

How do we compare to the competition

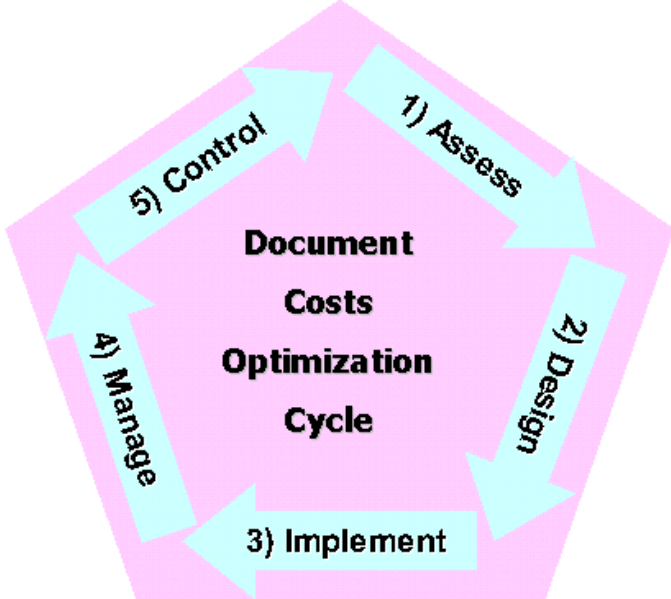
| | Canon | LEXMARK | hp invent | RICOH | XEROX |
|----------------------------------------|-------|---------|-----------|-------|-------|
| Awareness | ✓ | ✓✓ | ✓✓✓ | ✓ | ✓✓✓ |
| Document Output | ✓ | ✓✓ | ✓✓✓ | ✓ | ✓✓✓ |
| Cost Optimization | ✓ | ✓✓ | ✓✓✓ | ✓ | ✓✓✓ |
| Costs per page offering in all markets | ✓✓✓ | ✓ | ✓ | ✓✓✓ | ✓✓✓ |
| Asset optimisation and utility model | ✓ | ✓ | ✓✓ | ✓ | ✓✓✓ |
| Employee Productivity | ✓ | ✓ | ✓✓ | ✓ | ✓✓✓ |
| Integrated Message | ✓ | ✓✓ | ✓✓✓ | ✓ | ✓✓✓ |
| Capability to implement solution | ✓ | ✓ | ✓✓ | ✓ | ✓✓✓ |

Summary

- There is a growth market for Document Output System optimization
- Customers are starting to understand Solutions and Benefits
- Opportunity for a full range of Services
- Small & Medium business are untapped opportunity
- Xerox has the most complete vision and solutions
- Partnership will ensure the very best complete solution for our customer

Key benefits

How to drive cost down in the Office?



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Document output cost

- 90% of Organisations don't know what they are currently spending on internal desktop and Network printing (**BuyersLab**)
- Out put fleets are on of the most under managed assets costing enterprises 1-3% of revenue per year (**Gartner Group**)

Where does it impact Organisations

| | |
|-----------------|-------------------------------------------------------------------------------------------|
| Business Units | Concerned about business processes effectiveness, productivity of workers to end customer |
| IT | Valuable time on help desk support, installation and integration to network |
| Facilities | Ensure users have right devices and technology and support to work efficiently |
| Purchasing Dept | Spending time managing multiple vendors, pricing contracts etc.. |
| Finance | Impossible to tract out put costs, assets, understand true TCO |

Where are the Costs

| Operational Costs | Asset Optimisation | Employee Productivity |
|-----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> Hardware Maintenance Consumables Cost per Page | <ul style="list-style-type: none"> Rightsizing Procurement Uptime Device Management Use of Device | <ul style="list-style-type: none"> Print Productivity Technical Support Integration with business application Security (print,scan,fax) Colour |

XEROX has the Answer

XOPA & Quick XOPA

- Online assessment & design tool
- Defines office document output costs
- Measures Direct and indirect Costs
- Identify opportunity to save costs
- Propose new cost effective document output organisation

Smart eSolutions

Meter Assistant

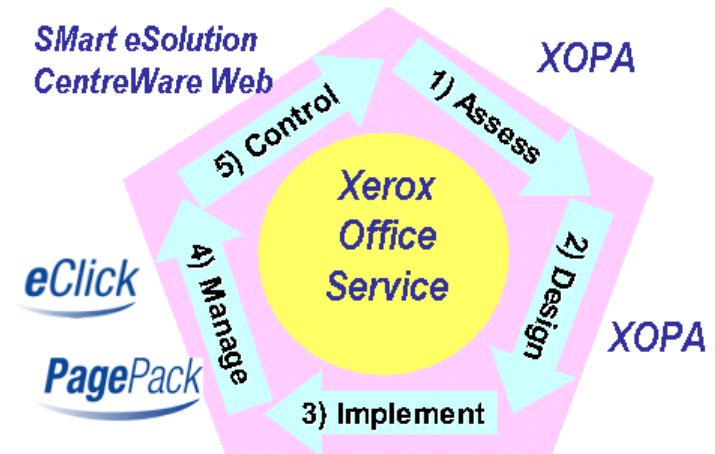
- Reads automatically meters
- Increase billing accuracy

Supplies Assistant

- Manages proactively customer consumables
- Monitors customer usage

XOS (Xerox Office Services)

- Multi Vendor infrastructure
- Consultative approach
 - Assess , design
 - Optimise
 - Improve and manage all assets
- Utility' cost per page
- Integrated Offering
 - Hardware , Breakfix, Supplies, HelpDesk
 - Management s/w and solution
 - Full document cost optimisation



Xerox Partners

Xerox Solutions to Reduce cost

Operational Costs

- Design to Cost
- Vendor Services
- PagePack & eClick
- Branded supplies
- XOS

Asset Optimisation

- Largest product range
- XOPA, Quick XOPA, ODA
- Smart eSolution
- CentreWare
- XOS

Employee Productivity

- Most productive Range
- FreeFlow, SmartSend
- Scanning Integration into customer workflow
- Colour strategy