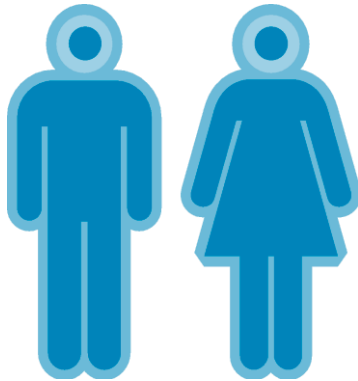




The Digital Tipping Point

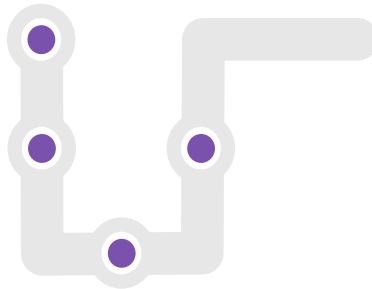
Creating Awareness and Demand in Today's Internet Driven Market





The Who

A Younger Audience



The What

Intensified Path to Purchase



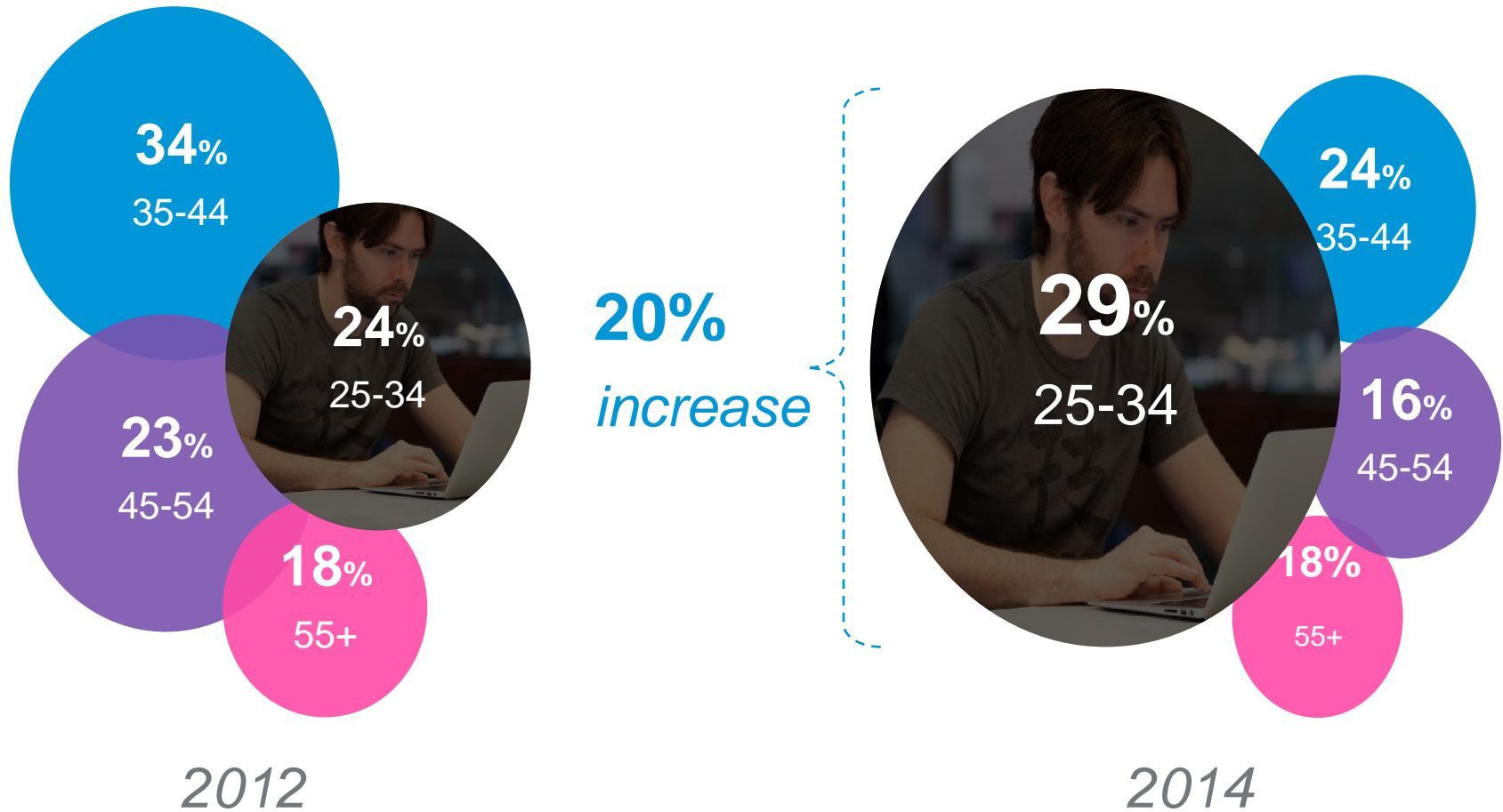
The How

Resources From Xerox



A Younger Audience

B2B researchers & decision makers are younger than ever before



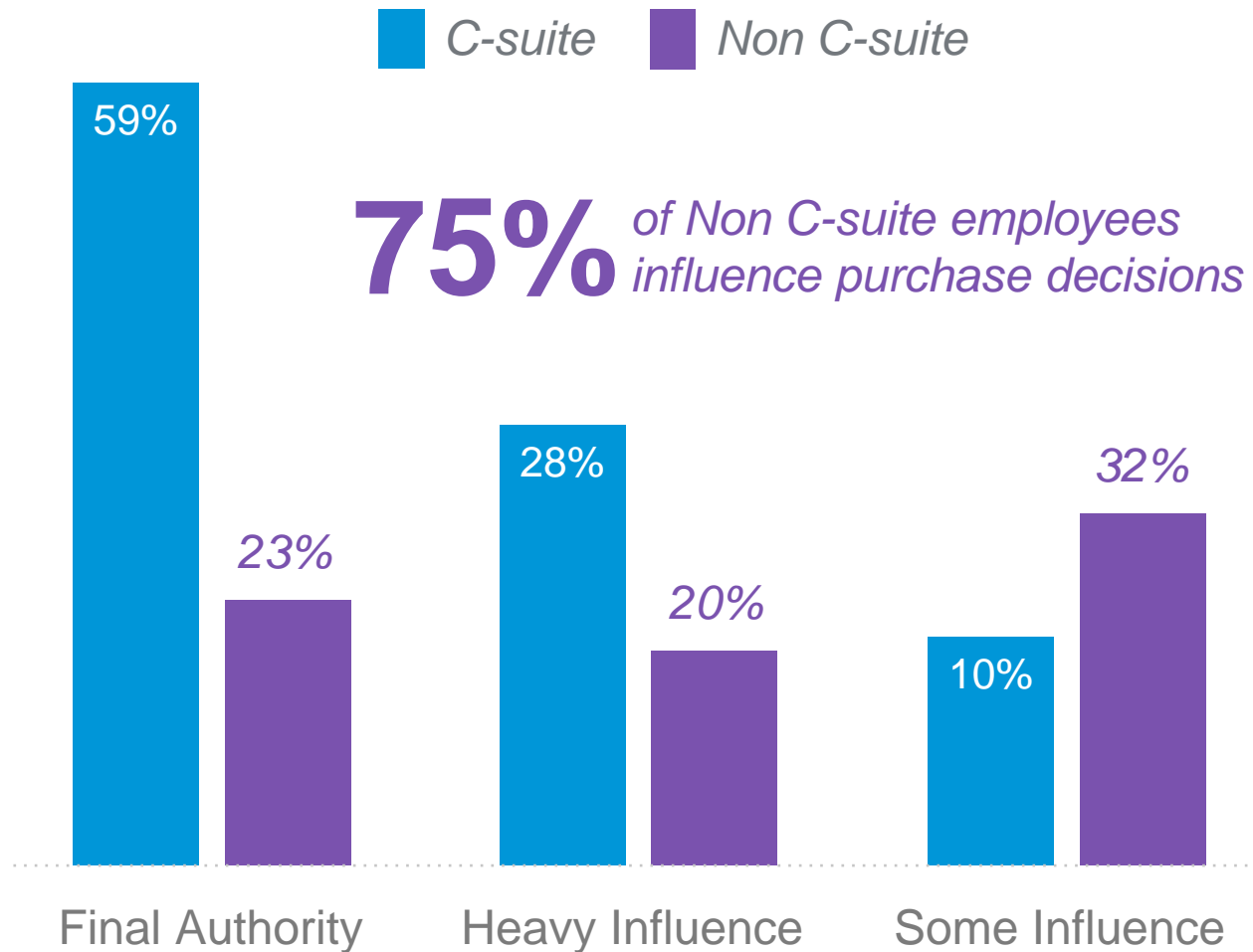
Source: Google/Millward Brown Digital, B2B Path to Purchase Study 2014

