

2018 Xerox Global Partner Programme

Overview

It's 2018 and the Global Partner Programme is in full swing, signalling an exciting time of growth at Xerox, and an ideal time to carve out your niche in the fertile ground of the SMB market. With a broad, award-winning portfolio, new investments in technology, and strides in growing the SMB market, Xerox leads the way to your best year ever.

Programme Structure

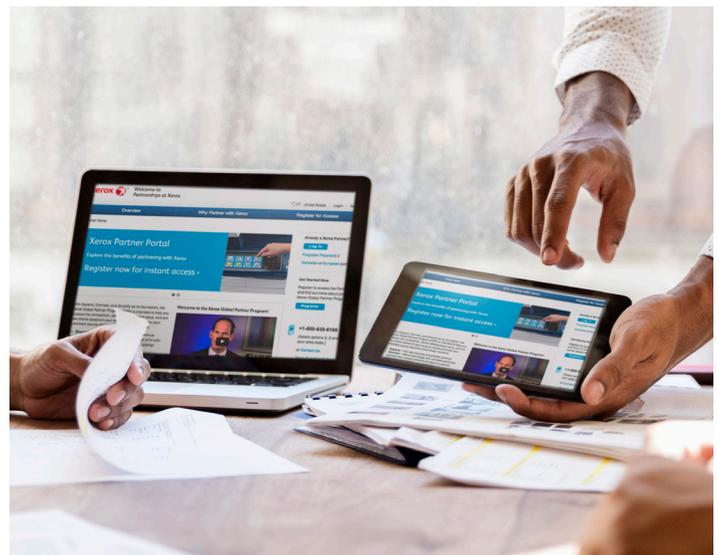
The Xerox Global Partner Programme (GPP) unifies programme processes and administration to simplify Partners' interactions and make doing business together easier. Benefits rise with the value delivered to your customers and your level of commitment to Xerox. The programme aligns across distinct routes to market:

Concessionaires – Mono-brand specialists dedicated to selling Xerox® products and services. Concessionaires are experts in document management and equipped to provide the full range of hardware technology, software, managed services and financial solutions. Backed by Xerox, they can also deliver post-sales and technical support.

Document Technology Partners – A network of dealers that are authorised to resell Xerox® products and services and can provide support options that include Xerox® managed print services as well as access to Xerox® technical, financial services and solutions support.

Solution Providers – Technology experts, providing information technology solutions to businesses. Partners who provide the full range of Xerox® office printers and A4 multifunction printers, and supplies. Many also provide our “pay-per-page” services.

Volume Partners – A reseller, typically web- or phone-based, who carries a broad range of business products and technology, including the full range of Xerox® office printers and A4 multifunction printers, and supplies. They also sell select Xerox post-sale services.



