

The ProfitQuick® suite for financial modeling tools. We understand your business.

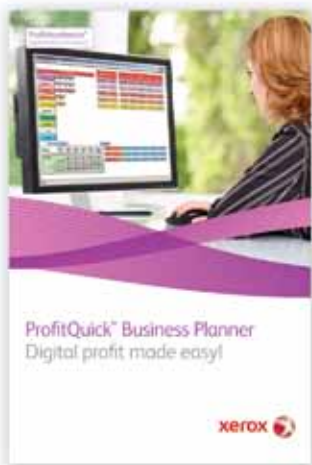


Business Planner. Job Estimation Tool. Investment Planner. Direct Marketing ROI Planner.

Whether you're thinking about the next five to seven years, the job you have to turn around in the next 24 hours or justifying your 1:1 campaign, the ProfitQuick® suite of financial modeling tools helps you ensure the technology you invest in and your ways of doing business deliver bottom line results.



We work in partnership with you to use these four unique tools—ProfitQuick® Business Planner, Job Estimation Tool, Investment Planner and Direct Marketing ROI Planner—to carefully analyze your business and your data. We offer you the facts, figures and guidance you need to make well-thought-out, success-building decisions. From your big picture to the tiniest detail of your day-to-day work, we understand what you do!



Drive out costs. Drive up efficiency.



ProfitQuick® Business Planner

Succeeding with digital: the easy way.

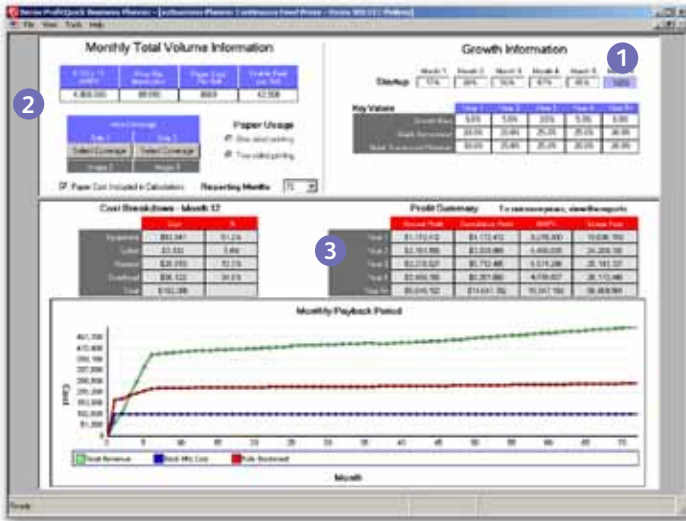
How much monthly volume or how many jobs do you have to print until your business is generating a positive cash flow? Which applications are your top money-makers? With the Business Planner, you can analyze the “what-ifs” and the “why-nots” to formulate fact-based, long-range business plans that can put you at the forefront of digital success.

How ProfitQuick Business Planner works.

Your data, your future.

Business Planner enables you to plug in your operational data, e.g. consumables, equipment and other costs, and in return generates:

- A customized, up to seven year financial plan
- The actual month when you can expect your cash flow to become positive
- Estimated profits by application, by year with the Full Version Business Planner
- Sensitivity analysis to market factors, e.g., growth, quick turnaround and variable data premiums
- Cost breakdown in a digital printing business model
- Monthly and yearly breakdown of revenues, costs and profits



- 1 Your Market Factors: Is your business sensitive to industry growth rates, turnaround times or other factors? Business Planner lets you find out.
- 2 Your Monthly Volume or Your Applications: Enter your own criteria quickly and easily for on-target feedback.
- 3 Your Profits by Year and Application: Which applications are your top money-makers?
- 4 Your Profits by Application: Which applications are your top money-makers?

Price it right.



ProfitQuick® Job Estimation Tool

Price it right for costs, profits and a competitive edge.

As competition heats up in the printing arena, you are called upon to meet big challenges every day: faster turnaround, shorter runs, more complex documents, all as competitors nip at your heels.

We know to win business, you must quickly put together quotes that both appeal to customers and maintain your profitability. The Job Estimation Tool provides fast comparative information to help you determine the most cost-effective way to print the job and how to price it just right.

