



**ProfitAccelerator™ Takes You to the Finish Line First**

In the race for digital printing profits, ProfitAccelerator™ is a high-performance hot rod. Take a look under the hood and you'll find a finely tuned machine, loaded with all the bells, whistles and horsepower you need to win. It is the premier collection of tools and programs in support of digital printing equipment in the industry today.

Talk to your Xerox representative today to find out how you can take the lead—with ProfitAccelerator™!

ProfitAccelerator™ is delivered worldwide through a network of several hundred customer business development professionals, including Xerox sales and marketing managers, analysts, SmartPress™ production consultants and solutions development managers. **Contact your Xerox representative for ordering information.**



**To learn more about our comprehensive portfolio of world-class resources, visit us at:**  
[www.xerox.com/driveprofit](http://www.xerox.com/driveprofit)

# Digital Readiness Assessment



>>> Are You Ready?

# Driving Towards Your Success In Digital!



As we move into a new era in the graphic communications industry, the printed word is being challenged by many new and different communication tools; it is remarkable to think that print volume could possibly grow. Yet there is growth – digital printing is making it possible and profitable.

The Xerox Digital Readiness Assessment has been created to help you discover the opportunities digital can bring to your business. This assessment builds upon four decades of Xerox experience in this market and benchmarks print providers against the world's leaders in digital printing. The assessment report establishes a roadmap for your success in the world of digital print.

## The Xerox Digital Readiness Assessment is:

- A breakthrough assessment that analyzes your business to better understand where you are versus your competition.
- A way to highlight your strengths and opportunities and display them graphically in a robust, high-quality assessment report.
- A vehicle for identifying the tools and resources you need in order to be successful with digital printing.

Using **Lean Six Sigma**, Xerox determined the **critical few factors** that make or break digital printing businesses – and applied them to an assessment for business growth that ranks you on one of **three** levels:

**Opportunity** – we can help you to better understand how important the factors are to your business' success in digital.

**Competent** – you are industry standard and have a good understanding of this category. We can help you successfully implement strategies that will make you a leader in your industry.

**Benchmark** – you are ahead of your peers in this category. You clearly understand the “why and how” of a digital business. We can help you grow your business even more by helping you help *your* customers grow with digital.

To schedule a meeting with your Xerox representative and learn more about this assessment, please call

**1-800-ASK-XEROX, ext. 774.**

## >>> THREE STEPS TO DIGITAL READINESS

# 1

Our Xerox graphic communications business development professionals will conduct a **series of consultative interviews** with you to help us better understand your business.

# 2

Based upon the information gathered, Xerox produces a **customized, confidential report** that identifies three critical areas your business needs to focus on to maximize your digital print opportunity.

# 3

Xerox business development consultants will use the report to guide you to appropriate **resources and industry best practices** including the suite of Xerox ProfitAccelerator™ Digital Business Resources.

## Your Road to Profitability Starts Here.

The Digital Readiness Assessment can help you reach the next level of profitability in your business. How do we know? The combination of Xerox's research and experience in digital printing has identified the following key areas that drive a successful digital business. Successful customers must:

- Build print volume by developing high-margin applications
- Be ready, willing and able to change
- Understand the importance of buy-in and support from management
- Support new services with serious sales and marketing support
- Understand that Creatives can be valuable partners
- Make their shop floor more efficient and effective
- Know that what their customers know can help them



## >>> Are You Ready?

Begin with the Digital Readiness Assessment to help you achieve breakthrough returns from your investment in digital technology...and continue your road to profitability by using the world-class tools and resources found within the Xerox ProfitAccelerator™ Digital Business Resources portfolio.