

Overview



XEROX DOCUCOLOR 2045/2060

XEROX DOCUCOLOR 6060



Your digital business...
Our digital experience



Simply stated, Xerox can lead you to new levels of profitability. Unparalleled digital experience—fueled by years of working closely by your side—has allowed us to tailor our programs to help you build new production volumes and get the most out of your equipment so your company can achieve above average profits.



Your path to new levels of profitability...

Achieving above average profitability requires a multi-dimensional approach, one that starts with a rock-solid foundation of outstanding press performance and adds a new dimension of unprecedented productivity. Xerox defines productivity both in terms of human potential and business promise. Human potential is the ability of your personnel to generate greater value through the knowledge and skills that translate into more uptime each day and superior results from your digital equipment. Business promise is the ability to create new volumes, uncover hidden opportunity, offer the marketplace genuinely new solutions, and bring sustained growth to your enterprise.

If you want to reach new levels of profitability, you've come to the right place by partnering with Xerox. We are uniquely positioned to transform your business through programs designed to teach you, support you, and ultimately, help you grow your bottom line.

Xerox DocuColor Business Development Tools



Marketing Partnership Program

The Xerox Marketing Partnership Program (MPP) helps you identify opportunities to differentiate your business, build higher volumes and revenues, and expand your customer base.

Through a series of training courses, MPP teaches sales and marketing professionals to effectively sell Digital Color and Variable Information Printing—two areas in which Xerox production color equipment excels.

Digital Color Volume Building Kit

Xerox has assembled a number of innovative techniques and tools into a Digital Color Volume Building Kit that will help you create new business—and capture a larger share of your existing customers' business—through high-value services.

- An Open House kit will help you welcome new business prospects into your shop.
- Prospecting tools will help identify—and win—new customers in key industry groups.

- A Digital Print Quality Guide will teach you the different parameters used in designing for toner-based digital printing as opposed to ink-based offset printing.
- File preparation tips for you and your customers provide hints and suggestions for achieving outstanding results from your digital print jobs.

In addition, the Volume Building Kit will help you draw up a marketing plan, craft a full advertising campaign, and give you the benefit of the experience of thousands of successful printers who have built stronger and more profitable businesses with Xerox.

Xerox Profiting Through Personalization Kit

Color on its own is a powerful tool in transforming ordinary printed output into successful communications. Variable information takes this transformation further by allowing each recipient to receive a personalized document.

Profiting Through Personalization gives you the help you need to understand the technologies surrounding full color variable information printing. The Kit educates you on the current variable information technology, workflows, and Xerox's range of 1 to 1 solutions so your sales staff can intelligently discuss variable information applications,

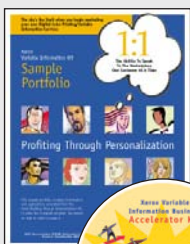
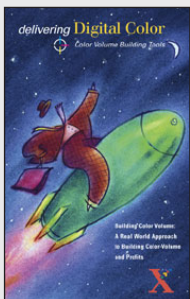
costs, and customer expectations. Profiting Through Personalization supplies free templates, ready-to-go samples, and even free artwork to get that first variable project under your belt.

The level of sophistication in personalization directly relates to the overall marketing impact. That applies to output such as brochures, letters, flyers, and transactional statements. But it also applies to your business. If you take advantage of Xerox's Profiting Through Personalization Kit to increase your organization's personalization sophistication, you will make a bigger impact in the market.

Xerox Paper, Specialty, and Custom Products

Xerox papers, specialty, and custom products dramatically increase customer application options. Gloss and Silk coated papers are ideal for high end catalogs, direct mail, and brochures. Specialty products like greeting cards, brochures, business cards, and labels provide pre-finished products on demand. If it's not in our catalog, we'll work

with you to create it. Custom products like Xerox patented DocuCard® are the next dimension in membership cards. Designed for Xerox digital color printers, Xerox paper, specialty, and custom products ensure your business success.



At Xerox, we work with you to grow volumes to keep your Xerox digital equipment generating profits. But there is more to keeping your equipment at its peak profitability than the jobs to keep it busy. We provide training, support, and service to help you get the most of your investment in personnel, digital color equipment, and your relationship with Xerox.

eXcellerate™

eXcellerate* for the DocuColor 2000 Series/DocuColor 6060 is advanced maintenance training and tools that help you maximize uptime, improve image quality, and simply get the most out of your DocuColor Digital Color Press.

In this two day, hands-on training session, operators work with Xerox instructors to learn selected xerographic and fuser module tasks and basic image quality troubleshooting. Together, they will develop maintenance strategies that will meet your needs and improve machine productivity.

eXcellerate for the DocuColor 2000 Series/DocuColor 6060 enables participants to:

- Enhance equipment knowledge and perform 55% of high frequency service functions
- Exercise greater self reliance and flexibility to identify and resolve image quality defects
- Schedule maintenance tasks around production
- Reduce unscheduled equipment downtime
- Improve turnaround time
- Increase productivity

Skillful application of the techniques taught in the course will increase system uptime and deliver consistently high image quality.

*Expected availability 2003



Hotline Support

No matter what time an issue arises, Xerox support personnel are ready to lend a hand. The analysts that support you are tenured professionals with years of experience in every discipline of digital color printing. You can feel confident that whatever time you call and however high your problem escalates, you'll have a qualified professional working with you.

With Xerox's around-the-clock assistance, we'll make certain that you are able to fulfill any demands of your customers.

Analyst Support

What separates the support that you receive when you work with Xerox from what you get with other vendors?

It is the caliber of the people that are behind you with answers and advice. Your local Xerox Production Color Analysts have worked with every variety of customer, equipment, and application and have conquered every imaginable production-related issue... color management, file and font compatibility, and many more.

Their collective wisdom is an invaluable tool in getting the most from your digital business.

Service

Xerox Service Technicians are an integral part of our comprehensive profit-building solution.

As part of the Xerox family, they are extensively trained by our engineers and remain closely aligned with engineering and manufacturing as they are working to solve issues in the field. They are part of an integrated effort, an integrated team and an integrated solution that will help keep you running and profitable.



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