerox Premier Reseller you will need to meet specific revenue requirements and we will provide the necessary support to help you achieve the higher training and certification standards required.

Becoming a Premier Reseller is straightforward – simply talk to your Account Manager, who will work with you to develop your business plan, organise the enhanced training and certification and advise you on the right programmes to help you grow your Xerox revenues.

How do I develop my relationship with Xerox?

As a Premier Reseller there is no limit to how far you develop your business with us. Your Account Manager will help you to plan where you can take your business with Xerox in the future and you 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 to help you become even more successful.

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 develop your Xerox business.

Learn More

To find out more about developing your relationship with Xerox, speak to your Account Manager or register today at: www.xerox.com/partnerportal