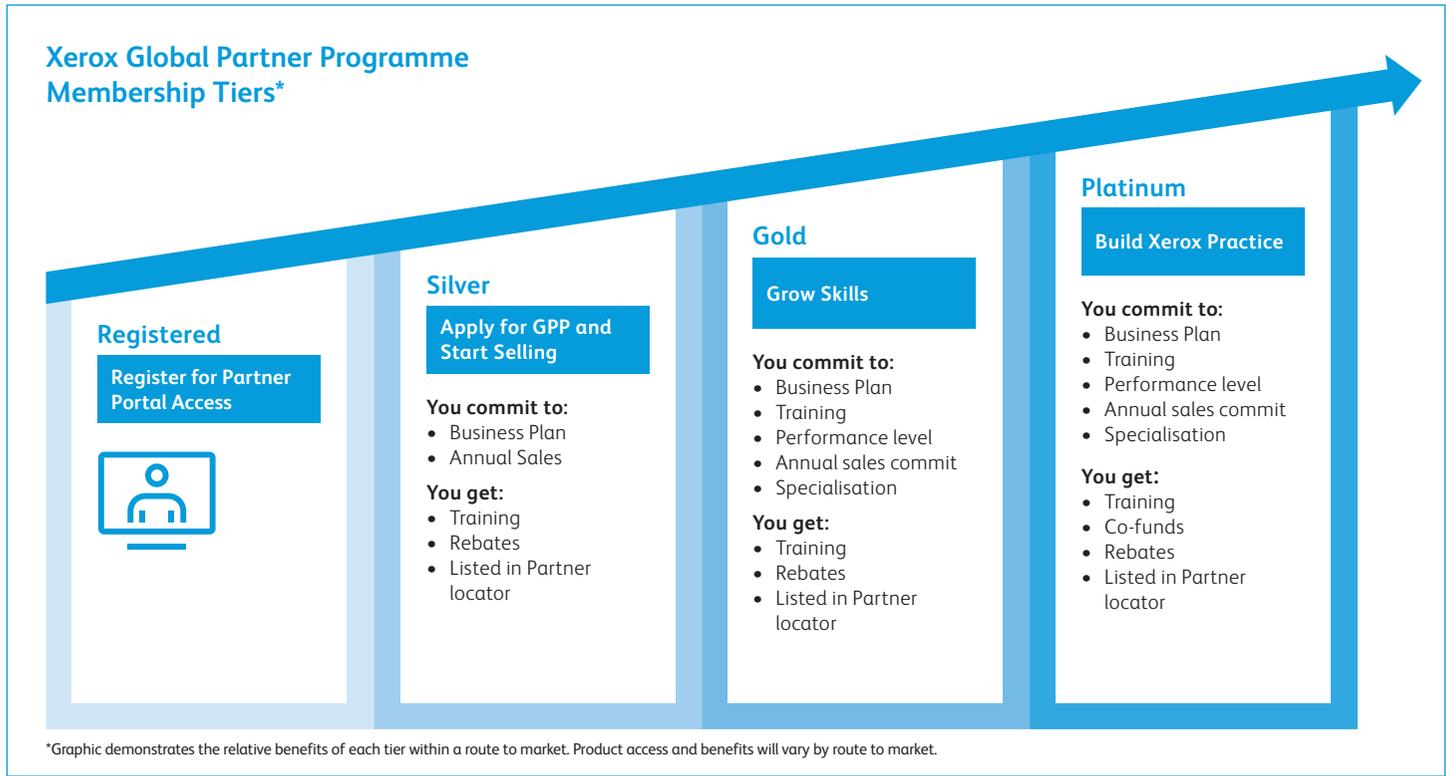
Membership Tiers

The Xerox GPP consists of Registered and three membership tiers. Your rewards grow along with the growth of your Xerox business. Gain benefits and rewards as you develop advanced sales expertise, engage joint business planning and proactively market Xerox® solutions.

Registered – This is the entry-point to a Partnership with Xerox. Upon registration, partners gain limited access to the Partner Portal and access to basic benefits, tools, and other resources. To build an enduring and beneficial partnership, and to access the comprehensive benefits of the GPP, apply to become a Programme Partner.

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Silver – The first membership tier gives you access to standard financial and non-financial benefits. Requirements include demonstrated baseline capabilities, signed programme agreement, and initial investments in sales and technical training.

Gold – At the Gold tier, benefits grow as your Xerox business grows. Gold partners gain access to broader financial and non-financial benefits. Requirements include demonstrated technology expertise, signed programme agreement, increased revenue goals, advanced sales and technical training, service expertise and skills development.

Platinum – At this top tier, Platinum partners’ commitment to Xerox is reflected in their financial and non-financial benefits. This includes multiple areas of specialisation that provide the broadest range of product access and recurring revenue opportunities. Requirements include demonstrated technology and service expertise, signed programme agreement, biggest revenue goals, dedicated resources, extensive sales and technical training, and back-office infrastructure.

Specialisations¹

Add a Xerox specialisation(s) to gain a competitive advantage and enhance your reputation by demonstrating the solutions expertise, insight, and experience to address customers’ unique business challenges. The optional specialisations by route to market are:

Concessionaire:

- Advanced Managed Print Services
- Personalised Applications and Support Services
- Advanced Production
- Digital Colour Production
- Entry Production Inkjet
- Wide Web Continuous Feed Inkjet

Document Technology Partners:

- Advanced Managed Print Services
- Authorised Service Provider
- Personalised Applications and Support Services
- Advanced Production
- Digital Colour Production
- Entry Production Inkjet
- Wide Web Continuous Feed Inkjet

Solution Providers:

- Authorised Service Provider
- Personalised Applications and Support Services

Volume Partners:

- Authorised Service Provider
- Personalised Applications and Support Services

¹ Specialisations vary by country and region.

