Xerox Partner Print Services
Frequently Asked Questions

Strategy

What is Xerox Partner Print Services (XPPS)?	• Xerox Partner Print Services (XPPS) is the next generation of Xerox's signature managed print service (MPS) solution for the channel. Building on the success of our current PagePack, XPS now enables our Partners to manage their customers' entire fleet of networked printing devices. • Xerox Partner Print Services is a set of services, systems and support designed for channel partners to provide small and medium-sized businesses a way of better managing their printing infrastructure and help reduce costs. • Supported by Xerox, but managed by our channel partners, Xerox Partner Print Services is delivered through our network of authorized print service providers, based on our industry-leading enterprise managed print services offering.
Why is Xerox offering Xerox Partner Print Services?	• Xerox Partner Print Services is key to Xerox's long-term strategy to deliver greater value to customers by helping them manage and control their document costs through outsourcing copy and print services. • During the past decade, Xerox has been enabling enterprise customers around the globe to gain control of costs, improve productivity and reduce their environmental impact; Xerox's expertise has saved document output costs within large enterprises up to 30 percent. Similar cost savings are expected for small and medium-sized businesses. • Customers are telling us that they want a managed print service in order to help them gain control of their print and copy costs. Extending our managed print service capability to our partners enables Xerox to deliver an MPS offering to our SMB customers.
What are the key benefits of Xerox Partner Print Services?	Xerox Partner Print Services offers value to our Channel Partners in three key areas: Services, Systems and Support. **Services** XPPS provides true multi-brand support, including access to the same support

network used by our Global Services Division. Leveraging our established resources enables us to provide break-fix and supplies on most brands and models of technology with standard service levels.

Systems

- Provides a complete integrated package that is open for customisation by Partners to run their own MPS

- Provides visibility to all network printing devices, including non-Xerox equipment.

- Features a portal providing Partners live monitoring of devices under contract

- Delivers updated and streamlined XPS software making the supplies and service ordering easier for your customers

Support

- Includes a specialized training program to give Partners the foundation needed for success in the managed print industry. Certified Partners are also given a new set of assessment tools to support their sales process.

- Enables a range of commercial benefits including unique leasing offerings and licensing models to minimize partner cost pre-contract and maximize client and partner value post-contract.

How does Xerox Partner Print Services fit with the rest of Xerox Services?	• Xerox offers a wide range of Services: from basic self-support on purchased Xerox devices, to complete and extensive managed print services on both Xerox and Non-Xerox devices, delivered by Xerox direct channels as well as by our Partners.
	
	• Our portfolio of Services for our Partners includes:
	
	— **PagePack** is our flagship managed print offering on new Xerox devices that includes in one cost per copy: meter read management software, all supplies (excl. media) and break/fix service.
	
	— **Xerox Partner Print Services**: includes the opportunity for Partners to leverage PagePack, but now offers even more to enable a complete MPS offering for Xerox and Non-Xerox devices. The additional elements include:
	
	  ▪ **XPPS NX**: a cost per impression program that includes all supplies (excl. media) and break/fix service for Non-Xerox products. We use 100 % guaranteed replacement cartridges.
	
	  ▪ **XPPS NXT**: a cost per impression program that includes all supplies (excl. media) only if Xerox service support is not

required.

- ▪ **XPPS Software**: an advanced, completely integrated suite of tools to help the Partner manage an MPS offer, including a customer CRM portal and sales process management tool.

- ▪ **XPPS Service Desk:** a call centre service provided by Xerox for Partner customers taking all device and customer-raised faults.

- ▪ **XPPS Service Desk** +: collects your customer data into a defined management report and makes it available on your *Xerox Powered* customer portal once per month., as well as accurately outlines the service performance and costs.

- ▪ **XPPS Billing**: takes many different charges from many suppliers and provides them to the customer as a simple, single cost per impression- one for mono and one for colour (excluding any device leases).

- ▪ **XPPS Docucare:** onsite standard support

- ▪ **XPPS Onsite Engineer:** onsite advanced engineer support

Xerox has built its MPS tools to work with every device manufacturer and our service offerings covers multiple non-Xerox brands. When you link a Xerox MPS with Xerox products, extra value and cost benefits can be realized.

Vendors including HP, Lexmark and Ricoh have MPS for SMBs in the market today. How does Xerox compare?	We believe our multivendor approach is unique by delivering a comprehensive solution. We take a holistic approach to MPS that covers everything from the initial pre-sales engagement through to managing the suppliers and service partners that enable our multi-brand services. The Xerox Managed Print Service program differentiates itself from other vendor MPS programs in three key areas: Services, Systems and Support. • **Services**: Our leadership is clear and validated by industry experts like IDC and Gartner. We can bring our expertise to Partners and offer what is not easily available in the market today. The services that we provide to Partners' customers are fully integrated to manage complex environments with multiple vendors. • **Systems**: We have perfected our technology and tools over the years and have customized them to help Partners deliver a managed print solution. A key differentiator for us is technology. Our technologies take a fully integrated approach to document management, something no other company in the market is doing. Our systems are designed to work hand-in-hand with customer's existing IT systems to support and

leverage the infrastructure in place today.

