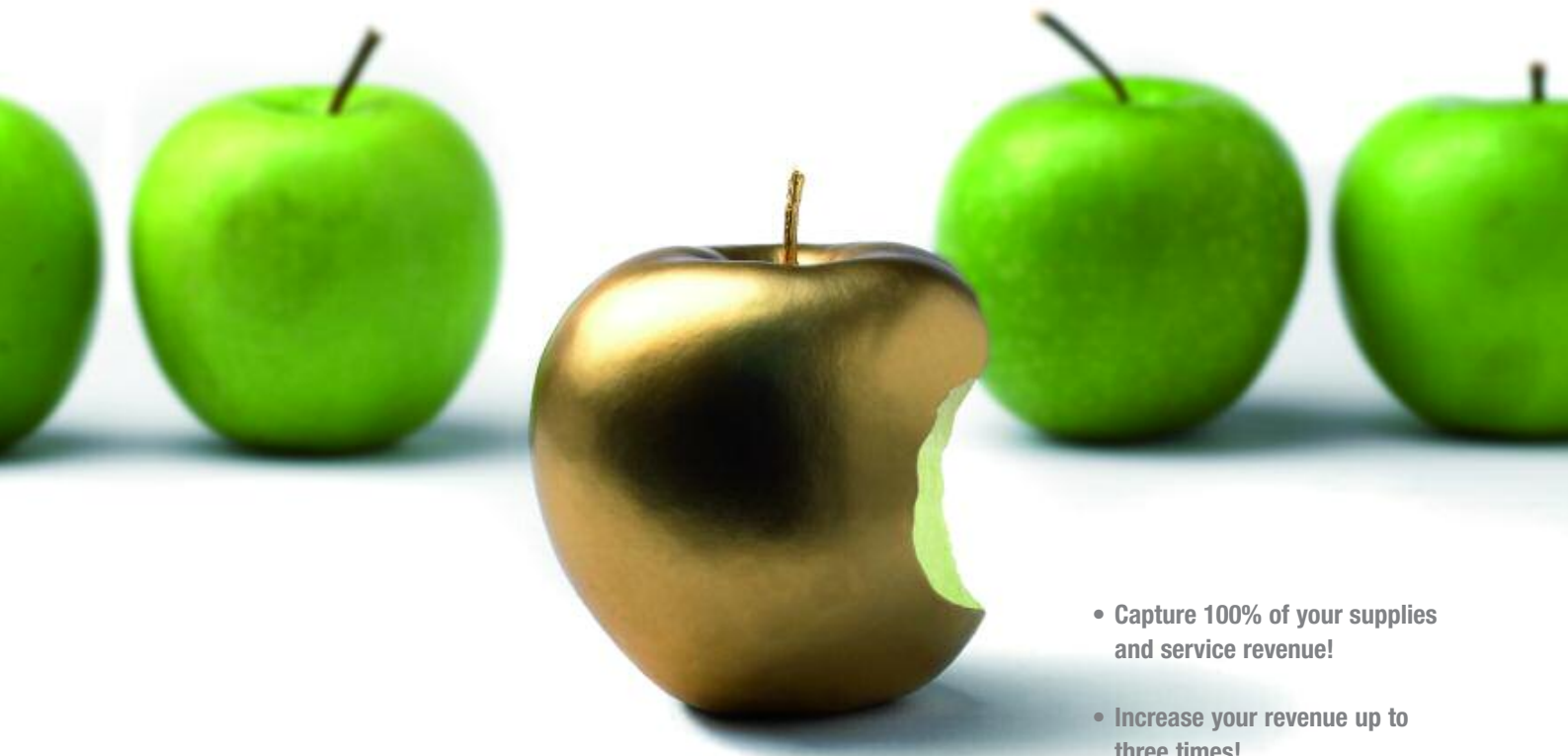


How Xerox Office services will
help you grow your business

PagePack: your opportunity for **business growth**



- Capture 100% of your supplies and service revenue!
- Increase your revenue up to three times!

