

Xerox Channel Programs

Get the inside story.

We asked Xerox Channel Partners to tell you what they think about the Peak Program and whether it's helped their businesses grow over the past couple of years. Here's what they said.



Grow Your Services Business

Tap into our profitable, award-winning Print Services programs, designed to increase your recurring revenue and lock in customer loyalty.

Add Real Customer Benefits

"Xerox has innovative, ground breaking technology products that provide real customer benefits from small business to large enterprise. With Xerox® Print Services, I am armed with a portfolio of customizable solutions that add value to the customer's business no matter who they are."

-Patti Bernis, Reliable Technologies of New Hampshire

Increase Sales Volume by 30 %

"Xerox® PagePack®* has been a great program for us. Since becoming a Peak Reseller, we've increased volume by about 30% in just a year and a half. A good chunk of that growth is thanks to PagePack."

-Buddy Carpenito, Technology Solutions of America

Add Expense-Free Marketing

"The purpose of marketing is to drive awareness and create new sales leads. When you spend most of your day helping customers, showing products and selling, there isn't much time left for marketing. Xerox's IMPACT Marketplace is like having an in-house marketing team, without the expense. It's made a big difference in helping us grow our business."

-Mike Trevisan, Atlantic Office and Laser Products

Generate More Sales Leads

"Xerox provides tools like Website Pro and eMarketer that help generate leads without the cost of an in-house marketing staff. This allows us to focus more on direct selling."

- Mike Trevisan, Atlantic Office and Laser Products

Automate Repeat Business

"The best thing about Xerox eConcierge® from a Reseller aspect is that once you complete your initial setup, every time a customer completes a transaction you get an email letting you know that you just received a credit card payment and the product has been shipped from the distributor."

-Greg Starr, I.T. Works

Increase Customer Satisfaction

"All of the customers we have signed up for Xerox eConcierge find this program very beneficial to their business. I recommend this program to all Xerox customers."

-Angela Wilson, Neo Technologies

Xerox Channel Programs

Partner Testimonials

Expand Your Solutions Portfolio

Xerox® products improve the way work gets done with every new innovation. Our value-added solutions provide Channel Partners with a persuasive sales advantage.

Transform Your Business

“The Peak Premier program really helped us transform our business. With so many software solutions and service programs that we gained access to at this level, we’ve been able to move the conversation away from price and focus on adding value to our customers’ businesses. It’s more profitable, but it’s a lot more fun too.”

-Terry Williams, Advanced Technical Support

Cover Your Market

“We joined the Peak Premier program to expand our product portfolio and growth within medium-sized businesses and enterprise companies—and it worked. We increased our sales dramatically in 2011.”

-Rick Kreiser, Carney’s Business Technology Center

Increase Sales Opportunities

“Xerox was the brand we most wanted to add to our portfolio. This is the company that created the category—built the first laser printer, invented Ethernet, you name it. Becoming a Xerox Partner opens up a world of sales opportunities for us. We’re very excited.”

-Mike Blake, Corporate Business Systems, Xerox Authorized Dealer Program Partner

Help Your Clients Get More Done

“Our customers know that technology is constantly changing, improving the way things get done. But they’re focused on running their businesses. They rely on us to bring them new solutions that save time and effort, add security—you name it. Xerox makes all the difference. With dozens of unique software solutions, Xerox helps us help our customers get more done, more efficiently.”

-Scott Vince, Capricorn Diversified Systems

Advise, Consult and Recommend

“When you attach one of the Xerox® software solutions like Mobile Print to an MFP sale, it’s amazing how quickly the conversation moves from cost to capability.”

-Bob Ray, ICC Business Products

Programs for Peak Results

With an impressive array of the channel’s highest awards and honors, Xerox continues to strive to bring our Channel Partners the best programs, training, sales support, incentives and tools, to ensure your business thrives.

Thrive in a Slow-Growth Economy

“When we joined the Peak Program last year, we didn’t fully realize the value the Xerox nameplate had with customers. It’s been pretty amazing. Our business thrived in a slow-growth economy. I attribute a lot of that improvement to the Peak Program and I’m looking forward to more of the same in 2013.”

-Maria Mendillo, Farratech

Achieve 40% Growth

“As a result of the rewards and advantages provided by the Peak Program, we saw 40% growth in revenue in 2009 and 2010 in spite of a tough economy. In 2011, our supply revenue with Xerox eConcierge® has grown to over \$20K a month. 2012 looks to be an awesome year with Peak.”

-Ray Young, 4Colorlaser

Make More Money

“The incentives offered by being a member of the Xerox Peak Program have helped NSI close business, make more money and provide excellent products at a great price to our end user clients. Simply put, we close more business because of the Xerox Peak Program incentives.”

-Tom McDonald, NSI

Experience the Xerox Difference

“I have nothing but praise for my Xerox support. They are on the front lines with me, working hand-in-hand, almost like they are one of my sales reps. They go beyond helping me close a deal, which leads to recurring revenue and future business. Totally different than my experience with other vendors.”

-Mark Fox, Global Laser

Partner for Growth

“Xerox provides the best support we have ever received from any manufacturer partner. We like the great cash sales incentives and we love the access we have to our Xerox team to help us win opportunities. Xerox is an integral part of our strategic growth plan”

-Mike Parmet, Parmetech

Support to Win More Business

“I can honestly say that . . . I have never seen the level of dedication towards us that Xerox has shown.”

-John Iaccarino, Real Time Consultants, Inc.

For more information about the award-winning Peak Program or a host of other Xerox Channel Programs designed to increase revenue, join us at www.office.xerox.com/resellers or call 800-835-6100.

*Xerox® PagePack® is now Xerox Remote Print Services (XRPS)

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