- **Support**: Finally, we give Partners all the support, tools and training needed to ramp up an MPS business.

- We are leading the MPS space with our enterprise customers. Through our channel partners we can help SMBs experience savings and productivity improvements that we currently deliver to the enterprise.

Channel Partners & Sales Process

What is required to become a Xerox Partner Print Services provider?	There are two processes: XPPS Certification and Accreditation: - **XPPS Certification**: Certification is something that is granted to an individual. The certification is a full learning path for a Partner sales or technical representative. It includes e-learning modules, face to face training and mentoring. Channel partners will be required to complete a comprehensive certification program covering all four phases of an MPS deployment: Assess, Design, Implement and Manage. Partners will be certified for sales, solution design & architecting, and service delivery competencies. - **XPPS Accreditation**: Accreditation is something that is granted to a Partner business. Upon completion of the certification criteria, an MPS delivery review and the signing of an MPS contract, the Partner business will receive XPPS Accreditation. Channel partners will be required to maintain the infrastructure to support contract selling, a capable billing system and quarterly business planning.
What are the benefits of becoming Xerox Partner Print Services certified and accredited?	XPPS Certification: The benefits of XPPS certification include: - Access to the XPPS support organisation, - Access to future training updates and product updates - The opportunity to work with Xerox's dedicated XPPS specialists on specific deals. XPPS Accreditation: The benefits of XPPS Accreditation include: - The creation of an XPPS delivery software account - The configuration of a free Demo and sales account - Access to XPPS technical support free of charge - Mentoring for the first deal to ensure the MPS performs as planned - Access to a solution based service level on Xerox and Non Xerox devices rather than a response based service level.

How much does Xerox Partner Print Services Certification and Accreditation cost?	XPPS certification is free of charge to partners in the programme.
Will there be any testing?	For XPPS Certification, each technical delegate must complete a final exam with an 80 % pass mark. For XPPS Accreditation, the Partner will need to complete a MPS delivery review and sign an MPS contract. The MPS delivery review is based upon the performance of an internal pilot and covers the sales process, data collection and management and the key support processes of Billing, Maintenance and Supplies Management.
Is the XPPS accredited partner restricted to only buying hardware, consumables, services etc. for their MPS offer from Xerox?	No, the XPPS accredited partner can buy from the open market and use their own agreements and contracts. However, the XPPS agreement with the partners requires that the partner meet a minimum threshold of business with Xerox.
What tools might be included in the Xerox Partner Print Services offering?	Partners and resellers can offer Xerox Partner Print Services that includes a include a variety of software tools and services to improve customers' print management operations including: • Remote monitoring of devices to automatically capture meter reads, supplies orders and maintenance requests. • A device database that records every detail of the managed devices for the duration of the contract, ensuring all transactions are captured, all costs understood and all service levels tracked. • Analysis of direct and indirect costs associated with document output and cost-cutting recommendations based on printing patterns and workflow. • Detailed reporting that tracks service performance, costs, revenues and activity, enabling decisions to be taken on a per client, per geography or whole business level. A Web portal that lets customers check the status of any requested service, download management reports, check billing data and request additional support.

What does the logo 'Powered by Xerox' represent?	• Xerox has created this logo for our partners to use on the customer-facing portals/tools. This logo enables partners to communicate to customers that Xerox technology is supporting their managed print services offering. Use of this logo will be permitted with certain guidelines.
What is my first step to becoming XPPS Certified?	• Registration for XPPS is available on Xerox.com at the following link www.office.xerox.com/managedprint • A partner manager will then be assigned to you to share the next steps of becoming an XPPS partner.

Other Questions?

How are supplies provided under XPPS?	• Supplies are ordered by the end-user through the XPPS Customer Portal. Xerox then delivers the supplies on behalf of the Partner to the end-user overnight for free.
How does the quality of Xerox replacement cartridges compare to the quality of OEM cartridges?	While Xerox Replacement Cartridges (XRCs) contain new and reprocessed components, all critical xerographic components are 100 % new. In addition, each XRC is backed by the Xerox 100 % Satisfaction Guarantee. Xerox Replacement Cartridges are triple tested as follows: • 100 % of cartridges are print tested before packaging. • Monthly life testing is performed at the manufacturing site • Samples from the Xerox warehouse inventory are tested in the Xerox Technical Center.
How can I get more information about Xerox Replacement Cartridges?	More information is on Xerox.com at the following link: http://www.xerox.com/printer-supplies/compatible-cartridges/oem-printers
How will service and supplies work on XPPS NX?	• XPPS NX contracts have a fixed monthly base fee to cover service costs and a cost per copy for supplies. Partners can order NX contracts without service and maintenance kits in which case there is no base fee (XPPS NXT). Service will be provided by a network of Xerox authorized service providers