

# Authorised Concessionaire Programme

Presenting  
**A Unique Opportunity**  
for your business





Engagement and development of a strong indirect channel network remains at the heart of our Office Strategy in the UK; this is in line with industry practice and meets the needs of our customers.



The UK Concessionaire channel holds a unique and vital position within this strategy, reflected in the relationship and value proposition we offer. Xerox is uniquely placed in terms of the portfolio we offer and support network we provide. Through active partnerships, we lead the way in supporting the needs of customers in a growing Office Document Services market.



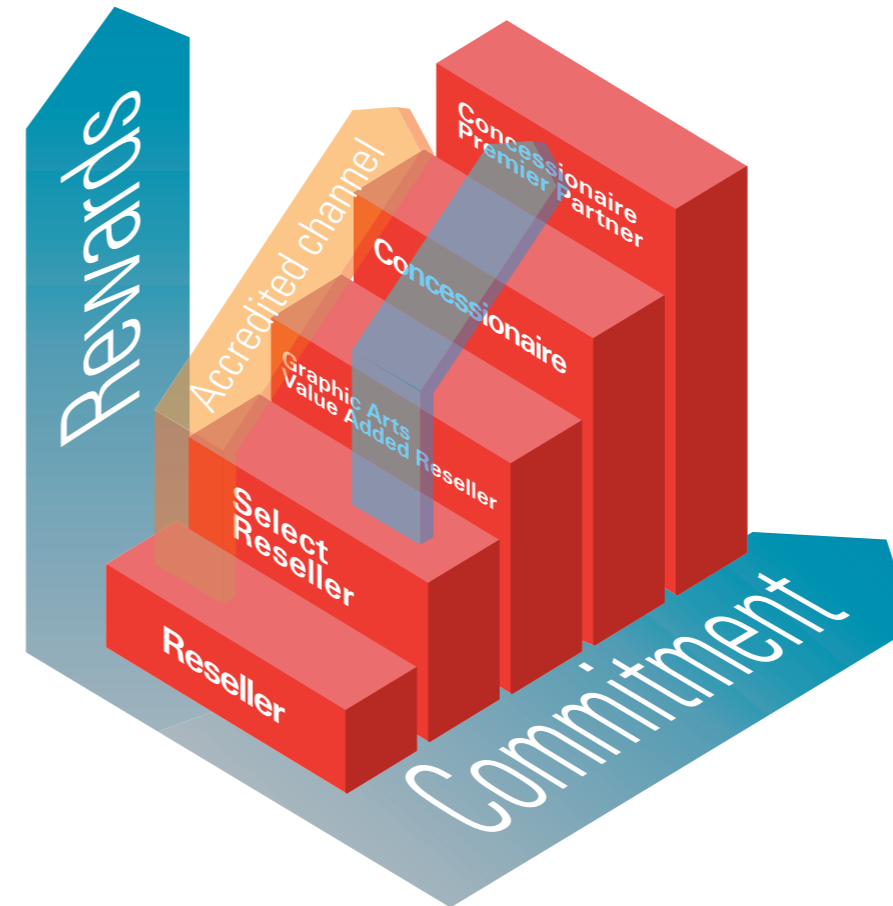
Russell Peacock, Managing Director  
Xerox UK

A world leader in document management, Xerox is associated with innovation and quality. 'The customer comes first' is an inherent part of our culture and is never more evident than in our approach to market coverage and channel-partner engagement.

## An opportunity for growth and success

### Xerox Office channel partner strategy

The Office document market is evolving, driven by technology and business needs. The new products and services enabled through this evolution bring about new opportunities for growth and success. They also drive the demand for new sales channels and more flexible ways to procure products and services.



### At Xerox we recognise this demand.

We have a coherent strategy for the engagement of multiple channels to meet the buying preferences and strategic positioning of partners in customer accounts. This strategy differentiates our partner networks through a stable relationship with Xerox and the financial and business rewards our partners realise.

Within this framework is the industry-acclaimed Xerox UK Concessionaire channel. This channel, along with its associated Premier Partners, offers a unique value proposition that reflects the loyalty to Xerox in this mono-brand commitment.

