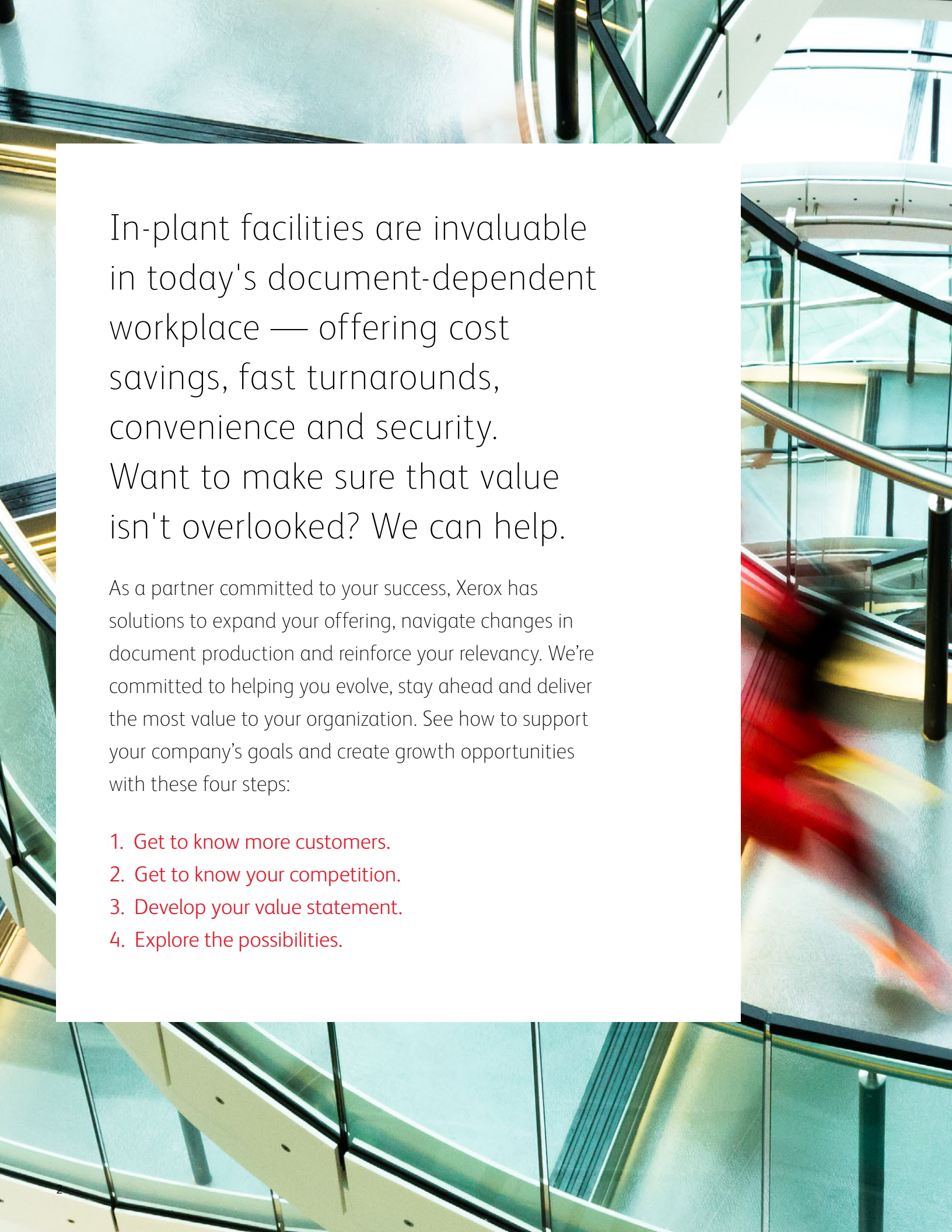


GROW WITH YOUR ORGANIZATION.

Drive revenue and results with the Xerox® Guide to Proving Your Value.



xerox™



In-plant facilities are invaluable in today's document-dependent workplace — offering cost savings, fast turnarounds, convenience and security. Want to make sure that value isn't overlooked? We can help.