How ProfitQuick Job Estimation Tool works.

Enter the facts, compare options.

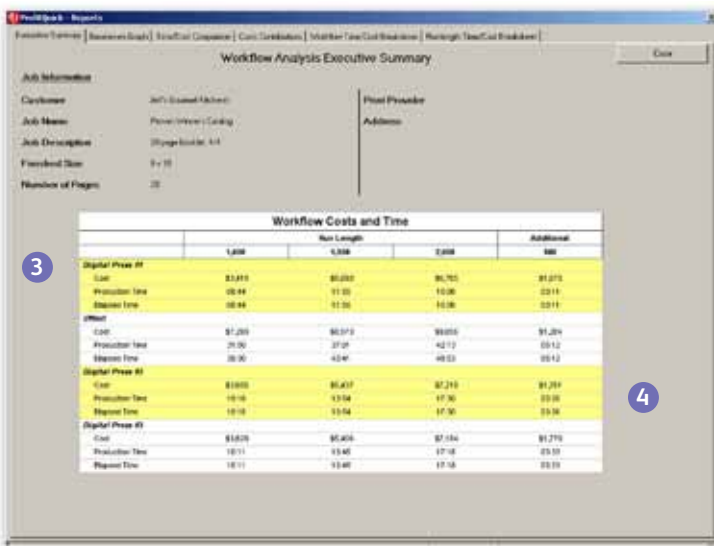
With the Job Estimation Tool, specifics about the application you have been asked to quote on are entered, for example, finished size, paper, number of pages and run length; your prepress costs; your press and finishing equipment; and your mailing and distribution costs.

As a result, you will see:

- A personalized cost estimation comparison
- The run length crossover point between digital and offset workflows so you can make the right business choice for every job
- Detailed job costs—see where you can save—and profit opportunities for any run length and any workflow you choose
- Easy comparison of costs between workflows—and examples of the digital advantage
- Easy “what if” analysis



- 1 Your Costs Go Here: Plugging in your actual costs ensures 100 percent accuracy.
- 2 See Your Opportunities: Your cost-saving and revenue-building opportunities are quickly revealed for any run length and any workflow you choose.
- 3 Your Current Costs: We'll show you what your current processes cost you each month.
- 4 Percentage You'll Save at Each Stage: We'll break down your cost savings to show you exactly where you can spend less at each stage of the process, from job acquisition through fulfillment and distribution.



It's all about your business.



How ProfitQuick® Investment Planner works.

It's all about your business.

Our team of experts jumps right into “a day in the life” of your business, coming to your site to observe, learn and gather information. They will walk your key jobs through your current workflow, gaining a thorough understanding of your environment and profiling your critical applications.

Building a workflow that gets success flowing your way.

Our team will take the information gathered and, using the Investment Planner, produce:

- Cost and time savings analyses for your key jobs, including graphical workflow process flowcharts
- Detailed reports, customized for your data and your business, to help you make well-informed business decisions
- Quantified cost and time benefit statements for web-to-print and workflow automation solutions in your business

ProfitQuick® Investment Planner

Better workflow, start to finish.

When all is said and done, what is the true cost of a job? Short runs and even shorter turnaround times are now the norm. At the same time, customers expect increasingly complex documents from you—and your competition is just waiting to step in.

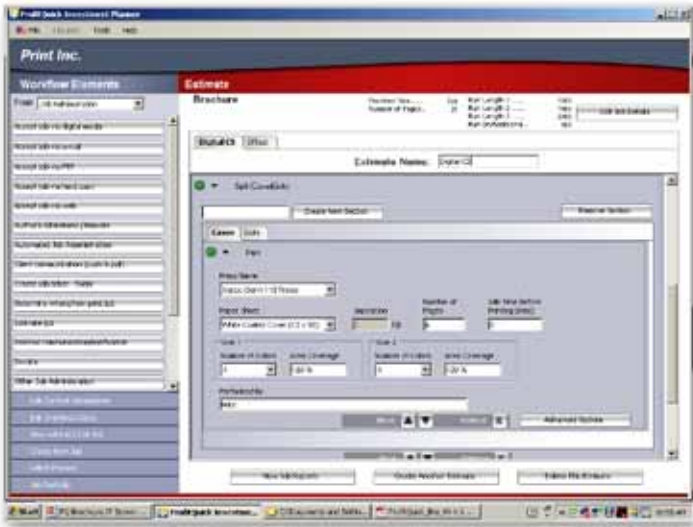
As you take on these challenges and others, understanding your real cost of doing business, right down to the last decimal point, is vital. Only then can you maximize your productivity and achieve the cost savings and efficiencies necessary to be successful.