Introducing **PagePack**...

PagePack is an inclusive service and supplies contract for networked printers and multifunction systems, which greatly increases customers' understanding and control of their document costs.

PagePack features:

A single contract that covers pages printed, maintenance, service and all consumables* for networked printers and multifunction systems

A fixed cost per page, whatever the print coverage

1, 3, 4 and 5 year contracts

Price bands for high, medium or low usage customers

A direct relationship between the Xerox reseller and the customer

All after-sales service and maintenance delivered by Xerox qualified engineers

PagePack is unique in the marketplace because it is based not on consumption of consumables or estimates of print coverage, but on a fixed cost per page - a model drawn from the 'click'-based charges applied to copiers and advanced multifunctional systems.

PagePack is only available to customers from accredited Xerox channel partners, for whom it provides new opportunities to build revenue, profit and customer loyalty.

*Complete listing by product. Excludes paper.



The market opportunity

Why we need a new model of service contract

With the cost of documents consuming up to 15 per cent of revenues¹, it is not surprising that customers want lower costs and improved productivity from their documents, devices and processes. They are looking for solutions to help them measure, manage and improve their office documents.

Advanced multifunction systems, with their bundled 'click' contract payment options, have already shown customers the benefits of merged copy and print solutions.

For some customers, a traditional pay-as-you-go option remains the preferred agreement. So to meet the needs of all our customers, Xerox is also offering this choice on our office printers (just as mobile phone providers offer a choice of inclusive contracts or pay-as-you-go agreements).

Xerox has led the market in expanding choice for customers:

1970s - Xerox develops the pages-printed (or 'toner-in') service contract for office copiers

1980s - 'pay-as-you-go' (or 'toner-out') service model becomes the industry standard for office printers

1990s - convergence of office technologies accelerates the development of advanced multifunctional systems

2003 - Xerox introduces PagePack for copiers, advanced multifunctional systems

2004 - Xerox introduces PagePack for networked printers

With the pay-as-you-go option and the introduction of PagePack contracts for printers, your customers now have total choice in how they manage and control the costs of all their networked printing devices.

And what's more, they can now buy their service agreement from their preferred IT supplier - you.

What **PagePack** has to offer you...

PagePack provides you with an unrivalled opportunity to develop your business in a new - and very profitable - direction. Every PagePack enabled product you sell creates an opportunity for you to capture 100% of the post-sale revenue stream. We believe that resellers who embrace this new strategy could treble their revenues within three years.

Increasingly, customers are basing their buying decisions on the lifetime cost of a product. With PagePack, you will be able to help them understand the total cost of their printer or multifunction system and build a business relationship that lasts several years.

The commercial benefits to you from selling PagePack are:



- **The opportunity to build your business equity**

Unlike product sales, PagePack can deliver a predictable, sustainable revenue stream and this increased revenue will be reflected in your business equity. PagePack presents a great opportunity to build your business at low risk.

- **Improved profitability**

Any additional cost of sale will be marginal, as you will be able to build sales of PagePack contracts into existing sales contact and engagement. There is no need to stock or deliver consumables - all administration takes place online.

- **Real competitive advantage**

By selling printers with inclusive service contracts, you will be able to exclude competitors from customer accounts for up to five years.



PagePack will help you develop real competitive advantage in your local market, through increased choice with a varied and growing portfolio of Xerox products and fully customisable PagePack contracts. As a service provider you will be able to get closer to your customer, better understand their needs and respond with other value-added products and services.

PagePack is unrivalled in our marketplace and only available to customers through Xerox accredited channel partners.

- **Greater productivity**

By adding PagePack to your range, you will not have to carry large administrative overheads. All PagePack ordering and administration will take place online via SCOT, our Service Contract Ordering Tool, leaving your sales force to concentrate on customer contact and selling. SCOT is extremely easy to use and available 24/7.