Xerox Partnering for Excellence
Expand. Connect. Simplify.

#XeroxPFE

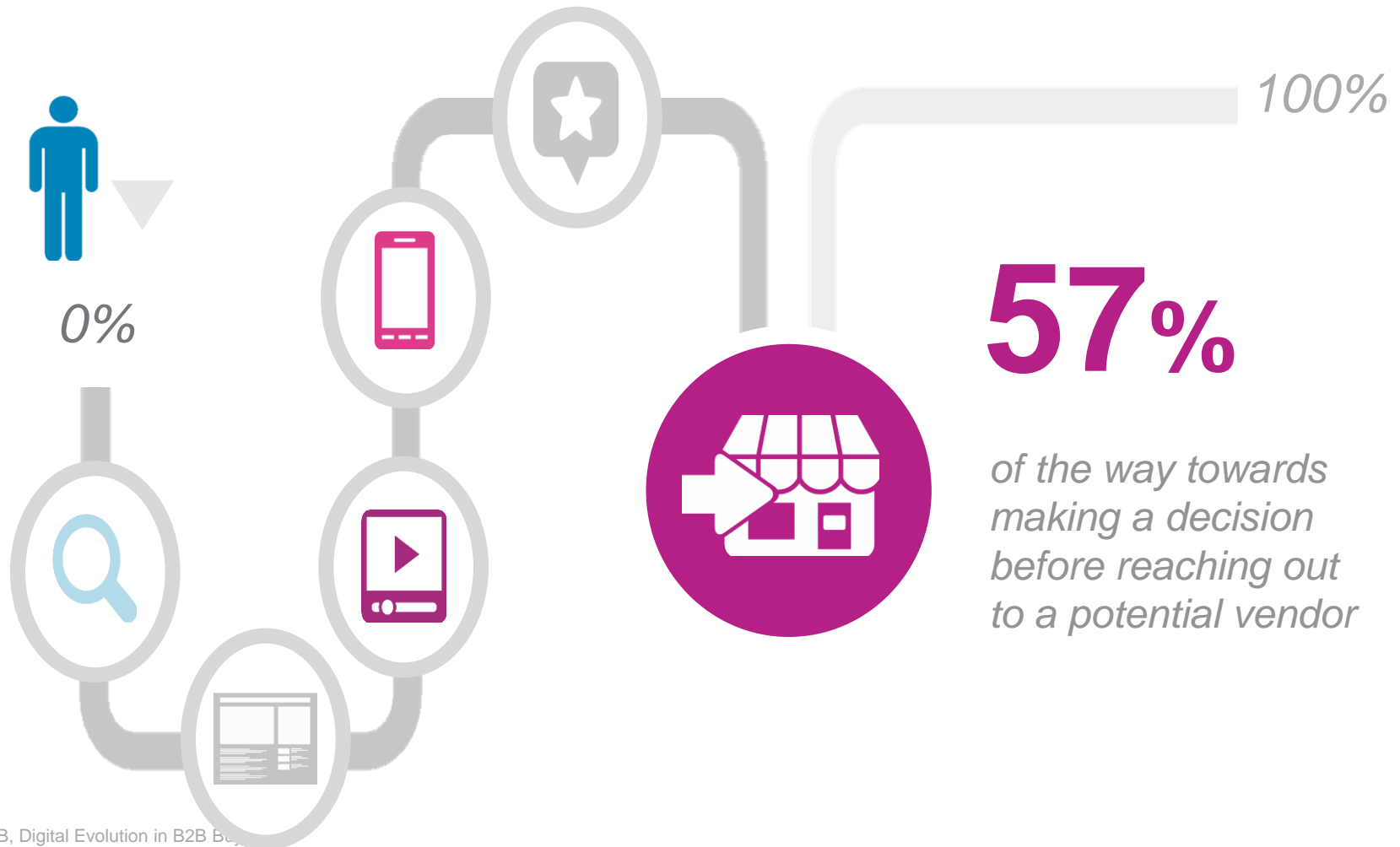


Thinking beyond the C-suite



Source: Google/Millward Brown Digital, B2B Path to Purchase Study 2014

