

Succeed Faster We can help you get there.



XEROX® BUSINESS DEVELOPMENT RESOURCES FOR PRODUCTION CUSTOMERS

Business Development tools and programs put the power of Xerox experience and expertise to work for your business.

- Make better informed strategic business decisions and reduce risk.
- Boost the effectiveness of marketing and selling the value of digital print and services.
- Maximise the efficiency of operations staff producing digital pages.

Whether you're a dedicated digital printing shop or using digital to complement core offset services, Xerox business resources and consulting services will help you maximise your digital printing equipment investment.

FAST, EASY ACCESS TO WORLD-CLASS RESOURCES AND INDUSTRY-LEADING SUPPORT THROUGH THE XEROX DIGITAL HOT SPOT WEBSITE

Xerox customers can register for free at XeroxDigitalHotSpot.com for immediate access to a variety of business-building resources. The mobile-enabled site is organised into the following sections for easy access:

Insights: White papers and case studies for exploration and examples of 'how to' be successful today.

Resources: ProfitAccelerator® tools to help create your business and sales management plans, host an open house event and target vertical market segments; templates and guides to help you produce and showcase new application job samples; Xerox® ProfitQuick® software to calculate ROI and more.

Events and Webinars: Business Development webinars on communication trends and digital printing opportunities, XMPie® and Workflow webinars, Thought Leadership Workshops and other Xerox- and industry-sponsored informative events.

News: Independent industry RSS feeds discussing the latest developments in the printing industry.

Translations: A significant number of ProfitAccelerator resources, case studies and white papers translated into seven languages to support our global customers.

Tools and ideas to
grow your business.
Global partners to
get the job done.

XeroxDigitalHotSpot.com



Grow your business with exclusive Xerox® Business Development Resources.

THE BUSINESS SUPPORT YOU NEED, THE WAY YOU NEED IT

Xerox offers two approaches to business development. Many customers utilise a combination of both options.

Option 1: You can 'do it yourself' using Xerox® ProfitAccelerator® Digital Business Resources. You can access them online. These tools, guides and templates cover all key business functions, including executive planning, sales, marketing and operations. They are available to Xerox customers with free registration at the Xerox Digital Hot Spot (XeroxDigitalHotSpot.com).

Option 2: You can have Xerox 'do it with you'. For an affordable fee, you can extend your staff with our Business Development Consulting and Training Services delivered by Xerox and our network of industry experts.

OPTION 1: XEROX® PROFITACCELERATOR DIGITAL BUSINESS RESOURCES

FINANCIAL

Determine how to achieve top-line growth and bottom-line profit with digital printing.

SALES AND MARKETING

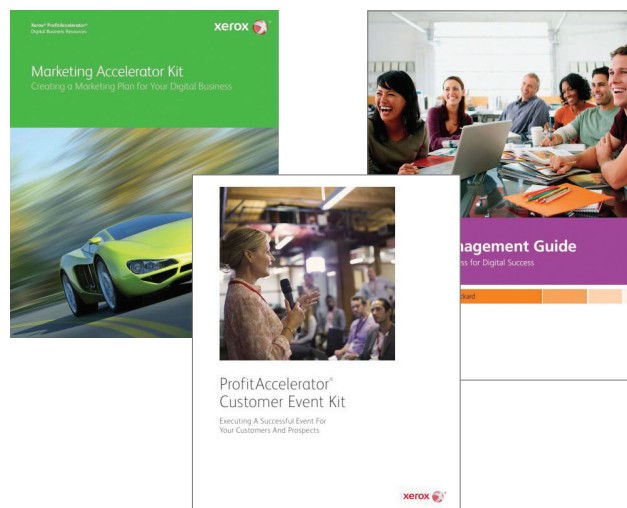
Help sales and marketing staff generate new business, increase print volume and target new customers.

AGENCY AND DESIGN

Help develop partnerships – and business – with this highly influential graphic communications segment.

APPLICATION AND DEVELOPMENT RESOURCES

Provide how-to assistance for developing some of digital printing's most lucrative applications.



OPTION 2: XEROX® BUSINESS DEVELOPMENT CONSULTING AND TRAINING SERVICES

Xerox® Business Development Services can help you extend your staff and expertise as you take on new challenges and chart your course for digital business growth with affordable, fee-based professional and training services delivered by Xerox and expert industry consultants. Our consultants work closely with the owners and members of the senior team to look at overall business strategy, pricing, sales training and management, compensation and more.

Our business-building service offerings include:

- **Sales and Marketing Services:** These services can assist you in developing a Marketing or Sales Management Plan, training your sales force to sell digital, VI or direct marketing and more. They can help you identify and target vertical industry or application segments to grow new revenue.

- **Workflow and Operational Services:** These will optimise the efficiency and effectiveness of your organisation. Two of the most popular Workflow Service offerings are Colour Management and Designing for Digital.
- **Application Development Services:** These services support your interest in understanding, implementing, prospecting and selling high-value, high-margin applications, such as direct mail and TransPromo.

Our Services Delivery

We work with a number of Xerox subject matter experts as well as a network of industry-known and respected consultants in North America.

Get started today at XeroxDigitalHotSpot.com.