### Concessionaire accreditation – a strong, long-term and value-added business relationship

Through accreditation, Xerox builds stronger, long-term business relationships with Concessionaires to capture and capitalise on the market opportunity and help generate more revenue. As an accredited Concessionaire, you will have access to a full and exclusive range of sales, marketing and business support tools and services.

#### Benefits include:

- The closest-possible partner relationship with Xerox
- The use of the Xerox brand
- The highest rebates
- One of the widest range of products on the market
- The most advanced training
- A unique post-sales profit stream
- Superior support

## Profit and sustained business growth

As an entrepreneur, you are looking for profit and sustained growth from your investment; partnership with Xerox can enable you to realise these goals. The Concessionaire programme brings together a portfolio of products and services, skills development and support under a business model that enables both current profits and an ongoing annuity stream. A dedicated Xerox Business Development Manager helps you in driving your business through planning, sales process management, product training, pre- and post-sales support, market intelligence and pricing.

- Sustainable and profitable business model
- SMART business consultancy
- Access to Xerox Finance
- Enhanced performance rebates
- Special pricing support for large deals
- Post-sale profit through PagePack

## Portfolio of products and services

Xerox invests \$0.8B annually in research and development. Our industry-leading research laboratories in Palo Alto, California and Grenoble, France, drive the innovation that shapes the industry. Through your partnership with Xerox, we ensure your business remains at the forefront of technology using the industry-leading products and services available to you.

- Technology leadership
- Industry-acclaimed product portfolio
- Colour product superiority
- Innovation in document workflow management
- Document services delivery

## Support, relationship & market engagement

By being associated with one of the leading brands in the document market, Xerox Concessionaires have access to world-class promotional and market-engagement programmes and collaterals.

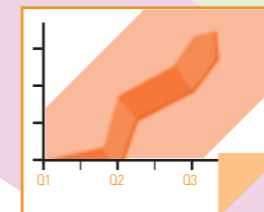
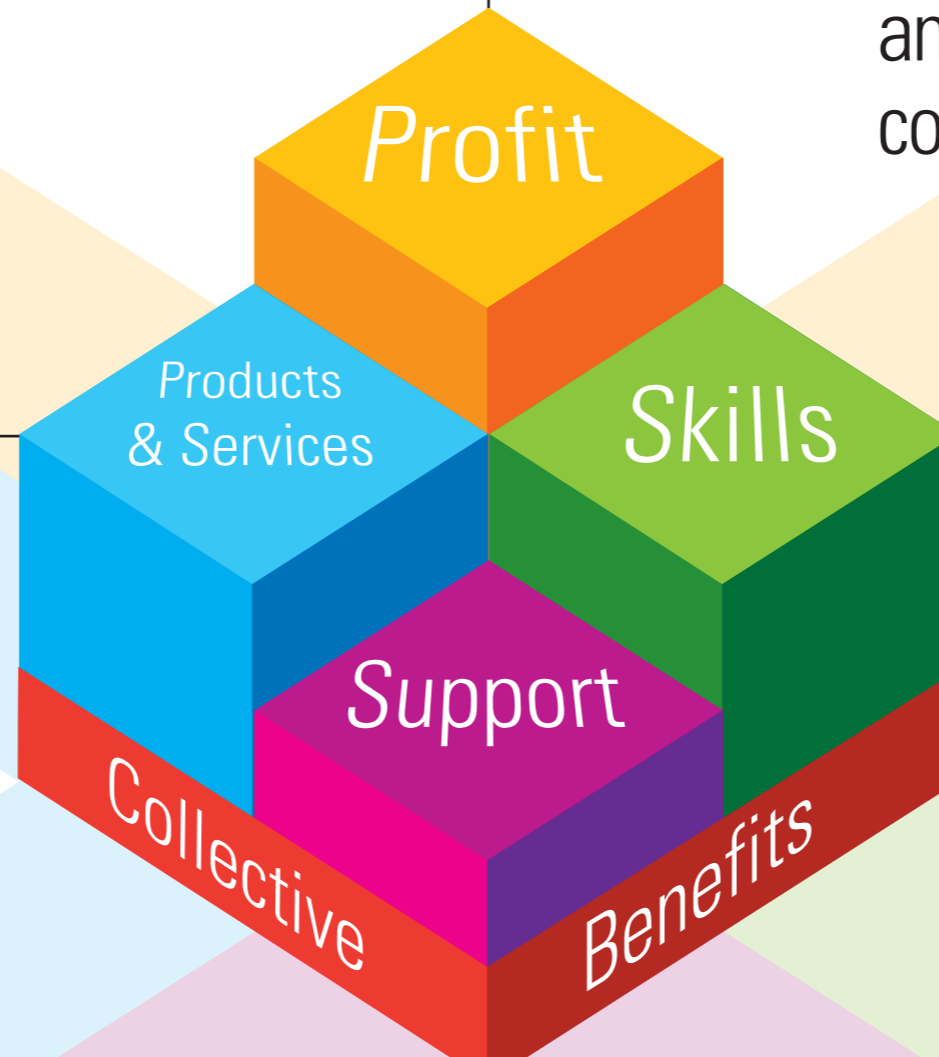
- Authorisation to use the Xerox brand
- Resource recruitment support
- Co-op marketing fund
- Xerox Marketing Store
- Customer-retention programmes
- PR and case studies
- National technical support network