B2B research is self-directed

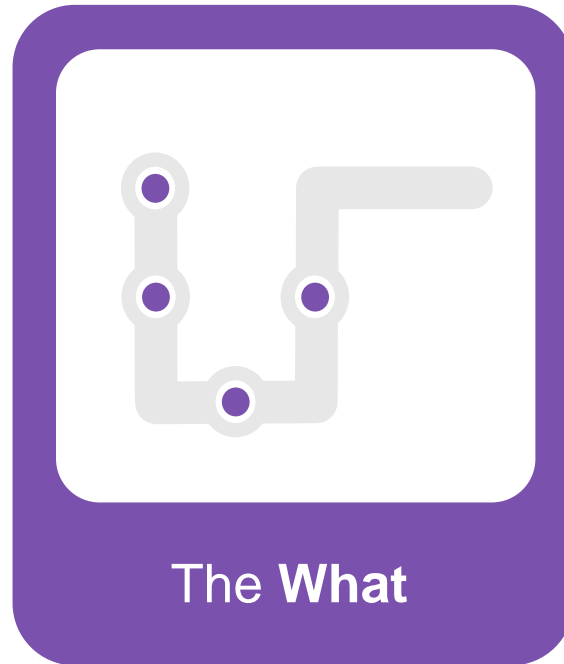


Source:CEB, Digital Evolution in B2B Buying

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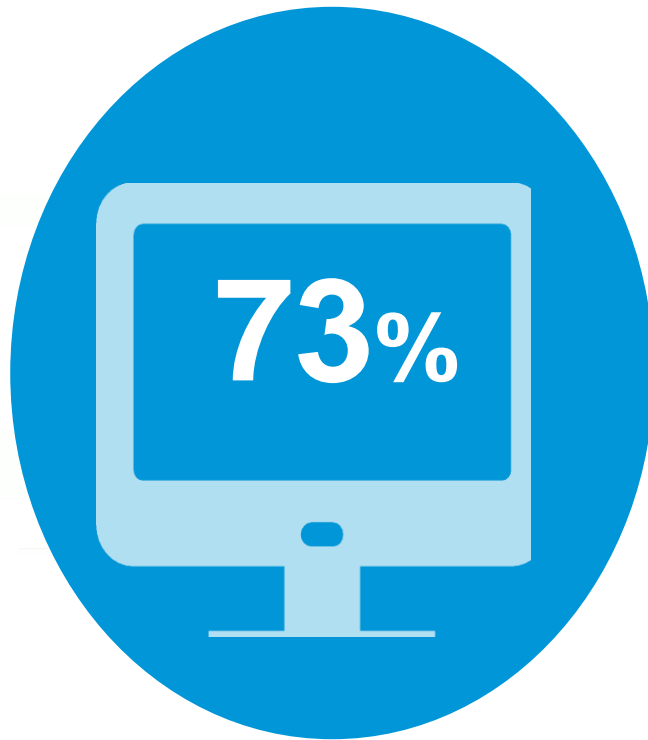




