

2014 Peak Program

At-A-Glance

It's all about results. We've built the 2014 Peak Program to deliver the tools for growth our channel partners want. The award-winning Peak Program will help you expand your market share, grow your services business and strengthen your customer relationships. Xerox excels at helping Channel Partners succeed. Join us today, we're ready to start working for you.



Expand and grow with revenue and rewards from products, supplies, solutions and services.

- Quarterly Volume Rebates based on your annual sales of Xerox® hardware, accessories, services and software solutions
- Quarterly Volume Rebates on supplies sales with minimum quarterly purchases
- Backend rebate on supplies sales sold through your Xerox eConcierge® eCommerce website
- Quarterly Managed Print Services Rebate based on your quarterly Xerox® Remote Print Services and Xerox® Partner Print Services billings
- Earn additional cash incentives with the Xerox Xsell Visa® Prepaid Card Program
- Quarterly Peak promotions reward top performers
- Dedicated Market Development Fund (MDF)
- Discount on eligible hardware purchases for education and federal customers (valid in US only)

Dedicated Account Support

- Field sales support
- Inside sales support
- Technical assistance
- Bid Desk for special pricing on large opportunities

Tools & Education

- Monthly sales/progress reports for your company
- Results-oriented training and education programs
- IMPACT Marketplace—a powerful suite of free online tools to help generate leads and drive sales
- Demo discounts
- Priority lead distribution
- Partner Portal www.office.xerox.com/resellers

2014 Peak Program

At-A-Glance

Peak Program Highlights

Peak Silver

Annual sales of eligible Xerox® products between \$10,000 and \$49,999.

- Monthly Sales/Progress Reports
- Access to our award-winning partner portal:
www.office.xerox.com/resellers
- Trade-in Program
- SPIFFs & quarterly promotions; Xerox Xsell Visa® Prepaid Card Program

Peak Gold

Annual sales of eligible Xerox® products between \$50,000 and \$199,999. In addition to Peak Silver benefits, Peak Gold Partners receive the following:

- Backend rebate on supplies sold through the Xerox eConcierge® program
- Quarterly Volume Rebate on purchases of eligible Xerox® products
- Quarterly Volume Rebate on supplies sales with minimum quarterly purchase
- Quarterly Managed Print Services Rebate for eligible Xerox® MPS Partners
- Market Development Fund access for lead generation activities
- Sales leads from Xerox

Peak Platinum

Annual sales of eligible Xerox® products over \$200,000. In addition to Peak Silver and Peak Gold benefits, Peak Platinum Partners receive the following:

- Additional quarterly Volume Rebate on purchases of eligible Xerox® products
- Additional MDF for regional promotion of Xerox® products, services and solutions
- Additional quarterly Managed Print Services Rebate for eligible Xerox® MPS Partners

Exclusive programs to grow your recurring revenue.

Xerox eConcierge®

Increase your printer sales by up to 30% and supplies sales by up to 60% or more, as our top-selling channel partners have, with this award-winning program.

Xerox® Remote Print Services

A low risk opportunity to transform your business with our Managed Print Service (MPS) solution for Xerox® printers and MFPs.

Xerox® Partner Print Services

Our comprehensive, end-to-end Managed Print Service (MPS), that provides remote monitoring of entire fleets of printing devices, Xerox® and non-Xerox, delivery of consumable supplies and service, and much more.

Peak Premier Program

Access to our high-performance A3 MFP product portfolio and expanded earning opportunities for qualified channel partners.

Xerox Authorized Dealers

A special segment of the Peak Program for multi-brand channel partners specializing in high-performance and light production MFDs.

How to Join

Step 1: Register to become a Xerox Reseller
(www.office.xerox.com/resellers)

- Sell more products and supplies when you offer your customers free lifetime service coverage with the Xerox eConcierge® program.
- Purchase Xerox® products through distribution.

Step 2: Join the Xerox Peak Program
(www.office.xerox.com/resellers)

- Profit from rewards & benefits (see Peak Program Highlights for Silver, Gold and Platinum).
- Expand your recurring revenue with a Managed Print Service backed by the industry leader.

For more information about the award-winning Peak Program or to register as a Peak Partner, please visit:
www.office.xerox.com/resellers or call 800-835-6100



To be eligible for Volume Rebates, Peak Channel Partners must market and promote only Genuine Xerox® solid ink for use in Xerox® solid ink products. No active promotion of Non-Xerox solid ink is allowed. Promotion is defined as any promotional activity including but not limited to cross-selling, banner ads, direct mailings, emails or line listings from downloads received from distributor partners or other services. Peak Partners must also adhere to Xerox Minimum Advertised Pricing guidelines (MAP).

© 2014 Xerox Corporation. All rights reserved. Xerox®, Xerox and Design® and Xerox eConcierge® are trademarks of Xerox Corporation in the United States and/or other countries. VISA® is a registered trademark of Visa in the United States and other countries. BR8851 XCAFY-05UV

