



# Partnering for Excellence

Expand. Connect. Simplify





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# We are...

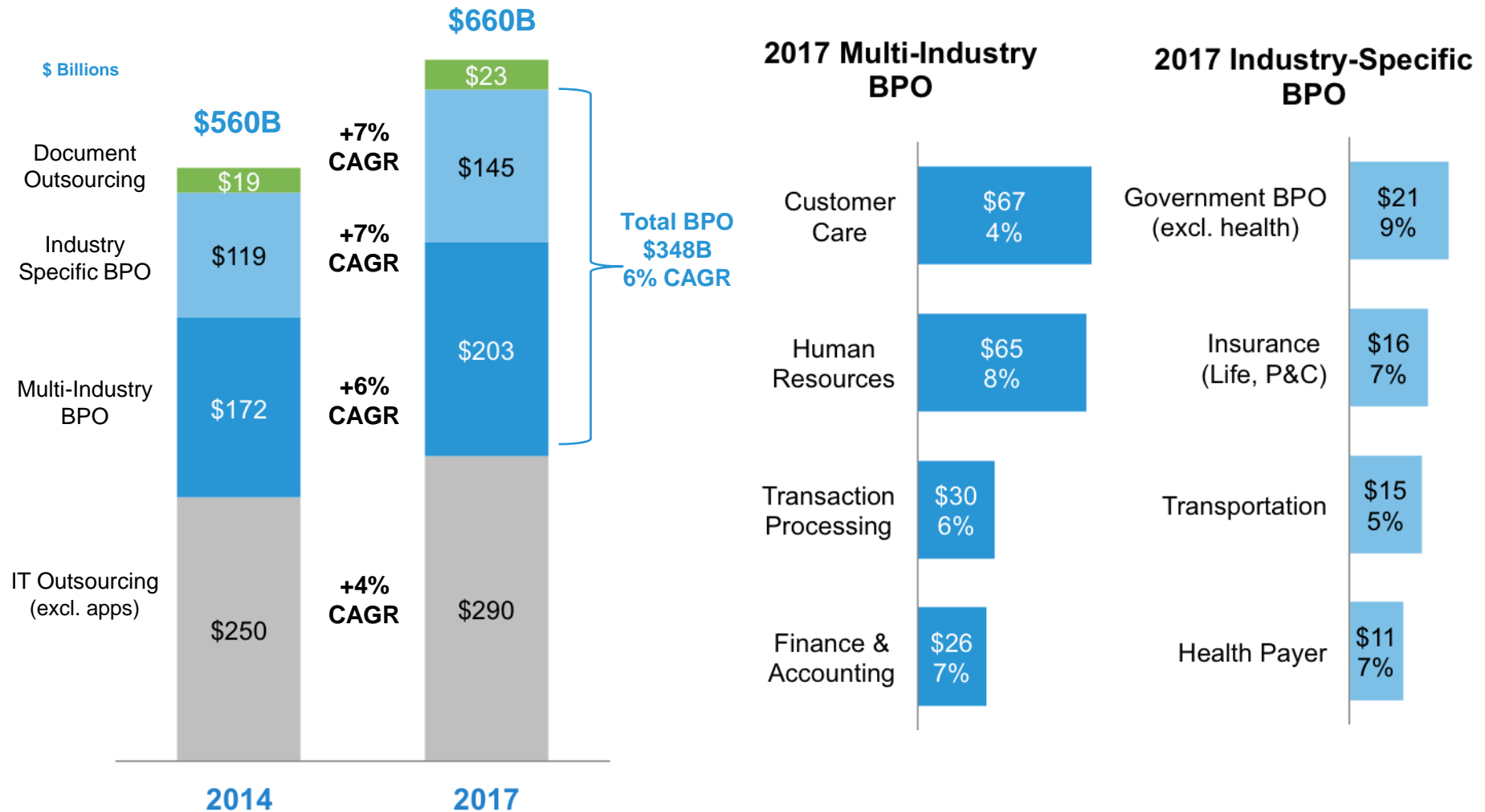
**A team of 140,000  
individuals, doing  
business in 180  
countries**

**Focused on being  
essential to our  
customers**

**Recognized by  
industry and financial  
analysts as a  
company to watch**

# Seizing Our Moment

# Attractive Market Opportunity



Notes: Market sizing based upon external sources and Xerox internal analysis. Document Outsourcing includes Managed Print Services, Centralized Print Services and Workflow Solutions. Transaction processing includes outbound print management (non-DO).

Xerox Partnering for Excellence  
Expand. Connect. Simplify.