By working with the Xerox Account Team, the ProfitQuick Investment Planner has been designed to help you determine exactly what those costs are, from the time you take on a job until the time it is delivered to your customer comparing alternative technologies and workflows. What's more, it yields an industry-leading workflow plan that will enable you to streamline your business so you don't waste a minute—or a dollar.

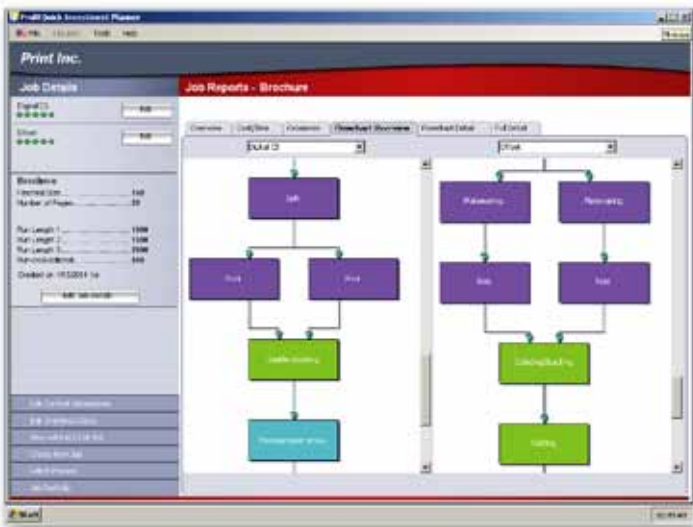
FreeFlow®
Digital Workflow Collection

Put your workflow into overdrive.

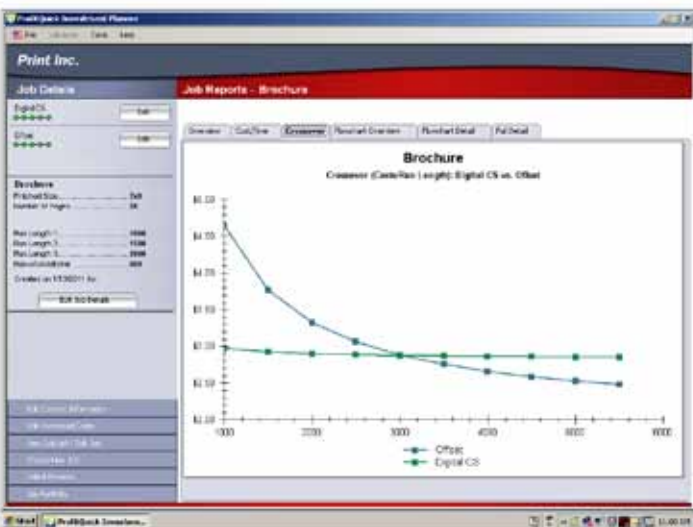
Our Xerox® FreeFlow® Digital Workflow Collection products are built on industry standards, and can be used individually or in combination. They integrate and extend your workflow for measurable business results. That's why thousands of diverse companies worldwide depend on FreeFlow to streamline and automate their workflow processes, saving time and labor while minimizing waste. At the same time, FreeFlow shifts quality, productivity and efficiency into overdrive. You can custom blend your FreeFlow solution so you can connect with your customers, reduce costs and enable new applications never before possible.



Customized Analysis: Your analysis can be customized with your workflow steps for every job. These steps include job administration, prepress, print, finishing and fulfillment/distribution. Your costs are entered per your specifications, so you know for sure we are working with the right numbers.



