



# Partnering for Excellence

May 19-20, 2015  
Miami, FL





# Agenda Day 1

8:45 – 9:30	<b>CPO Overview:</b> Driving Profitable Growth	<b>PRESENTER</b> John Corley
9:30 – 10:30	<b>Xerox Strategy and Brand Overview Panel</b>	John Corley John Gentry John Kennedy
10:30 – 10:50	Networking Break	
10:50 – 12:00	<b>Offering Strategy</b>	Toni Clayton Hine
12 – 12:45	Lunch	
12:45 – 1:45	Partner "Speed Networking"	All Partners
1:45 – 2:00	Workshop Set-Up	All Partners
2:15 – 3:15	<b>Workshop: Productions (B/out):</b> Effective sales approaches in selling light production	All Partners
3:15 – 3:30	Break	
3:30 – 4:30	<b>Workshop (B/out): Beyond MPS:</b> Using Workflow Optimization to Deliver New Customer Value	All Partners
4:45 – 5:45	<b>Xerox Innovation:</b> What's Next?	Sophie Vandebroek
5:45 – 6:00	Wrap Up	John Corley
7:30 PM	Gala Dinner & Award	

# Agenda Day 2

## PRESENTER

7:00 – 8:00	Breakfast	
8:00 – 8:15	Welcome & Agenda	Toni Clayton Hine John Corley
8:15 – 9:00	<b>Xerox Technology Business Strategy:</b> Untapped Opportunities to Build Our Mutual Business	Jeff Jacobson
9:00 – 10:00	<b>Challenger Sale:</b> How Organizations Can Build a Well-Balanced Sales Team to Engage Today's Empowered Customers	Matt Dixon (CEB)
10:00 – 10:20	Break	
10:20 – 11:20	<b>Workshop (B/out):</b> Effective Sales Management Processes that Accelerate Revenue Generation	All Partners
11:30 – 12:30	<b>Workshop:</b> Creating Awareness and Demand in Today's Internet Driven Market	Susan Agostini (Google), Toni Clayton-Hine
12:30 – 1:15	Lunch	
1:30 – 2:30	<b>Workshop:</b> Best Ways to Recruit and Retain Talent	Cheryl Ryan Bala Sathyanarayanan
2:45 – 3:15	Ursula Burns Video Chat	Ursula Burns / John Corley
3:30 – 4:00	Wrap Up & Key Actions	John Corley





# CPO Overview: Driving Profitable Growth for 2015 and Beyond

John Corley, President, Channel Partner Operations



Тяжко!

# Xerox Strategy

To be the world's most preferred technology-enabled Business Services and Document Solutions company