#XeroxPFE



# Xerox Services Strategy



Manage Our  
Portfolio of  
Businesses



Grow  
Globally



Transform the  
Way We Work



Deliver  
Operational  
Excellence



Leverage  
Analytics and  
Innovation

Engage, Develop and Support Our People

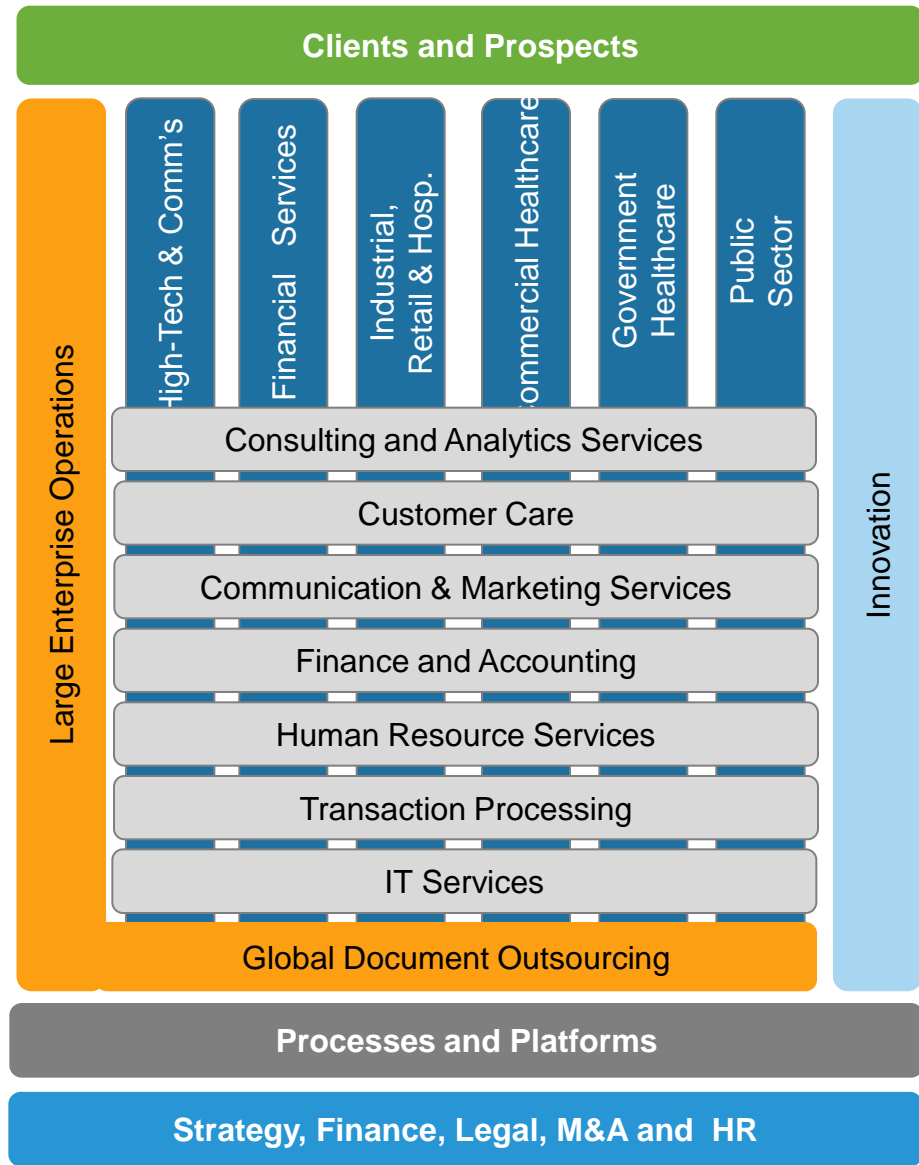
# Xerox Services Today

## Capability organizations:

Deliver best-in-class common services across industries

## Industry business groups:

In-depth industry understanding, client relationships





# Document Technology Strategy

Market focused strategy underpinned by operational excellence and talented workforce



Grow in Small  
and Medium  
Business  
Worldwide



Lead in  
Managed Print  
Services



Lead in Graphic  
Communications



Grow in  
Developing  
Markets



Innovate in All  
We Do

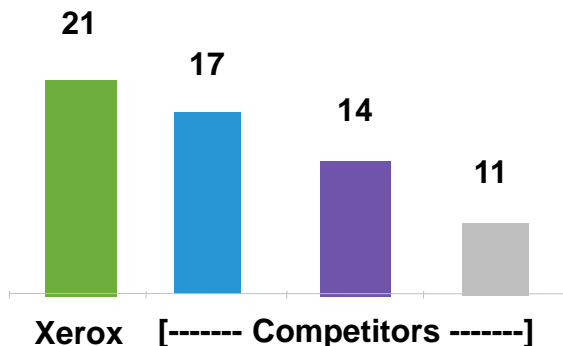
Operational Excellence, Global Delivery and Economy of Scale

Engage, Develop and Support Our People



# Technology Advances Sustain Industry Leadership

## Sustained Market Share Leadership



WW 2015 Equipment Sale  
Revenue Share %

**Xerox has been the leader  
for 21 consecutive quarters**

IDC: Published September 2014

Forrester: Published Q2 2012, Forrester Research, Inc.

Gartner: Published October 21, 2013 by Ken Weilerstein, Sharon McNee, Elizabeth Kim. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

## Industry Recognition



Gold Ink Awards



Europe Digital  
Press Award



**Xerox Corporation**  
2014 Document Imaging Solutions  
Line of the Year



Magic Quadrant for  
Managed Print Services,  
Worldwide



IDC MarketScape  
WW MPS & Document  
Services Hardcopy  
Vendor Analysis



2014 Quocirca  
MPS Landscape



A leader in The  
Forrester Wave™:  
Managed Print Services



**Xerox Corporation**  
Mobile Print Solution 2  
Outstanding Enterprise Mobile Print Solution



# Winning: Our top ten principles

1. Create a winning culture
2. Create positive belief
3. Build predictability
4. Customer orientation
5. Xerox is synonymous with innovation

6. Drive productivity in every aspect of the business
7. Raise intensity for growth
8. Build operational excellence
9. Passion, Accountability and Commitment
10. No Excuses Culture