Side-by-Side Comparison: Ultimately, you'll be able to see, side by side, the difference between your current processes and the comprehensive solution we propose, including an efficient automated workflow.



Educated Business Decisions Made Easy: How do you know which workflow scenario works best for you? We'll show you precisely where the "crossover point" is to determine the most cost-effective and efficient workflow for you. Making an educated business decision has never been easier.

Your advanced marketing business companion.



ProfitQuick® Direct Marketing ROI Planner

Taking full advantage of the Direct Marketing ROI Planner is simple.

You only need to enter a few important pieces of data for the ROI results to be calculated and instantly populated in the Key Results window. The Direct Marketing ROI Planner is impressive in its results, yet is amazingly easy to navigate. The only data you need to add is in the Key Campaign Data section. You will then spin the Tuner Wheels to customize your opportunity scenarios prior to simply pressing the green Calculate button.

True projections for profitability.

The Direct Marketing ROI Planner is a powerful Xerox® marketing tool designed to demonstrate and project the complete Return on Investment (ROI) of a direct marketing campaign or program. It is not just another ROI calculator but an advanced provider of true projections and results to evaluate the effectiveness of your direct marketing projects, giving you the ability to compare campaigns and evaluate risk.

The Direct Marketing ROI Planner is the business partner of marketers to forecast and report results to their board of directors. An instant score card and a true campaign enabler that not only presents standard statistics, but also outlines the overall profitability of the products or services sold.

Forecast your direct marketing results.

The Direct Marketing ROI Planner enables you to see all the figures and results of your direct marketing campaign to an impressive level of business detail. It is also a great forecasting tool that allows marketers to compare different campaigns. Now you can quantify your risk of transitioning from conventional marketing to 1:1 direct marketing.

ProfitQuick® Direct Marketing ROI Planner

Key Campaign Data

| Current | Future Campaign | |
|-------------------------------------|-----------------|----------|
| No. of Mail Pieces Sent | 100,000 | 100,000 |
| Cost per Mail Piece | \$0.82 | \$0.75 |
| Response Rate(Prospects) | 4.00% | 4.00% |
| Revenue per Sold Item | \$792.00 | \$792.00 |
| Total Cost of Mail Items | \$82,000 | \$75,000 |
| Conversion Rate(Prospect to Client) | 10.00% | 10.00% |
| Estimated Value per Prospect | \$1.00 | \$1.00 |
| Cost Savings / Extra Costs | \$7,000 | \$7,000 |

Response Tuner

Estimated Conservative Response Rate(Prospects): 5%
 Estimated Optimistic Response Rate(Prospects): 8%
 Estimated Conversion Rate(Prospect to Client): 10%

Key Results

| | Current | Conservative Scenario | Optimistic Scenario |
|---------------------------|-----------|-----------------------|---------------------|
| No. of Mail Pieces Sent | 100,000 | 100,000 | 100,000 |
| Cost per Mail Piece | \$0.82 | \$0.77 | \$0.77 |
| Total DM Campaign Costs | \$82,000 | \$77,000 | \$77,000 |
| Total Costs of Sold Items | \$106,000 | \$125,000 | \$100,000 |
| Total Campaign Costs | \$188,000 | \$202,000 | \$177,000 |
| Total Campaign Revenue | \$316,000 | \$396,000 | \$833,600 |
| Total Campaign Profit | \$154,000 | \$194,000 | \$556,600 |
| Total Campaign ROI | 348.86% | 231.55% | 463.12% |

Acquisition and Conversion Results

| | Current | Conservative Scenario | Optimistic Scenario |
|---------------------------------------|----------|-----------------------|---------------------|
| Prospects Response Rate(%) | 4.00% | 5.00% | 8.00% |
| Total Number of Responders(Prospects) | 4,000 | 5,000 | 8,000 |
| Conversion Rate | 10.00% | 10.00% | 10.00% |
| Number of Clients Acquired | 400 | 500 | 800 |
| Final Client Response Rate | 0.40% | 0.50% | 0.80% |
| Acquisition Cost per Prospect | \$15.50 | \$15.40 | \$9.63 |
| Acquisition Cost per Client | \$155.00 | \$154.00 | \$96.25 |
| Profit per Sales | \$387.00 | \$388.00 | \$443.75 |
| Incremental Asset Value of Prospects | - | \$1,000 | \$4,000 |

