

2012 Peak Program

At-A-Glance

2012 Peak Program

Tools to grow your business



Services add value, build loyalty, improve revenue and grow your business. We've built the 2012 Peak Program for growth in services and products. We'll help you grow your services business while cultivating product sales with innovative next-generation print technology. Join us. The 2012 Peak Program will take you there.

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 software solutions
- Back-end rebate on supplies sales sold through your Xerox eConcierge™ eCommerce website
- Instant Discounts for Silver, Gold and Platinum Partners for every Genuine Xerox Supplies item you buy
- Quarterly Managed Print Services Rebate based on your quarterly PagePack® billings
- Xsell — Get your Xsell Visa® Prepaid Card and earn additional cash incentives
- Quarterly Peak promotions to reward top performers
- Dedicated Marketing Development Funds (MDF)
- Discount on eligible hardware purchases for education customers (valid in US only)

2012 Peak Program At-A-Glance



Programs / Solutions to grow your recurring revenue

Print Services

Increase your recurring revenue and build customer loyalty with the award-winning Xerox eConcierge™ program and PagePack® Managed Print Services.

Software Solutions

Add incremental revenue and differentiate your equipment sales—extend the capabilities of Xerox MFPs with mobile print, scanning & document workflow, cost control, and security & authentication solutions.

Peak Premier Program

Expanded A3 MFP product portfolio and earning opportunities for qualified channel partners.

Tools & Education

- Monthly sales/progress reports for your company
- Education and training
- IMPACT Marketplace—your central resource for co-branded marketing materials and closing tools
- Demo discounts
- Priority Lead distribution
- Partner Portal 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, software solutions, service contracts and supplies
- Back-end rebate on supplies sold through the Xerox eConcierge™ program
- Monthly Sales/Progress Reports
- Access to our award-winning partner portal: www.office.xerox.com/resellers

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

In addition to Peak Silver benefits, Peak Gold Partners receive the following:

- 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 over \$200,000)

In addition to Peak Silver & Peak Gold benefits, Peak Platinum Partners receive the following:

- Additional quarterly Volume Rebate on purchases of eligible Xerox products
- Additional MDF for regional promotion of Xerox products, services and solutions

For more information about the award-winning Peak Program or to register as a Peak Partner, please visit: www.office.xerox.com/resellers or call 800-835-6100

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).

© 2012 Xerox Corporation. All rights reserved. XEROX®, XEROX and Design®, Xerox eConcierge and PagePack®, are trademarks of Xerox Corporation in the U.S. and/or other countries. VISA® is a registered trademark of Visa in the United States and other countries. XCAFY-05US

