Xerox® ProfitAccelerator® Business Development Resources for Production Customers

ProfitAccelerator tools and programs put the power of Xerox experience and expertise to work for your business.

- Make better informed strategic business decisions and reduce risk.
- Boost the effectiveness of marketing and selling the value of digital print and services.
- Maximize the efficiency of operations staff producing digital pages.

Whether you’re a dedicated digital printing shop or using digital to complement core offset services, ProfitAccelerator business resources will help you maximize your digital printing equipment investment.

Fast, Easy Access to World-Class Resources and Industry-Leading Support Through the Xerox Digital Hot Spot Website

Xerox customers can register for free at XeroxDigitalHotSpot.com for immediate access to a variety of business-building resources. The new, mobile-enabled site is organized into the following sections for easy access:

**Insights:** White papers and case studies for exploration and examples of “how to” be successful today; magazines and brochures to keep you up to date on the latest trends and available support

**Resources:** ProfitAccelerator tools to help create your business and sales management plans, host an open house event, target vertical market segments, templates and guides to help you produce and showcase new application job samples, Xerox® ProfitQuick® software to calculate ROI and more

**Events and Webinars:** Business Development Webinars on communication trends and digital printing opportunities, Workflow Spotlight Series webinars, Thought Leadership Workshops, and other Xerox- and industry-sponsored informative events

**News:** A collection of independent industry RSS feeds discussing the latest developments in the printing industry

**Translations:** A significant number of ProfitAccelerator resources, case studies and white papers translated into seven languages to support our global customers

**Home Page:** Open to everyone and contains the “Find a Premier Partner” search tool as well as a registration link for the Xerox Business Development Webinar series. Enjoy this exclusive customer benefit and join your peers on the Xerox Digital Hot Spot today.

Tools and ideas to grow your business. Global partners to get the job done.

XeroxDigitalHotSpot.com
Grow Your Business with exclusive Xerox® Business Development Resources.

Go Higher, Faster

Financial
Determine how to achieve top-line growth and bottom-line profit with digital printing.

Sales and Marketing
Help sales and marketing staff generate new business, increase print volume and target new customers.

Agency and Design
Help develop partnerships—and business—with this highly influential graphic communications segment.
The Business Support You Need, The Way You Need It

Xerox offers two approaches to business development. Many customers utilize a combination of both options.

**Option 1:** You can “do it yourself” using Xerox® ProfitAccelerator® Digital Business Resources. You can access them through your local representative or online. These tools, guides and templates cover all key business functions, including executive planning, sales, marketing and operations. They are available to Xerox customers with free registration at the Xerox Digital Hot Spot (www.XeroxDigitalHotSpot.com).

**Option 2:** You can have Xerox “do it with you.” For an affordable fee, you can extend your staff with our Business Development Consulting and Training Services delivered by Xerox and our network of industry experts.

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**Application and Development Resources**
Provide how-to assistance for developing some of digital printing’s most lucrative applications.

**Consulting Services and Support**
Provides your organization a competitive edge with Business Development Services, technical and integration support.

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**Xerox® Business Development Consulting and Training Services**

Xerox® Business Development Services can help you extend your staff and expertise as you take on new challenges and chart your course for digital business growth with affordable, fee-based professional and training services delivered by Xerox and expert industry consultants. Our consultants work closely with the owners and members of the senior team to look at overall business strategy, pricing, sales training and management, compensation and more.

**Our business-building service offerings include:**

**Sales and Marketing Services:** These services can assist you in developing a Marketing or Sales Management Plan, training your sales force to sell digital, VI or direct marketing and more. They can help you identify and target vertical industry or application segments to grow new revenue.

**Workflow and Operational Services:** These will optimize the efficiency and effectiveness of your organization. Two of the most popular Workflow Service offerings are Color Management and Designing for Digital.

**Application Development Services:** These services support your interest in understanding, implementing, prospecting and selling high-value, high-margin applications, such as direct mail and TransPromo.

**Our Services Delivery**

We work with a number of Xerox subject matter experts as well as a network of industry-known and respected consultants in North America and Europe.

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[XeroxDigitalHotSpot.com](http://XeroxDigitalHotSpot.com)
Access to member-exclusive tools and resources that keep you a step ahead of the competition. A first look at the emerging technologies and solutions that will help you grow your customer base. A collaborative working relationship with a company that prides itself on print innovation. These are just a few of the reasons why now is the perfect time to join the Xerox Premier Partners Global Network—the industry’s exclusive, members-only community dedicated to growing your business.

To learn more and apply, visit XeroxDigitalHotSpot.com/about