

PagePack[®] 3.0

Managed Print Services Program

Frequently Asked Questions



PagePack 3.0 Platform

Q. What is PagePack 3.0?

A. PagePack 3.0 is our platform of managed print service (MPS) for the channel enabling authorized and certified Partners to manage their customers' entire fleet of networked printing devices and build profitable, recurring revenue.

The PagePack 3.0 platform is comprised of:

- **PagePack:** Our managed print service solution for Xerox devices offering you the greatest profit potential.
- **PagePack NX (Non-Xerox):** Extending the PagePack MPS solution to the most popular Non-Xerox printers and multifunction devices. Xerox toner is provided and service is optional; you have the choice to have Xerox co-ordinate service and maintenance kits or manage it yourself.
- **PagePack FM (Fleet Manager):** Our full fleet monitoring solution providing you remote visibility into your customer's networked print environment and notification prompts for supplies and service. This solution is only available to PagePack 3.0 Certified Partners. For more information about our certification program: www.xerox.com/thinkbig

PagePack® 3.0 Managed Print Services

Frequently Asked Questions

PagePack 3.0 Platform (cont.)

Q. What are the key benefits?

- A.**
1. PagePack 3.0 provides visibility to all network printing devices including non-Xerox equipment.
 2. Includes service and supplies for select HP and Lexmark printers and multifunction devices.
 3. Features a PagePack Center (PPC) portal providing Partners live monitoring of devices under contract.
 4. Updated and streamlined PagePack Assistant (PPA) software making the supplies and service ordering easier for your customers.
 5. The PagePack FM solution is bundled with a 12-week, specialized coaching and mentoring 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 sale process.

Q. What else is included in PagePack 3.0?

- A.** PagePack 3.0 partners will have access to elements of our assessments suite of tools: *PagePack Quotes*. PagePack Quotes consists of three tools:
- **OneQuote:** Currently known as the “PagePack Cost Comparison Tool”. This is a Microsoft Excel based tool used to compare one device under PagePack to the same product (or a single competitive device) in a toner out model.
 - **QuickQuote:** Only available to PagePack 3.0 Certified Partners. QuickQuote uses industry averages to estimate current costs, “filters” the fleet into PagePack, PagePack NX and PagePack FM eligible devices and provides a tool for partners to structure a complete fleet deal.
 - **CompleteQuote:** CompleteQuote is the tool for comprehensive assessments for larger (greater than 20 devices) deals. Unlike QuickQuote, CompleteQuote uses actual cost, enables floor.

PagePack® 3.0 Managed Print Services

Frequently Asked Questions

PagePack

Q. What is PagePack?

A. PagePack is our flagship managed print offering on Xerox devices that includes meter read management software, all consumables (excl. media) and break/fix service.

Q. What are the key benefits of PagePack?

A. Authorized PagePack Partners can take advantage of the following program benefits:

Risk Management

- No coverage risk on Standard Office products – a page is a page no matter how much ink/toner
- Free assessment tools
- Free supplies shipping and handling
- Free monitoring and meter management software
- Discounted demo program
- Reimbursement for T&M on break/fix service

Resources

- Xerox brand: market leadership, innovation, experience
- Over 40 field-based, MPS-focused sales people
- 10 inside sales support resources
- Bid Support Desk
- Dedicated PagePack program and technical support people

Rewards

- Peak Channel Program hardware rebates (up to 7%)
- Managed Services Rebate on supplies and service (up to 7%)

Q. What products are covered by PagePack?

A. PagePack is unique in that it covers a broad spectrum of Xerox products from printers and multifunction printers to larger advanced multi-function devices (“Copiers”)

Q. How are devices managed under PagePack?

A. A key software tool in the PagePack program is the PagePack Assistant (PPA). The PPA is installed by the Partner on the end-user’s network. The PPA automatically collects and sends data from network printing devices to Xerox. Daily meter read information is used to provide accurate monthly invoice for all pages to the Partner. Device status and consumable levels are displayed in the PagePack Center (PPC) enabling Certified Partners to effectively manage their customers’ devices remotely.

PagePack® 3.0 Managed Print Services

Frequently Asked Questions

PagePack (cont.)

Q. How are Supplies provided under this program?

A. Supplies are ordered by the end-user through the Customer Portal of the PPA. Xerox then ships the supplies next-day air on behalf of the Partner directly to the end-user free of charge. In most cases the consumables are delivered next day.

Q. How does Service work on devices under PagePack contracts?

A. Service is requested by the end-user through the same Customer Portal as used for ordering supplies. Partners have a choice to provide the service themselves or let Xerox provide service (either directly or through our national service delivery partner). If the partner is an Authorized Service Partner of Xerox and selects to do service on the PagePack devices, Xerox reimburses the Partner for time and material used (based on defined claim process).