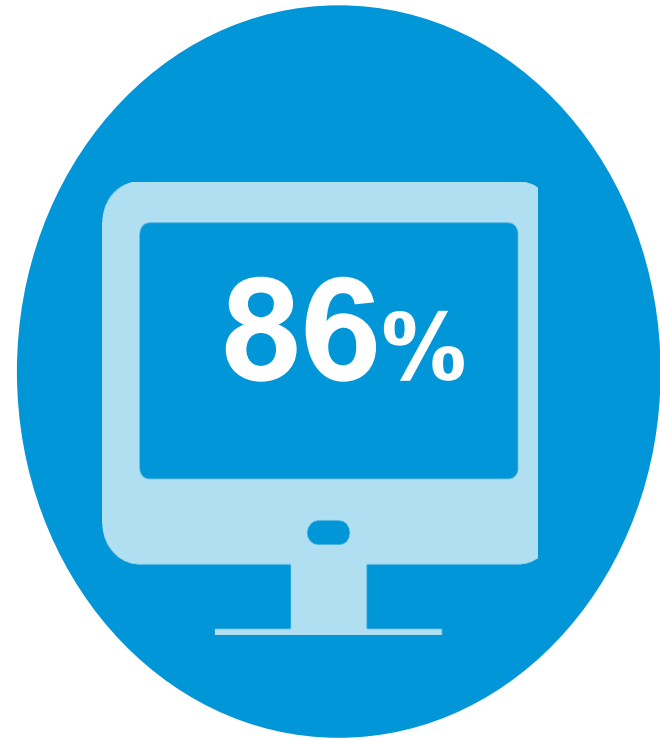
The What

*Intensified Path to
Purchase*

Even More Business Services Researchers are Online...



2011



2014

Source: Google/Millward Brown Digital, B2B Path to Purchase Study 2011, 2012 and 2014

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Traffic to
top VAR sites are up

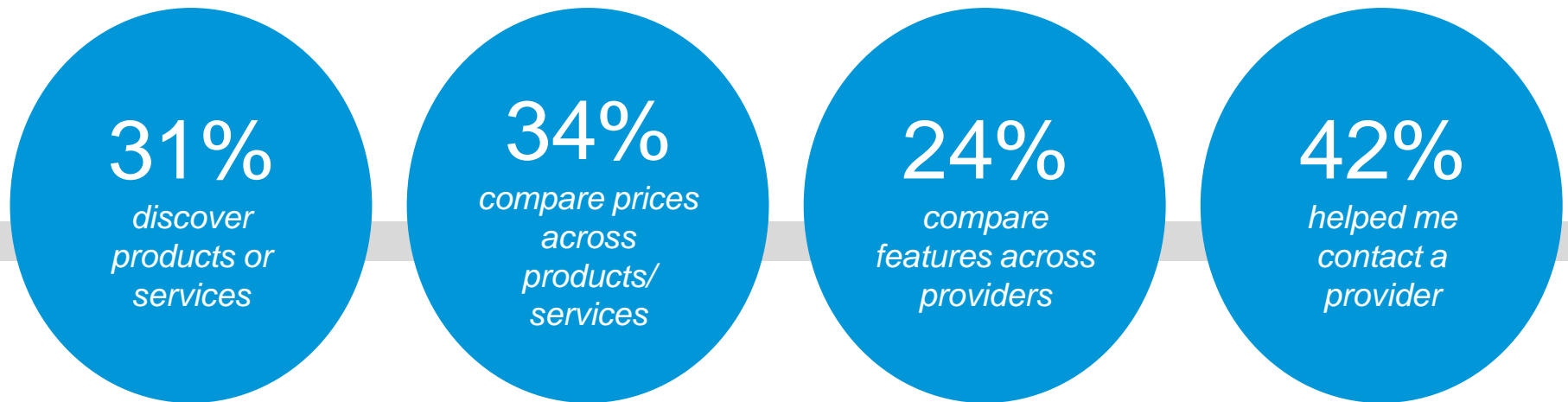
5x over the past
2 years

Source: Google/Millward Brown Digital, B2B Path to Purchase Study 2014, Compete.com Visits Data

88%

*use **search** specifically
to do research for
business services research*

Search enables users to move through the funnel



Source: Google/Millward Brown Digital, B2B Path to Purchase Study 2014

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Brand engagers refine broad consideration sets with many searches

51% of business services researchers will visit 3+ brand sites prior to engagement

