

# 2011 Peak Program

## At-A-Glance



Join Xerox and take your business to the next level. Our award-winning Peak Program is better than ever for 2011. With more pathways to profitable growth, an expanded roster of big-league services and new products, great new sales & marketing tools, and extensive training your team can leverage to ensure success in 2011.

### Profits & Rewards to grow product, supplies and services revenue

- Earn Instant Discounts when you purchase eligible Xerox products
- Quarterly Volume Rebates (up to 7%) based on your annual sales of Xerox hardware, accessories, services and solutions
- Quarterly Managed Print Services Rebate based on your quarterly PagePack® billings
- Get up to a 10% discount on eligible hardware purchases for education customers (valid in US only)
- Platinum partners enjoy a supplies rebate for every Genuine Xerox Supplies item you buy
- Xsell — Get your Xsell Visa® Prepaid Card and earn additional cash incentives
- Quarterly Peak promotions to reward top performers
- Dedicated Marketing Development Funds (MDF)

### Programs / Solutions to extend your reach

#### Managed Print Services

Capture recurring revenue and lock in your customers with Xerox® PagePack® managed print services.

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## Document Management Solutions

DocuShare®, ScanFlowStore®, Scan to PC Desktop® and more.

## Peak Premier Program

Expanded A3 MFP product portfolio for qualified channel partners.

## Tools & Education

- Monthly sales/progress reports for your company
- Education and training
- Installed-base marketing tools
- Demo discounts
- Priority Lead distribution
- Partner Portal [www.office.xerox.com/resellers](http://www.office.xerox.com/resellers)

## Program Highlights

**Peak Silver** (Annual sales of eligible Xerox products between \$10,000 and \$49,999)

- Instant Discounts on purchases of Xerox hardware, services and supplies
- Monthly Sales/Progress Reports
- Access to our award-winning partner portal: [www.office.xerox.com/resellers](http://www.office.xerox.com/resellers)

**Peak Gold** (Annual sales of eligible Xerox products between \$50,000 and \$199,999)

- Quarterly Volume Rebates on purchases of eligible Xerox products
- Quarterly Managed Print Services Rebate for eligible PagePack Partners
- Marketing Development Funds for promotional opportunities
- Sales leads

**Peak Platinum** (Annual sales of eligible Xerox products above \$200,000)

- Additional quarterly Volume Rebate on purchases of eligible Xerox products
- A Supplies Rebate for every Genuine Xerox Supplies item you buy
- Additional MDF for regional promotion of Xerox products, services and solutions

To be eligible for Instant Discounts and Volume Rebates, Peak Partners must market and promote only Genuine Xerox solid ink for use in Xerox solid ink products. No active promotion of Non-Xerox solid ink is allowed. Promotion is defined as any promotional activity including but not limited to cross-selling, banner ads, direct mailings, emails or line listings from downloads received from distributor partners or other services. Peak Partners must also adhere to Xerox Minimum Advertised Pricing guidelines (MAP).

**For more information about this award-winning program or to register as a Peak Partner, please visit [www.office.xerox.com/resellers](http://www.office.xerox.com/resellers) or call 800-835-6100.**