As a partner committed to your success, Xerox has solutions to expand your offering, navigate changes in document production and reinforce your relevancy. We're committed to helping you evolve, stay ahead and deliver the most value to your organization. See how to support your company's goals and create growth opportunities with these four steps:

1. Get to know more customers.
2. Get to know your competition.
3. Develop your value statement.
4. Explore the possibilities.

1. Get to know more customers.

Source more work within your organization.

Share your value with more departments and provide value-added solutions to their pain points.

Department	Common Challenges	Common Applications
Administration	<ul style="list-style-type: none"> • Growing revenue • Enhancing service • Improving customer experience • Retaining customers • Expense management 	<ul style="list-style-type: none"> • Statements • End-of-service information • Personalized welcome kits and letters • Warranty expiration notices • Direct mail
Engineering, Product Development	<ul style="list-style-type: none"> • Customer requirements • Budget requirements • Schedules • Gaining market share • Product reliability • Sustainability 	<ul style="list-style-type: none"> • Market analysis reports • Research reports • Meeting notes • Product manuals (print and digital) • Specification documents • Change orders
Facilities	<ul style="list-style-type: none"> • Customer satisfaction • Environmental, health and safety guidelines 	<ul style="list-style-type: none"> • Policy documents • Procedure manuals
Finance	<ul style="list-style-type: none"> • Protecting sensitive data • Increasing security • Managing expenses • Reducing financial risk 	<ul style="list-style-type: none"> • Financial reports • Process manuals • Quarterly earnings documents • Forms
Human Resources	<ul style="list-style-type: none"> • Protecting sensitive data • Increasing security • Recruiting new employees and securing top talent • Managing policy enforcement across the organization • Improving organic skills and knowledge • On-boarding new employees 	<ul style="list-style-type: none"> • Reports, manuals, forms, etc. • Corporate policy documents • Training resources
IT	<ul style="list-style-type: none"> • Protecting sensitive data • Increasing security • User support • Uptime requirements 	<ul style="list-style-type: none"> • User documentation
Legal	<ul style="list-style-type: none"> • Protecting sensitive data • Increasing security • Reducing regulatory exposure • Litigation preparedness 	<ul style="list-style-type: none"> • Due-diligence reports • Financial reports • Policy documents • Contracts • Disclosure statements
Marketing	<ul style="list-style-type: none"> • Growing revenue • Generating traffic and leads • Increasing share-of-wallet • Managing online presence • Bridging physical and digital experiences 	<ul style="list-style-type: none"> • Brochures and posters • Self-mailers • Personalized marketing campaigns • Loyalty cross-sell and up-sell campaigns • Personalized wealth management materials • Proposals and pitch books • Omni-channel communications • Event collaterals • Customer retention
Sales	<ul style="list-style-type: none"> • Growing revenue • Expanding customer base • Lead nurturing • Increasing share-of-wallet 	<ul style="list-style-type: none"> • Business cards • Proposals • Spec sheets • Marketing assets including brochures, samples, sell sheets, etc. • Personalized direct mail and demand generation marketing campaigns

2. Get to know your competition.

Your customers have options.

In addition to your in-plant print facility, there are many places where your existing and potential customers can print, including:

- Small, local quick printers
- Large, online commercial printers
- Department desktop printers throughout the organization

Do your homework and check out the competition. By providing solutions to your organization's pain points and anticipating their needs, the other options won't be even be options.

Use the chart below to benchmark your costs and turnaround times for common jobs against the competition.

Job	In-Plant	Office Printers	Quick Printer	Commercial Printer	Other
Business cards					
Letter / A4 mono, color or spot color					
Tabloid / A3 mono, color or spot color					
Envelope, mono or color					
Large format color poster					
Bindery services (folding, stapling, collation,					
Mailing and shipping services					
12-page brochure					
Specialty effects (clear, white, metallics)					
Cross-media campaigns					
Other					

3. Develop your value statement.

Express the unique value your print facility brings to the organization.

Defining value propositions requires taking a good look at what's working and what could work better. Creating your value statement will help you educate and excite your organization about all the benefits your in-plant print facility provides, including cost savings, fast turnarounds, brand expertise, sustainability focus and higher levels of security. Use this worksheet and your learnings from the previous step to help sell your value to your parent organization.