12 search queries prior to engagement



Source: Google/Millward Brown Digital, B2B Path to Purchase Study 2014

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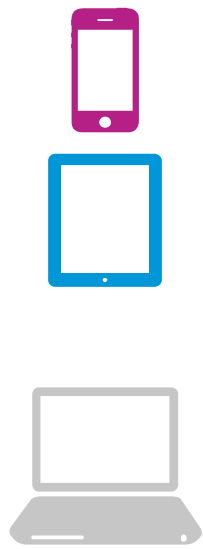
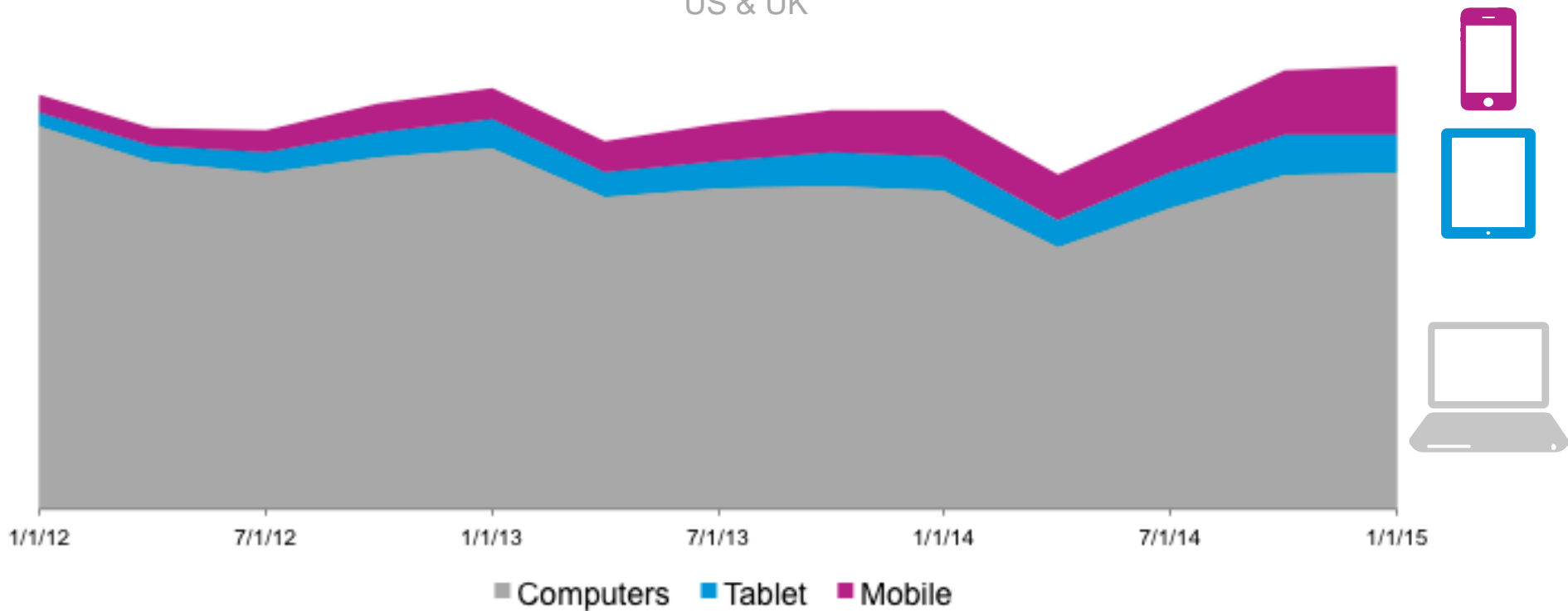