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Programme Benefits²

The Xerox Global Partner Programme includes benefits specific to your membership tier, designed to help you succeed. The higher your tier in the programme, the more benefits you receive.

Key Benefits

- **Product Portfolio:** Access to products based on route to market and programme membership tier.
- **Xerox Partner Portal:** Provides single sign-on access to the Xerox systems and tools for sales, training, marketing, administration, technical support, offerings and the partner programme. Facilitates automation, collaboration, and self-service to help accelerate and support the way you do business.
- **Partner Manager:** Dedicated, shared or regional Xerox contact or sales support team to help facilitate partnership and sales opportunities.
- **Xerox Partner Branding:** Partnership authorisation to leverage Xerox brand/badge commensurate with membership tier.
- **Partner Communications:** Opt-in access to partner-exclusive announcements of programmes, incentives, events, webinars, and training via email, social media, and newsletters.

Selling Benefits

- **Price Discounts:** Eligibility based on membership tier.
- **Commissions/Rebates:** Access to compelling sales incentives to help close sales.
- **Xerox® SMART Centre web:** Access to sales tools, competitive analysis and comparisons, Product Configurator, Proposal Generator, Office Products & Solutions Selector, and more.
- **Finance and Lease:** Access to financial services and lease options to help mitigate customers' cash flow challenges.

Training and Enablement Benefits

- **Special Expertise:** Gain in-demand skills and expertise to enhance your competitive advantage and reputation, and to strengthen customer confidence in your ability to solve unique business challenges.
- **Sales Tools:** End-to-end field enablement portal with tools that help you shorten sales cycles and improve response time.
- **CompTIA Resources:** Access to self-serve business transformation resources (available in English).
- **24 / 7 eLibrary:** Round the clock access to online technical assets and tools for technical pre-sales requirements and responses.



- **Sales Enablement Support:** Partner designed assets, tools and collateral for partner sales and marketing education.
- **Training and Certification:** Personalised, structured training is designed to fit within your busy schedule. Get the skills and knowledge you need to address your customers' document technology challenges quickly and efficiently.
- **FAST training programme & Boosters³:** a flexible learning path for new sales starters, suited for new-to-sales hires as well as for seasoned sales professionals.

Marketing Benefits

- **Market Development Funds (MDFs)/Co-Op:** Funds to assist our most strategic partners to grow their Xerox business. Eligibility and support based on membership tier.
- **Partner Locator:** Xerox website referrals based on partner location, demo commitment and programme level.
- **Demand Generation:** Comprehensive resources to simplify partner marketing efforts to generate sales leads, grow awareness and nurture prospective customers with value-added content.
- **Website Syndication:** Evergreen content automatically syndicated for your website. Ensure current, accurate information is available to customers to gain leads and contact you. Includes search engine optimisation and links from xerox.com to your site.
- **Innovation Centres:** Eligibility to use Xerox Innovation Centres for customer/prospect engagements. Preview innovative Xerox® products and solutions first-hand, with access to a wide variety of engineering, marketing, business and executive resources.
- **Xerox Social on Demand:** Enhance your presence on social platforms with eligibility to access the PureChannel Apps Platform.

² Subject to availability by region and country, based on membership tier and other eligibility criteria. Not all resources are available in all languages.

³ Only available for Concessionaires and DTPs routes to market.

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What's Next

For more about programme benefits and requirements, current Xerox Partners are invited to visit the new Xerox Partner Portal at: partnerportal.xerox.com

Contact your Partner Manager to learn more.

New partners can register at: partnerportal.xerox.com

Once accepted, you'll gain access to the Xerox Partner Portal and details on how you can advance through the membership tiers to grow your business relationship with Xerox and gain enhanced benefits.

About Xerox

Xerox is an \$11 billion technology leader that innovates the way the world communicates, connects and works. Our expertise is more important than ever as customers of all sizes look to improve productivity, maximise profitability and increase satisfaction. We do this for small and mid-size businesses, large enterprises, governments, graphic communications providers, and for our partners who serve them.

We understand what's at the heart of work – and all of the forms it can take. We embrace the increasingly complex world of paper and digital. Office and mobile. Personal and social. Every day across the globe – in more than 160 countries – our technology, software and people successfully navigate those intersections. We automate, personalise, package, analyse and secure information to keep our customers moving at an accelerated pace. For more information visit www.xerox.com.



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