"Becoming accredited to sell Xerox services means that we can now offer our customers total choice in managing print requirements and costs. And, as selling PagePack means selling the total cost of a customer's network printer throughout its lifecycle, we're building new and considerable equity, whilst enjoying extended customer loyalty. Because Xerox manages all after-sales service and delivery, our sales force is able to concentrate totally on selling - and we're already selling more printers with PagePack than without!" **Paul Lisseter, Principle of LNL Services, UK accredited partner**

What **PagePack** has to offer your customers

PagePack has powerful customer appeal. With PagePack, your customers have, for the first time, the means to understand, manage and ultimately reduce their document costs. With its flexible usage bands and contract periods, there is a PagePack contract suitable for every customer.

And with PagePack's **fixed cost per page, whatever the print coverage**, customers needn't be concerned with the type of documents their staff are printing, but can focus on the cost savings PagePack can deliver.

Customers also appreciate online ordering of supplies, which is quicker and easier for them and eliminates the need to finance, buy and store supplies in advance.

A customer who orders PagePack will benefit from an inclusive contract which covers:

- All consumables (includes pre-order/delivery of spares)
- Hardware support and maintenance
- Parts and labour
- Access to online ordering tools
- Helpdesk

Other customer benefits include:

- The opportunity to purchase products and services from the same partner
- Simpler processes and simpler invoicing
- Accurate billing and predictable budgeting
- The flexibility to change contracts
- A single point of contact offering a faster response to queries and, speaking their own language