43%

use mobile specifically to do research for business services research

Mobile queries have grown 115% since 2013

Print / Business Services Queries by Device
US & UK



Source: Google Internal Data, queries by device US & UK only

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66%

watch online video
specifically to do *research*
for business services

56%
*of business
services
researchers are on
YouTube*



49% look for **general** information

46% look for **new** product/service release

45% look for **specific** features/services

38% **compare** product/services

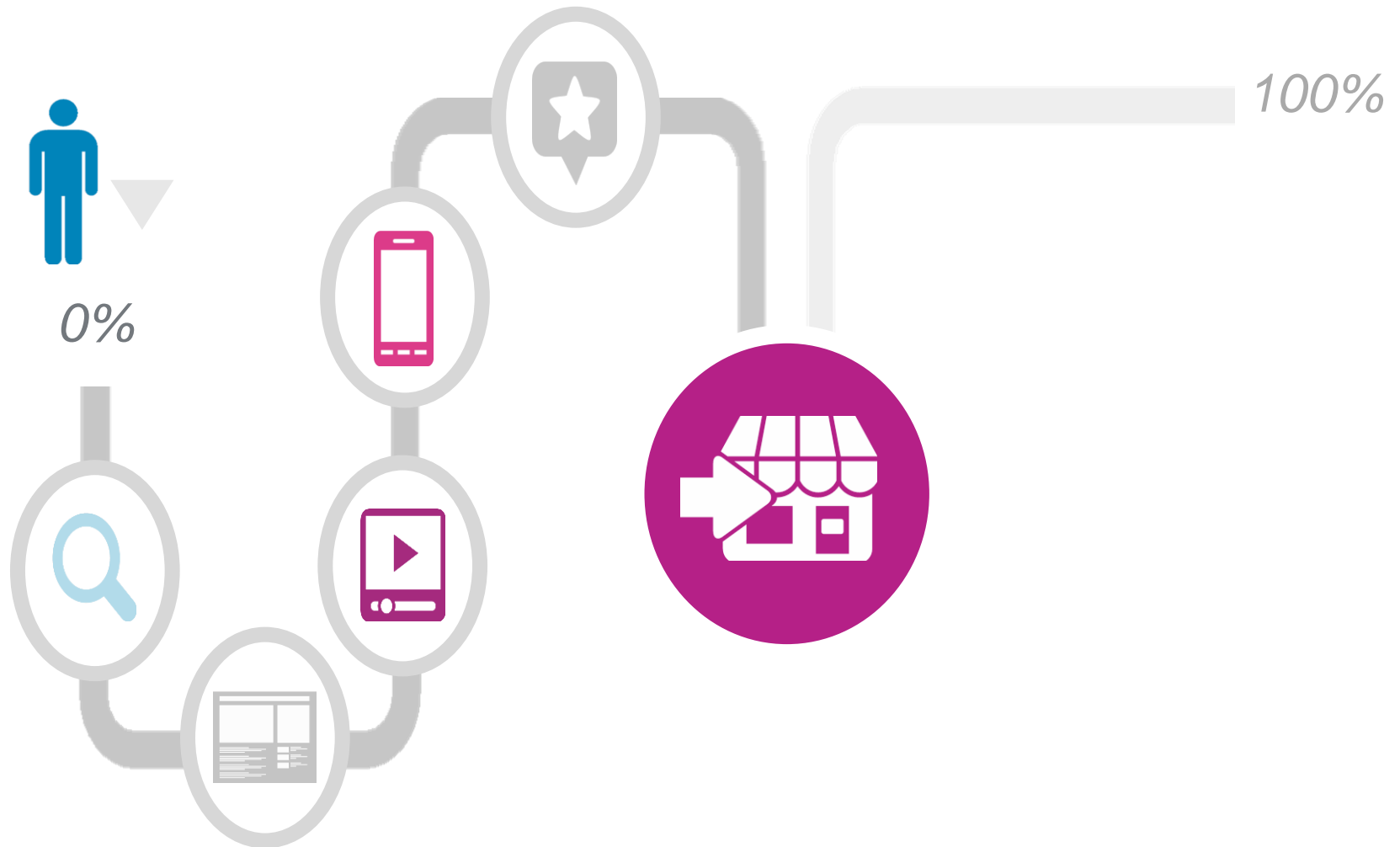
Source: Google/Millward Brown Digital, B2B Path to Purchase Study 2014

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Tying it all together



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Resources From Xerox

Bringing The Digital Journey To Life



IT Buyer Persona

Big Picture

Learning to Think Like an Executive

Managing Constant Change

Migrating to the Cloud

Mobile Computing / BYOD

Commoditization of IT

Cross-functional Collaboration



Day to Day

Increasing Efficiency

Evolving Internal Relationships

Product / Supplier Relationships

Product Supplier Relationships

Managing SLAs

IT Maintenance and Compliance

Research

SMB CIO Persona

Big Picture

Defining Corporate Strategy

Industry Best Practices (high level)

