2016 Xerox Global Partner Program

Overview

Helping customers improve productivity, security, and workflows is what we’re all about. As a Xerox channel partner, you’re an integral part of making that happen. As we launch into 2016, be assured of our commitment to giving you what you need to succeed.

We’ve transformed the way we do business with you—moving to one comprehensive partner program, simplifying and automating the partner experience, and supporting your unique value with extended and enhanced performance-based rewards.

The Xerox Global Partner Program (GPP) is based on three key principals to help you outpace the competition, deliver differentiated value, and win new clients.

• **Expand** with new sources of profitable revenue.
• **Connect** Xerox® technology and managed print with your unique solutions to extend customer ownership and acquire new customers.
• **Innovate** new ways your small business customers can work better.

Delivering New Value to Partners

Together, we’ve started on a remarkable journey to bring the vision for our partner program to life. In our efforts to continue to improve and enhance our rewarding partnership with you, following are some of the key refinements for 2016:

• **A New Partner Portal** – Built on a modern, technically robust cloud-based platform, the key features of the new Partner Portal include single sign-on and comprehensive integration with sales and marketing enablement systems and tools; mobile-friendly portal access on any device; contemporary, intuitive navigation; dynamic user-tailored content; and enhanced self-service capabilities, such as the creation of your custom partner badge or logo to advertise your relationship with Xerox, helping with your sales and marketing efforts.

• **More Rewards** – We’ve fine-tuned the growth rebates and incentives to improve your bottom line. Incentives are tuned to each route to market to support your capabilities.

• **Ease of Doing Business** – Profit from efficient, simplified processes that make it easier to do business with us, and allow both parties to proactively manage metrics that drive mutual growth and customer adoption.

• **New Specializations to Help You Differentiate Your Expertise** – We are pleased to introduce new Specializations to help you differentiate your business and gain a competitive advantage. Partner badges highlight your specializations.
Program Structure

GPP unifies program 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 program aligns across five distinct routes to market.

Agents – North American mono-brand specialists dedicated to selling Xerox® products and services, agents 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.

Concessionaires – European 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 authorized 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 – Information Technology experts providing print solutions as part of their comprehensive IT service portfolio. Solution Providers also provide the full range of Xerox® office printers, multifunction printers (MFPs) and supplies. They can also sell select Xerox® managed print services.

Volume Partners – These resellers are typically web-based or phone-based, and carry a broad range of business products and technology, including the full range of Xerox® office printers, MFPs and supplies. They can also sell select Xerox® managed print services.

Membership Tiers

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 program, apply and enter at the Silver membership tier.

Silver – The first membership tier gives you access to standard financial and non-financial benefits. Requirements include demonstrated baseline capabilities, signed program 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 program 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 specialization that provide the broadest range of product access and recurring revenue opportunities. Requirements include demonstrated technology and service expertise, signed program agreement, biggest revenue goals, dedicated resources, extensive sales and technical training, and back-office infrastructure.
**2016 Xerox Global Partner Program**

**Overview**

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**Xerox Global Partner Program Membership Tiers***

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<td><strong>Registered</strong></td>
<td>• Requirements • Terms and Conditions • Training</td>
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<td><strong>Silver</strong></td>
<td>• Product Access • Standard Benefits • Limited Financial Benefits</td>
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<td><strong>Gold</strong></td>
<td>• Expanded Product Access • Enhanced Standard Benefits • Additional Financial Benefits</td>
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<td><strong>Platinum</strong></td>
<td>• Broader Product Access • Broader Standard Benefits • Broader Financial Benefits</td>
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*Graphic demonstrates the relative benefits of each tier within a route to market. Product access and benefits will vary by route to market.

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**Specializations***

GPP extends the Accreditation and Certification enablement model globally and introduces a Specialization-based model. Add a Xerox Specialization(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 Specializations by route to market are:

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<th>Agents:</th>
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<tr>
<td>• Advanced Managed Print Services</td>
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<td>• Personalized Applications and Support Services (New)</td>
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<tr>
<th>Document Technology Partners:</th>
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<tr>
<td>• Advanced Managed Print Services</td>
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<td>• Authorized Service Provider</td>
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<td>• Personalized Applications and Support Services (New)</td>
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<th>Solution Providers:</th>
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<tr>
<td>• Advanced Managed Print Services</td>
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<td>• Authorized Service Provider</td>
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<td>• Personalized Applications and Support Services (New)</td>
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<th>Volume Partners:</th>
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<tbody>
<tr>
<td>• Authorized Service Provider</td>
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<tr>
<td>• Personalized Applications and Support Services (New)</td>
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<td>• Xerox for Supplies</td>
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*Specializations vary by country and region*
Program Benefits*
The Xerox Global Partner Program includes benefits specific to your membership tier, designed to help you succeed. The higher your tier in the program, the more benefits you receive.

Key Benefits
- **Product Portfolio**: Access to products based on route to market and program membership tier.
- **Xerox Partner Portal**: Access to exclusive content, information, tools, new Xerox Badge Generator and resources based on route to market and program membership tier.
- **Partner Manager**: Dedicated, shared or regional Xerox contact or sales support team to help facilitate partnership and sales opportunities.
- **Xerox Partner Branding**: Partnership authorization to leverage Xerox brand/badge commensurate with membership tier.
- **Partner Communications**: Opt-in access to partner-exclusive announcements of programs, 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**: 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.
- **Xerox® SMART Centre**: 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 Certification**: Guide assistance for training curriculum. Get the skills and knowledge you need to address your customers’ document technology challenges quickly and efficiently.

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 program 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 optimization and links from xerox.com to your site.
- **Innovation Centers**: Eligibility to use Xerox Innovation Centers 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.
- **Social on Demand**: Enhance your presence on social platforms with eligibility to access the PureChannel Apps Platform.

*Subject to availability by region and country, based on membership tier and other eligibility criteria. Not all resources are available in all languages.
What's Next
For more about program 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 or, to be put in contact with your Partner Manager, call 1-800-835-6100.

New partners can apply to become Registered 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
Since the invention of Xerography more than 75 years ago, the people of Xerox (NYSE: XRX) have helped businesses simplify the way work gets done. Today, we are the global leader in business process and document management, helping organizations of any size be more efficient so they can focus on their real business. Headquartered in Norwalk, Conn., we have more than 140,000 Xerox employees and do business in more than 180 countries, providing business services, printing equipment and software for commercial and government organizations. Learn more at: xerox.com.