# Become a **Xerox Concessionaire** and take advantage of unrivalled collective benefits

## Skills development: investment in your people

To help and facilitate Concessionaire growth, we have implemented an HR strategy and e-recruitment programme. Xerox understands that having a highly efficient, straightforward and easy-to-use recruitment process helps to secure top talent in the business market.

- Communication to the job market
- Applicant sourcing
- Skills selection
- Team integration
- Structured training
- Employee retention programmes



Profit



Products & services



Support



Skills

**XEROX**®



## Marketing & service programmes

**The value of working with Xerox doesn't stop with the direct offering within the Concessionaire programme. The full benefits extend to the services and support offered around our products and services to end customers of our channel partners.**

**These include:**

- National product distribution with distributor on-line ordering and tracking
- Lead-generation programmes
- Marketing library
- Competitive information
- Virtual demos
- Sales proposal wizard
- Xerox Finance

### Customer service

Xerox products are consistently rated among the world's best by independent testing organisations for reliability, productivity and ease of use. To ensure ongoing performance our Customer Service team works alongside you to give an exemplary service giving your customers a truly positive customer experience. Our service includes:

- Single point for all fault-reporting and consumables orders
- Highly trained staff resolving 22% of hardware and 70% of software calls over the phone
- Free downloads and drivers
- Engineer average response time of two working hours for Production and four working hours for Office engines
- 95% of faults resolved first time without leaving your customer's premises
- Full service performed at each call to assist in preventative maintenance
- National UK coverage

All this is available to you through PagePack or Partner E-Click. All you need to do is invoice your customer and we will do the rest.



## Training & Development

**Xerox sales, technical and management training programmes are among the best in the world.**

Certification makes the expertise available to your business through a continuing series of targeted training sessions tailored to your individual sales and technical staff.

**Skills development courses cover:**

- Product
- Services and solutions
- Sales skills
- Sales management
- Colour and network technology

Plus significant e-learning modules covering technical and personal skills development.

# What you can expect from us

**As a Xerox concessionaire, there is a unique opportunity to benefit from the strength of this world-leading brand and everything that it stands for.**

Partnering means working together toward a common goal. The potential and possibilities are limitless.

**Benefits of partnership vary depending on the qualifying programme determined by accreditation, but can include:**

- Account Management
- Performance rebate
- Co-marketing opportunities including events and demand-generation activities
- Joint business planning support
- Sales leads and lead management
- Training and certification opportunities
- Access to dedicated and secure websites
- Access to technical and support resources



# What we expect from our partners

**All accredited Concessionaires have to achieve a number of mandatory requirements. These include:**

- An up-to-date signed European Concessionaires contract
- Development of an annual joint business plan
- The setting and meeting of agreed sales targets across the full range of Xerox products
- Provision of balance sheet and P&L data – opening balance for new starts
- Adherence to the Xerox Business Ethics rules
- Completion of Xerox certification training courses by sales and analyst staff (Sales Academy for new starts)
- Location of premises and showroom in assigned geographic territory

# XEROX®

Technology | Document Management | Consulting Services

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...accreditation through partnership

You can obtain more information about the programme from [www.xerox.co.uk](http://www.xerox.co.uk) or call **0870 873 3873** and ask for the Concessionaire Support Team.

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