Q. I have more detailed questions, where do I go?

A. For more detailed questions, please refer to the PagePack FAQs on the PagePack 3.0 Reseller Extranet.

PagePack® 3.0 Managed Print Services

Frequently Asked Questions

PagePack NX and NX-T

Q. What exactly is PagePack NX?

A. PagePack NX is basically PagePack for Non-Xerox devices currently focusing primarily on Hewlett Packard and Lexmark printers and MFPs, (targeting a corresponding installed base of more than 6 million devices), with the following key differences:

- **Service delivery:** Break-fix service (including maintenance kits) is to be done by a 3rd party.
- **Service reimbursement:** there is no service reimbursement for PagePack NX contracts.
- **Supplies ordering:** Toner will be ordered by customers using the same process as PagePack -via the PPA Customer Portal. Non-toner supplies, (such as maintenance kits), will be ordered as service items, also via the PPA Customer Portal. PagePack Certified Partners will be able to order supplies for PagePack NX contracts on behalf of their customers through the PagePack Center.

Q. What exactly is PagePack NX-T?

A. PagePack NX-T is a variant of PagePack NX that only includes toner:

- **Service and service delivery:** Partners interested in providing service on HP or Lexmark devices can order PagePack NX-T contracts whereby Xerox only covers the toner and the channel partner takes care of the service & non-toner consumables. No service delivery is included in PagePack NX-T.
- **Supplies ordering:** As above, toner will be ordered by customers using the same process as PagePack -via the PPA Customer Portal. Non-toner supplies, (such as maintenance kits), will be ordered as service items, also via the PPA Customer Portal. PagePack Certified Partners will be able to order supplies for PagePack NX contracts on behalf of their customers through the PagePack Center.

Q. What are the main differences between PagePack and PagePack NX

A. Here's a basic table showing the differences:

PagePack	PagePack NX
Toner coverage independent (on Xerox Standard Office Equipment)	Toner coverage dependent (pricing depends on toner usage)
For new Xerox devices	Select Hewlett Packard and Lexmark devices
Printers, MFPs and Advanced MFPs	Printers and MFPs
1 to 5 year contracts	1 year contract
Partners reimbursed for service if ASP	No reimbursement

PagePack® 3.0 Managed Print Services

Frequently Asked Questions

PagePack NX and NX-T (cont.)

Q. How will service work on PagePack NX?

A. Just like in a regular PagePack contract, Customers create service requests in the Customer Portal accessible through the PagePack Assistant. The request is passed directly to a 3rd party Xerox Service Delivery Partner who fix the device on behalf of the Partner. The service level agreement (SLA) in all PagePack service requests is next day response.

PagePack NX contracts have a fixed monthly Base fee to cover service costs. There is no monthly fee in PagePack NXT contracts (toner-only offer).

Q. Who will be 3rd party Xerox Service Delivery Partner doing the service for PagePack NX?

A. Barrister Global Services Network, Inc.

Q. Will PagePack NX service calls be placed via the PagePack Assistant (PPA) or via the PagePack Center (PPC)?

A. Customers will order service on PagePack NX contracts through the PPA Customer Portal, just like PagePack. In addition, partners who are PagePack3.0 Certified will also have the ability to request service on behalf of their customers via the PPC.

Q. How long is a PagePack NX contract?

A. PagePack NX contracts are only available for 1 year. Although contracts are renewable, the expectation is to refresh the fleet with Xerox equipment.

Q. How do channel partners become authorized for PagePack and PagePack NX?

A. Only Peak partners can get authorized for PagePack and PagePack NX. The application process is simple: new Peak partners take the online training, agree to the PagePack terms and conditions and apply to get access to both PagePack and PagePack NX.

PagePack® 3.0 Managed Print Services

Frequently Asked Questions

PagePack FM

Q. How do partners get access to PagePack FM?

A. Only Certified partners have access to PagePack FM. Partners are certified by completing the PagePack 3.0 Certification Program.

Q. How much will PagePack FM cost?

A. Our pricing is \$0.35 per device per month (maximum of \$35 per client, per month) of all devices under PagePack FM (called “in scope”)

Q. How does PagePack FM work?

A. PagePack FM works in conjunction with the PagePack Center. The Page Center is the channel partner’s remote dashboard view into their customers’ printing environments. Placing printing devices under a PagePack FM contract enables the partner to remotely monitor and manage printing devices on the customers network:

- View meter reads and printer status
- Order supplies on behalf of the customer
- Request service on behalf of the customer
- Remotely diagnose printer issues
- Create key ad-hoc, monthly and quarterly reports

Q. How often will the PagePack Center refresh?

A. PagePack Center information is retrieved from each installation of the PagePack Assistant that the partner has (think of a hub with many spokes). The scanning frequency is programmable (default is every 6 hours).