Leverage Brand  
Strength and Market  
Position



Lead in Document  
Technology



Profitably Grow  
Services in Attractive  
Markets



Innovate to  
Differentiate Our  
Offerings

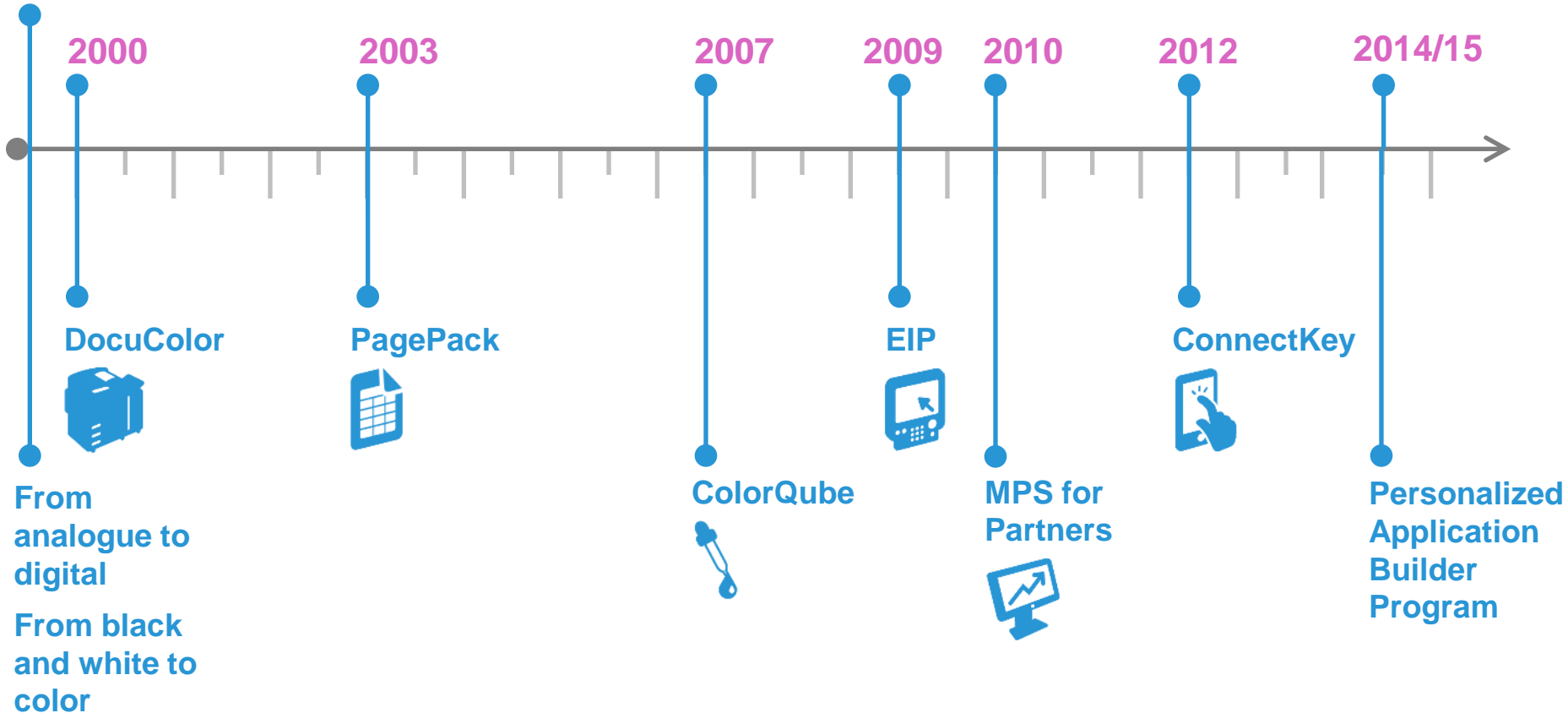
Drive Operational Excellence Across Our Businesses

Engage, Develop and Support Our People

# Helping You to Differentiate your Offerings

Innovation is in Xerox's DNA.

...Prior to 2000





# Points of Pride

**\$1.2Bn**

Invested in R&D  
each year

**20+**

New products and  
services launched in 2014



Increased  
recognition  
for our  
sustainability  
efforts

**#1**

Document Technology  
global equipment revenue  
market share (again)

Over  
**1100**

Patents earned for our  
innovative work in services  
and technology in 2014

**#5**

Fortune's Most Admired  
Company in "Information  
Technology Services"

**13**

Industry Analyst  
leadership placements for  
our solutions in 2014

**\$360M**

On strategic investments  
and partnerships in 2014



Research  
centers in the  
US, Canada,  
Europe and  
India



# CPO Overview



# SMB Marketplace



**8M**

SMB companies in our **target** market in the US and Europe

Value Conscious

Reliable

Easy

“Integrate-able”

**\$40 Billion** On Document Technology Products and Services

**10%**

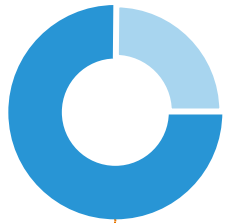
growth in  
MPS for SMB

**7%**

growth  
in A4 Color  
MFPs

**5%**

CAGR in Entry  
Production Color



**75%**

of the WW office market is  
served by Indirect Channels

Mono  
Brand

Multi  
Brand

Solution  
Provider

Volume  
Partner



Value to  
**Customer**

Global Brand

Local Touch

Expertise to improve  
customer experience

Increased customer  
retention

Sources: CSI, Dun & Bradstreet, Harte-Hanks, CPO Analysis.

Excludes un-addressable revenue and customers (eg: personal class printers, very small or home offices)

Xerox Partnering for Excellence  
Expand. Connect. Simplify.