Centralization / Consolidation

Optimization / Standardization

Sustainability

Cash Flow and Risk Management



Day to Day

Supplier Relationship Management

Quarterly Reports And Results

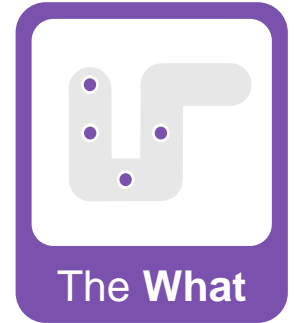
Planning and Budgeting

Managing shifts in Access To Capital

Staying Current On Standards & Regulations

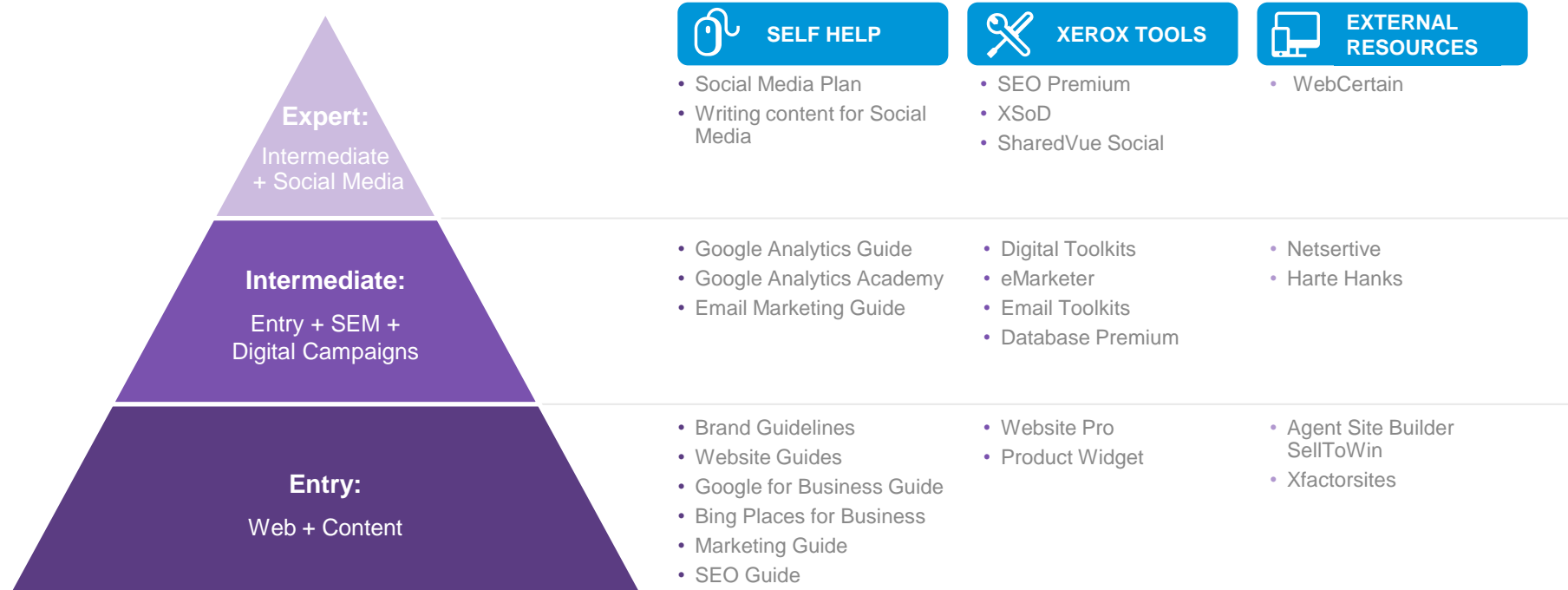
Defining a Social Strategy

Bringing The Digital Journey To Life



DIGITAL MASTERY

2015 Goal: Help Partners create a compelling online presence by implementing a Digital Mastery Program to effectively engage and win new customers in a digital world.



2015 Focus: Entry level certification

- 1st priority: Mono branded
- 2nd priority: DTP Platinum
- 3rd priority: DTP Gold

Bringing The Digital Journey To Life



Questions



How have you prepared your sales reps in this new self led buyer journey?



How have you re-invested your Marketing dollars from traditional to digital marketing?



To engage customers digitally, do you use external marketing vendors and if so, how do you pick them?