Q. Will the partner be able to see non-PagePack FM devices in the PagePack Center?

A. Yes, the PPC will display make and model data for all network devices without contracts (aka “out-of-scope”). Partners can get full information (such as page counts) by simply moving these devices into scope, (i.e. place them under the FM contract), on the fly and will be charged the \$0.35 per month per device FM fee (maximum of \$35 per client, per month).

Q. Does PagePack FM include automatic supplies replenishment?

A. No, supply orders will continue to be initiated manually as they are with PagePack. However, PagePack 3.0 will allow partners to initiate these supply orders on behalf of their customers via the PPC, or customers can continue placing orders via the PPA Customer Portal as they do today.

PagePack® 3.0 Managed Print Services

Frequently Asked Questions

PagePack 3.0 Certification

Q. What are the benefits of becoming PagePack 3.0 Certified?

- A.** PagePack 3.0 is our entire new managed print suite: PagePack, PagePack NX/T and PagePack FM. So when a partner becomes certified on PagePack 3.0 they are authorized to sell the whole suite. However, the only way to get access to PagePack FM is through PagePack 3.0 Certification. The following tools/program elements are therefore *only* available through PagePack 3.0 Certification:
- **PagePack Center:** A web-based portal that provides visibility of all devices under contract via the PPC dashboard. The PagePack Center provides the ability to remotely monitor devices, order supplies and request service on behalf of the customer.
 - **Fleet reporting:** part of the PagePack Center – real time reports such as:
 - Printer activity
 - Supply order
 - Service request
 - Account history
 - Device history
 - Quarterly reports for customer reviews
 - **QuickQuote Assessment Tool:** Xerox tool that is at the heart of the training: QuickQuote will help partners to analyze fleets, create deals and convert them to contracts.

Apart from the tools, the certification program also provides sales tools, templates, slides etc to help in the sales and operations process.

Q. What is included in the PagePack Certification?

- A.** PagePack 3.0 Certification covers all three programs: PagePack, PagePack NX/T and PagePack FM. The certification is a professional 12 week mentoring program offered by Xerox and DocuAudit International. The Certification takes place in two parts. Part 1 is an in-person 3-day Program Overview, Orientation and Business Planning workshop. Part 2 consists of two parallel 11-week coaching programs that build off of the events: one covering Sales and one covering Operations/Infrastructure. All sales and infrastructure tools, templates and presentations are included.

Q. What do I need to do to be Certified?

- A.**
- Pay the Certification Fee
 - Attend the Workshop
 - Participate in the mentoring and fulfill all the mentoring requirements (homework assignments and attendance for 9 of 11 sessions).

Q. How much does PagePack 3.0 Certification cost?

- A.** \$3,495

PagePack® 3.0 Managed Print Services

Frequently Asked Questions

PagePack 3.0 Certification (cont.)

Q. What does the \$3,495 cover?

A. Access to full-fleet managed print tools:

- Use of Xerox-created materials to market your managed print services to consumers including a customer Event Planning tool.
- Complete use of our PagePack Center and PagePack Assistant software allowing you visibility into your customer's fleet and remote management of all networked printing devices.
- Access to our PagePack Quotes family of assessment tools: OneQuote, QuickQuote and CompleteQuote.
- Ability to sell the PagePack FM solution.
- Comparative market value of all PagePack 3.0 tools is up to \$20K.

Live workshop:

- Participation in the live event, (channel partner funds the flight, Xerox funds two nights stay for the owner/operator).
- Maximum 2 program participants per channel partner. Owner/operator are required at live workshop

11 week virtual mentoring program:

- Participation in weekly virtual Sales and Operations Mentoring
- Over half the cost of the program is subsidized by Xerox, a \$6K market value.

Xerox professional services support:

- Dedicated print assessment analysts
- Over 20 Inside Sales and Technical Support
- Bid desk for larger deals
- Over 40 field-based partner managers

Q. How many people are involved from the partner?

- A. Partners signing up for certification need to commit a minimum of two people: the owner/operator (attends the live event) and the MPS responsible sales person.

PagePack® 3.0 Managed Print Services

Frequently Asked Questions

PagePack 3.0 Certification (cont.)