Break Even Point (BEP) for Incremental Cost Justification

| | Value | Percentage |
|------------------------------------|-------|------------|
| BEP - Number of Acquired Prospects | 4,277 | 4.28% |
| BEP - Number of Acquired Clients | 428 | 0.43% |

1. Your Campaigns: Easily enter your current and future campaign details to begin your analysis.
2. Estimate Your Response: Test the opportunity by spinning the Tuner Wheels to your desired response rates and then selecting the "Calculate" button.
3. Immediate Results: View the profitability and ROI of your Current, Conservative and Optimistic Rates in an instant!
4. Get the Facts: At a glance, you get all the details on how you achieved your profitability and ROI for each of your response rate scenarios and what it will take to break even on your investment.

DM ROI Planner

Key Campaign Data

| | Current | 1:1 Campaign |
|-------------------------------------|-----------|--------------|
| No. of Mail Pieces Sent | 100,000 | 100,000 |
| Cost per Mail Piece | \$0.82 | \$0.75 |
| Response Rate(Prospects) | 4.00% | 4.00% |
| Revenue per Sold Item | \$792.00 | \$792.00 |
| Total Cost of Sold Items | \$106,000 | \$100,000 |
| Conversion Rate(Prospect to Client) | 10.00% | 10.00% |
| Estimated Value per Prospect | \$1.00 | \$1.00 |
| Cost Savings / Extra Costs | \$7,000 | \$7,000 |

Response Tuner

Estimated Conservative Response Rate(Prospects): 5%
 Estimated Optimistic Response Rate(Prospects): 8%
 Estimated Conversion Rate(Prospect to Client): 10%

Key Results

| | Current | Conservative Scenario | Optimistic Scenario |
|---------------------------|-----------|-----------------------|---------------------|
| No. of Mail Pieces Sent | 100,000 | 100,000 | 100,000 |
| Cost per Mail Piece | \$0.82 | \$0.77 | \$0.77 |
| Total DM Campaign Costs | \$82,000 | \$77,000 | \$77,000 |
| Total Costs of Sold Items | \$106,000 | \$125,000 | \$100,000 |
| Total Campaign Costs | \$188,000 | \$202,000 | \$177,000 |
| Total Campaign Revenue | \$316,000 | \$396,000 | \$833,600 |
| Total Campaign Profit | \$154,000 | \$194,000 | \$556,600 |
| Total Campaign ROI | 348.86% | 231.55% | 463.12% |

Acquisition and Conversion Results

| | Current | Conservative Scenario | Optimistic Scenario |
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| Prospects Response Rate(%) | 4.00% | 5.00% | 8.00% |
| Total Number of Responders(Prospects) | 4,000 | 5,000 | 8,000 |
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| BEP - Number of Acquired Prospects | 4,277 | 4.28% |
| BEP - Number of Acquired Clients | 428 | 0.43% |

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The Complete Analysis: Print, compare and share your "what-ifs" and proven direct mail successes with the on-line Reporting Tool.

Proven.

Xerox® ProfitAccelerator® Digital Business Resources help you grow your profits, revenues and success every step of the way.

The ProfitAccelerator Collection offers something for everyone in the organization. The Collection helps support executives, sales and marketing and operations throughout the entire business development process. Xerox has a team of professionals committed to your success that delivers consulting, sales, marketing, workflow and application development services.

ProfitAccelerator Resources are delivered worldwide through a network of several hundred customer business development professionals, including Xerox sales and marketing managers, analysts, SmartPress® production consultants, business development consultants and external consulting partners.

Global.

Please contact your local Xerox Sales Representative for information on how ProfitQuick® has been customized for your Region.

For more information about ProfitQuick, visit www.xerox.com/profitquick or contact your Xerox sales representative. To learn more about ProfitAccelerator's comprehensive portfolio of world-class resources, visit www.xerox.com/driveprofit