5%



15%



20%



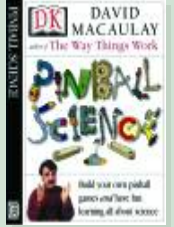
24%



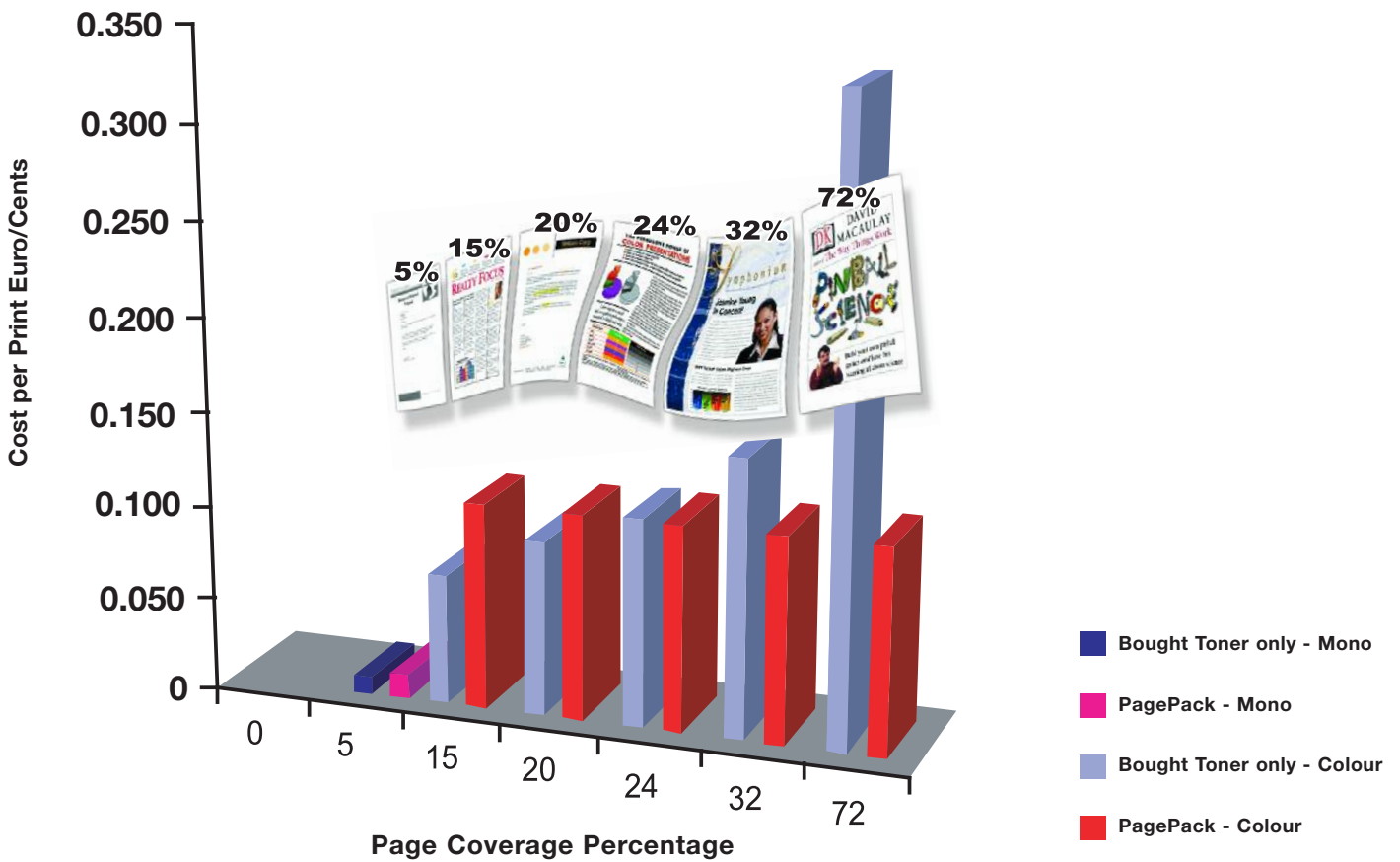
32%



72%



Cost per Print comparison buying ink/toner only, vs. Xerox PagePack



No more worries about print coverage Because the cost-per-page is fixed with PagePack, customers no longer have to be concerned about print coverage - end-users can print any sort of document but the cost-per-page remains the same.

How you can **Register** as a Page Pack reseller

In just three steps, you can start selling PagePack and get the benefits flowing to your customers and into your business.

Step one:

You need to complete the Xerox accreditation process to become a 'services approved partner'. This will include undergoing PagePack training and demonstrating your back office capability, as well as a credit check. Your Xerox Account Manager will help you complete your application.

Step two:

Once your accreditation is finalised, we send you your SCOT (Service Contract Ordering Tool) login and credit limits.

Step three:

You can start selling PagePack...



Where to get help and information

Xerox has set up a range of tools and support to help you sell PagePack

The core system is SCOT (Service Contract Ordering Tool), your online tool for managing PagePack clients.

Via SCOT, you can:

- Order a contract
- Churn a device on a contract
- View contract price lists and variables
- View the status of service calls
- Renew and cancel contracts
- View and download contract reporting

When you visit the services section of your Xerox Partner Extranet you will find details of:

PagePack Training for Xerox Partners:

A comprehensive sales training pack and certification programme

Access to SCOT:

Your online tool for ordering and managing your customer contracts

SCOT Robodemo:

An online tool demonstration for partner SCOT champions

PagePack Contract Templates:

Sample contracts for low, medium and high print volume customers

PagePack Handbook:

Everything you need to know about selling PagePack in one manual

Customer Brochure:

Detailing the benefits of switching to PagePack

COT - Customer Ordering Tool:

Your customers' online tool for ordering top-up supplies

COT Robodemo:

Order a demonstration CD of COT for your customers

Build on our lead

Great response from customers, fantastic feedback from partners and positive comment from industry analysts confirm that Xerox has taken a position of leadership with our new service offerings.

We now want to increase the space between ourselves and the rest of the industry by setting new standards for the relationship between vendor and reseller.

So you can expect rapid growth in the Xerox range of PagePack offerings. We will also be actively promoting PagePack to the end-user and investing further in the online tools and processes that make PagePack such a productive, profitable addition to your product portfolio.

For our partners, this is an opportunity not to be missed. It offers no less than the chance to grow, develop and transform your business.

We want you to make the most of your services business and we encourage you to take advantage of all that we have to offer together.





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