Answer each of these questions to create an airtight value statement.

Example: Our in-plant offers our organization speed, security and cost savings with the convenience of being under the same roof. To deliver the most value, we aim to anticipate the needs of our organization by being experts in print and beyond. We do this by staying on top of the latest print technologies while keeping an eye out for ways we can help our organization stand out, cut costs and drive results. Last year alone we helped save the company \$75K by keeping work in-house and not outsourcing.

Value Statement Template

What value do you deliver to your customers?

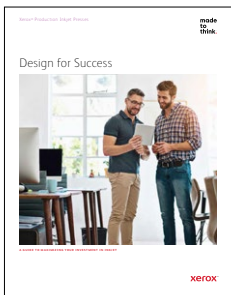
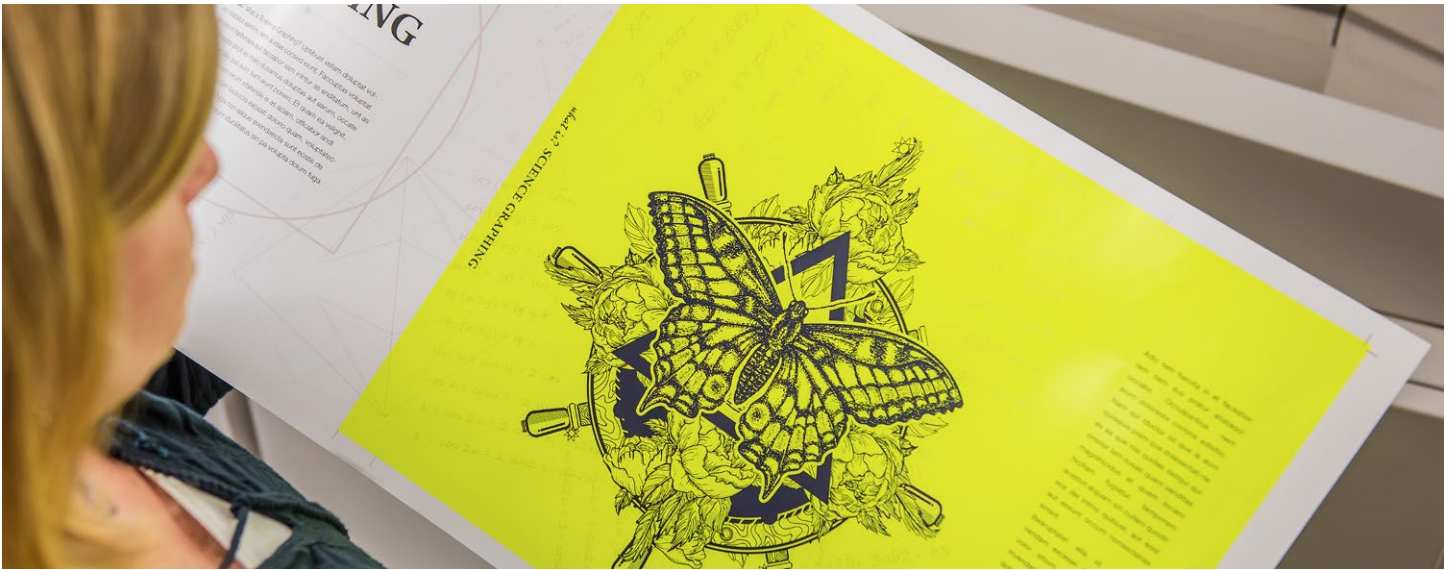
How can you prove that you actually deliver this value?

How can you create value-driving differentiation to show that you are unlike other printers?

What future services would you like to offer your organization? (See page 6 & 7 for inspiration)

4. Explore the possibilities.

Xerox offers the widest range of scalable solutions to meet your current and future needs at every stage of your document workflow. Unlock more doors to new work and grow your services with our end-to-end solutions.



DESIGN FOR SUCCESS

Xerox does a lot more than create and sell technology — we're a partner committed to helping you grow. Our design guides provide the tools needed to unleash

creativity and produce work on inkjet and presses with CMYK+ capabilities. Learn how to prepare files and create unique results-driving specialty effects.