#XeroxPFE



# CPO Video

# The CPO at a Glance



## Our Mission

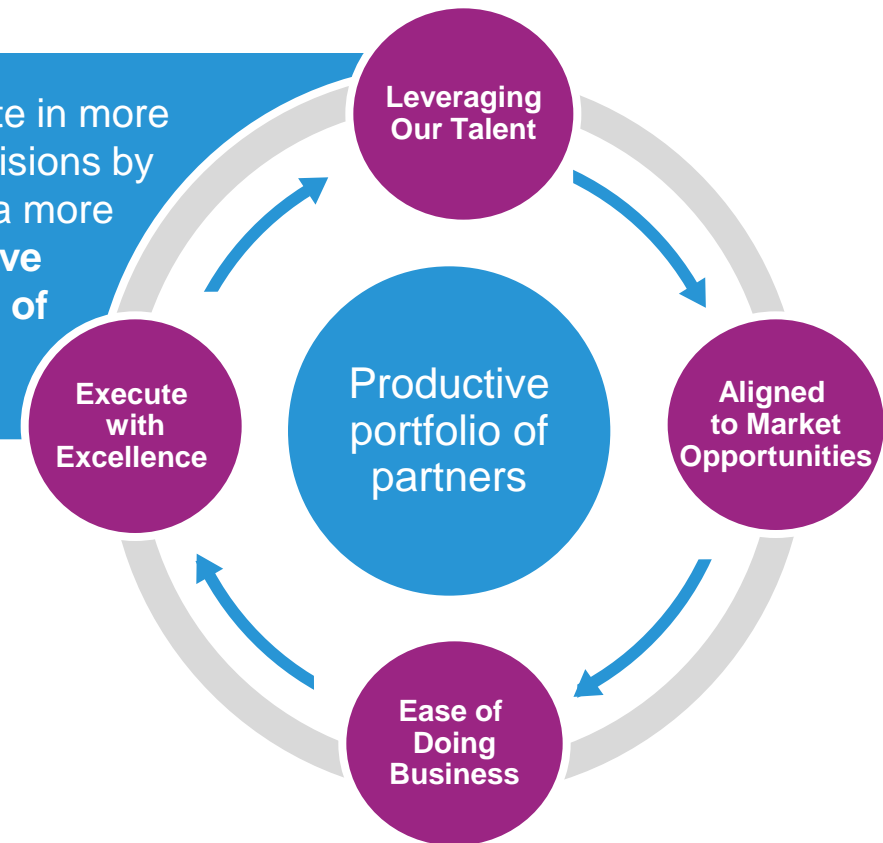
grow in SMB through a productive portfolio of partners that choose Xerox and are supported by a world class partner experience.



## CPO Value Prop

- Expand into sources of new revenue
- Connect Xerox technology with partner solutions
- Simplify how work gets done

Participate in more SMB decisions by creating a more **Productive Portfolio of Partners**



**22,000**

Partners

**18**

Countries

**250K**

Transactions  
per year

**\$3B**

Revenue

**1,700**

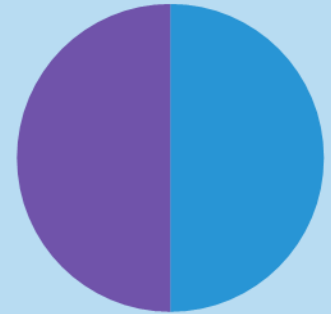
Employees



# Xerox Technology Revenue is moving to indirect

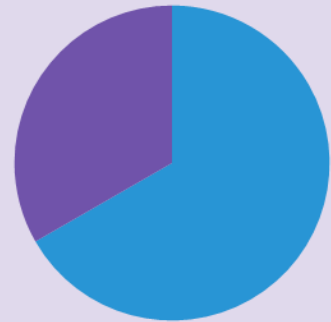
**Today**, about half of our technology revenue comes through indirect channels.

1/2

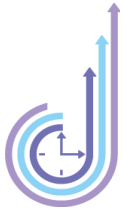


**By 2016**  
it will be nearly  
two thirds.

2/3



# Working Hard To Be Your Partner of Choice: Today and Tomorrow



## Expand

your sources  
profitable revenue

### **Dominate in the Markets we choose to play in**

- Broadest Portfolio of Exceptional Products & Services
- Recurring Revenue Streams
- Continuous Innovation



## Connect

our portfolio to your  
solutions to grow  
your business

### **Helping your business thrive, not just survive**

- Services to increase customer “stickiness”
- More Education, training, enablement
- Targeted, local investments to accelerate growth



## Simplify

how work is done

### **Be easier to do business with**

- New Global Partner Program
- Improved processes for quoting, delivery, services
- Speed of doing business



# 2015 and Beyond

An exclusive view at our CPO Long Term Strategy



# CPO's Strategy House

## OUR AMBITION:

Generate sustainable and profitable revenue growth through a strong portfolio of partners with a focus on:

Quality Partners

SMB Customers

Engaged Employees and  
Partners

## HOW WE WILL WIN: Invest in unique competitive advantages:

- Leverage the evolution of the Xerox brand to take us beyond print
- Capture new revenue from Offering & Business model innovation
- Continue to invest in channel specific infrastructure and processes

## STRATEGIC FOCUS AREAS:

MPS And Solutions  
for channel/SMB

A4 and Supplies

Production

“What’ s Next”  
Offerings

Improve Partner Productivity through enablement, incentives, systems

# Committed to Growth



Market  
Leadership



Ease of Doing  
Business



Delivering  
Innovation

The Journey Continues