Q. What will happen at the Program Overview and Business Planning Workshops events?

A. The event kicks off the Mentoring Program and is mandatory for partners who sign up for the PagePack 3.0 Certification program. It includes orientation and hands-on business planning. Here's the overall schedule:

Day 1 – Arrival & welcome reception

Day 2 – Program Overview, Orientation and Sales Mentoring (for Sales Rep and Owner)

Day 3 – Business Planning & Ops Mentoring (for Owner/Operator)

Note: We expect the owner/operator to attend the entire event.

Q. Where and when will the PagePack 3.0 Certification kick-offs occur?

A. Contact your Partner Manager or Inside Paertner Manager.

Q. Does DocuAudit International have a portfolio of expectations and delivered results with this investment of \$3,495?

A. PagePack 3.0 Certification is not training. It's mentoring - coaching partners as they plan, build and establish a successful managed print services business. DocuAudit International has offered the backbone of this course for the past 8 years resulting in millions of pages under contract for channel partners. The basic target (and average delivered result) for partners exiting the course are:

- 24 C-level live contacts
- 8 C-level appointments per week
- 4 engagements per week (assessments or proposals)
- 4 PagePack contracts per month (average of 56K pages per contract)

The estimated net result is roughly an average of 220K pages per month which (at 35% margin and average color/mono mix) equates to a recurring margin of roughly \$2,500 every month.

Q. How are the mentoring groups made up?

A. Each mentoring group will have a maximum of 15 channel partners which are selected to minimized potential conflicts (competing partners won't be in the same training session).

PagePack® 3.0 Managed Print Services

Frequently Asked Questions

PagePack 3.0 Certification (cont.)

Q. How will the mentoring work?

A. Sales Mentoring:

- **Description:** The PagePack 3.0 Certification Sales Mentoring program is designed to train and coach sales representatives with the knowledge and tools needed to successfully sell managed print solutions. Sales representatives will learn the necessary skills to help them successfully prospect, develop and close managed print services agreements. This unique mentoring program takes sales training to a higher level. Topics and techniques are introduced and then reinforced through mentoring and coaching on a weekly basis, thus eliminating the loss of skills so often experienced with traditional event training.
- **Program Activity:** One 1½ hour session per week remotely delivered dedicated to Skill Building a Best Practice Roundtable. The facilitator will review progress with the participant and a monthly management progress meeting.
- **Method:** Teleconference and Web.month.

Infrastructure Mentoring:

- **Program Description:** The PagePack 3.0 Certification Infrastructure Mentoring program is designed to train and coach owners and operations personnel in the knowledge and tools needed to successfully manage and support managed print solution client engagements. Participants will learn all of the key elements necessary to establish a comprehensive managed print services business model, from initial business planning, through supporting the sales team during the sales process, to managing the client after the initial engagement. Topics and techniques are introduced every other week in a group setting, and then reinforced through mentoring and coaching sessions during the following week.
- **Program Activity:** One 60 minnute large group topic-specific session every other week, with 1 hour small group sessions during the following week. One person/partner is identified as the focal point for the group sessions, with additional operational personnel invited into the individual partner sessions.
- **Method:** Teleconference and Web

PagePack® 3.0 Managed Print Services

Frequently Asked Questions

PagePack 3.0 Certification (cont.)

Q. What will be covered in the mentoring?

A. Here is the current mentoring curriculum:

	Sales mentoring	Operations mentoring
	Owners/Sales Management, Sales Reps	Owners/ Finance, Ops & Service Managers
Week 1	Sales orientation, PagePack 3.0 program & tools	Small Groups: Business, HR & compensation plan implementation
Week 2	Role play prospecting script, objection responses, prospecting tips	Presentation: Xerox tools integration
Week 3	Develop the business case	Small Groups: Xerox tools integration
Week 4	Role play the business case PowerPoint & demo PPC	Presentation: Deal craft strategies 101
Week 5	Present the deliverable, close for the assessment, letter of intent	Small Groups: Deal crafting discussion
Week 6	Role play the deliverable, closing for the assessment, letter of intent, utilizing assessment software & handling objections	Presentation: Deal craft strategies 201
Week 7	PPA/PPC training	Small groups: Deal crafting discussion
Week 8	Assessment process	Presentation: Client management utilizing Xerox Fleet Management tools
Week 9	Creating the deliverable. Xerox quote tool training (OneQuote, QuickQuote, CompleteQuote)	Small groups: Client management discussion
Week 10	Presenting the findings, closing for the MPS agreement. Expanding the opportunity	Large group roundtable: MPS business launch & integration
Week 11	Sales process review	Small groups: MPS business launch & integration best practices

Note: Sessions in blue text will be delivered by Xerox

Q. Will there be any testing for the Certification?

A. No, but the partners will need to complete the requirements for at least 9 of 11 sessions.