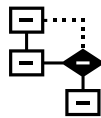
Design Guides:

- Xerox® iGen® 5 Press
- Xerox® Iridesse® Production Press
- Xerox® Inkjet Presses



JOB SUBMISSION: WEB-TO-PRINT

An online storefront is just as important as your brick-and-mortar print facility. Reinforce your relevancy by providing seamless digital print-buying experiences. Expand into new markets and deliver revenue-driving value that sets you apart with the **XMPie® Web-to-Print Solutions**.



XEROX® FREEFLOW® SUITE

With an extensive portfolio of tools, the Xerox® FreeFlow® Digital Workflow Collection can accelerate your print facility and ramp up productivity with a custom-blended, streamlined workflow. FreeFlow® solutions help you connect with your customers, reduce costs through automation and turnaround high-value applications even faster. This supports non-Xerox® Printers for print facilities with multiple vendors.



CROSS-MEDIA PUBLISHING

Create seamless workflows for print and digital documents. Take content meant for print and deliver it to a digital audience with Xerox® FreeFlow® Digital Publisher. This solution adds immediate value by taking the guesswork out of content for a wide variety of devices.



PURPOSEFUL PERSONALIZATION

XMPie® is the leading technology for engaging audiences with personalized, relevant communications across print and digital touchpoints. It goes beyond including a recipient's name to tailor imagery and messaging that creates a richer consumer experience.



ON-PRESS AUTOMATION

Customers need fast turnarounds. Meet the highest production demands with advanced, built-in automation. Reduce setup time, estimate your job costs before you even print a page, achieve sweet-spot quality and take productivity to new heights. Remove manual touches to improve flow.



PRODUCTION COLOR SOLUTIONS

A little color goes a long way in helping to catch the eye, communicate clearly and inspire action — invoices get paid quicker, instruction manuals are easier to understand, and you stand out as the go-to printer within your organization.



CMYK+ SOLUTIONS

The Xerox® CMYK+ Production Portfolio gives you the ability to go beyond color. Create beautiful digital embellishments with gold, silver, mixed metallics, fluorescents, white and clear dry ink at a price your customers can afford. Elevate your applications, get noticed and take on complex jobs with confidence.

4. Explore the possibilities. (continued)



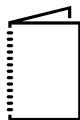
MONOCHROME SOLUTIONS

Black-and-white printing remains a necessity for many organizations. Xerox is a pioneer in affordable, high-quality monochrome printing, and we continue to lead the way. More importantly, we can help you outpace the competition.



INKJET OPPORTUNITY

Add color, speed and media flexibility without the added expense. Whether you're printing transactional documents or high-coverage direct mail on coated stocks, we have an inkjet solution that stands up to offset quality.



START STRONG, FINISH STRONG

The Xerox® Production Press Portfolio offers a range of finishing solutions to keep more high-value jobs in-house. From trimming to folding, booklet making to coating, we have a solution to put a finishing touch on any job.



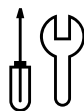
SUPPLIES AND SPECIALTY MEDIA

Not all paper is created equal. Supplies and specialty media designed for maximum output on Xerox® Printers can expand your media offerings and maintain quality. And our tested media lists take the guesswork out of finding the right fit. Not sure where to start? We'll work with you to identify the right press and best solutions for your media needs.



GLOBAL LOCATOR TOOL

Don't have CMYK+ in-house? You can still deliver CMYK+ value to your organization with the Xerox Global Locator Tool. It aligns you with print partners who have the next level capabilities your organization needs while keeping you in control of the print job.



XEROX SERVICE SUPPORT

We provide a range of service and maintenance offerings to help you keep your facility up and running, and ready for business.



BETTER TOGETHER

The breadth of our portfolio lets you mix and match solutions to strike the ideal balance between value, flexibility and productivity. By combining colour and mono printing, toner and inkjet technologies and internal and external partnerships, you can supplement your effectiveness and amplify your impact.



Opportunity awaits. We're here to help.

Continue the conversation. Check out the **Xerox® Production Portfolio** to learn more about our end-to-end solutions.

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