

2006 Xerox Peak Reseller Program

The 2006 Xerox Peak Reseller Program offers many ways for Peak participants to get aboard. With Instant Rebates, targeted Backend Rebates, Peak Elite status, and a bevy of promotional and incentive programs, you have access to every club in the bag.

Get on the green!

Peak Program Scorecard

?	What	?	How	?	How Much
Instant Rebate	Peak Membership		• Be enrolled in the Peak Program		2.5% Distributor Purchases
Backend Rebate	Quarterly Sales Volume Rebate		> \$12,500 quarterly sales > \$25,000 quarterly sales > \$125,000 quarterly sales		3% 4% 5%
	Advanced Products Rebate on selected products		> \$12,500 quarterly sales • Online Advanced Products Quarterly Training		3%
	Authorized Service Provider and Demo-Equipped Rebate		> \$12,500 quarterly sales • Authorized Service Provider • Maintain Demo		1%
	Advanced Solutions Rebate		> \$12,500 quarterly sales • 3 Web Advanced Solutions Workshops -OR- • 5 Web Advanced Solutions Workshops		1% -OR- 2%

*To be eligible for any Instant Rebates and to be eligible for Backend Rebates above 3%, Peak Resellers must market and promote only Genuine Xerox Ink for use in Xerox products. No active promotion of Non Xerox Ink.



Instant Rebates

As a Peak Reseller, you earn Instant Rebates on eligible hardware, supplies and service purchases. To attain the Instant Rebate, the Peak Reseller must:

- market and promote only Genuine Xerox Ink for use in Xerox products. No active promotion of Non-Xerox Ink. This is defined as any promotional activity including but not limited to cross-selling, banner ads, direct mailings, or emails. It is Xerox's expectation that Resellers use best efforts to remove any NXI listing from downloads received from distributor partners or other services.
- be enrolled and in good standing in the Peak Program. During the quarter, distributors will be provided with the names of Resellers who have qualified for Instant Rebates.

*Calculated off of distributor costs. Subject to change.

Backend Rebates

With \$12,500 in sales, Peak Resellers can earn quarterly Backend Rebates on their purchases directly from Xerox or from authorized Xerox distributors of hardware and accessories. Backend Rebates are calculated as a percentage of List. The Backend Rebates are cumulative and are offered in four categories:

To be entitled to any Backend Rebates above the 3% level, Peak Resellers must sell, market and promote only Genuine Xerox Ink for use in Xerox products. A listing of non-Xerox consumables will cap your total Backend Rebates at the 3% level, and you will not be eligible for any Instant Rebates on your product, supplies and service.

The Peak Program is intended to reward sales to commercial end-user customers. Therefore, no rebates will be paid on federal-government-specific Y-configuration models.

Backend Rebates

Quarterly Sales Volume (QSV) Rebate

Volume sales pay off like a 300-yard drive, so you'll want to rip it from the tee.

Rebates on hardware and accessories commence during the quarter in which the Reseller is accepted into the Peak Program. As long as the Reseller meets the minimum sales volume requirement, QSV Rebates:

- are based on calendar-year quarters.
- are calculated on aggregate, eligible Xerox Office product and accessory purchases. The product value used to calculate Phaser® hardware and accessory sales volume is List Price less 25%. Product values for calculations on other Xerox products (not including Phaser printers) are as specified on the Reseller website.
- do not apply to sales for which bid pricing has been offered by Xerox to end-user customers.
- do not apply to sales of federal-government-specific Y-configuration products.

Advanced Products Rebate

From the fairway, you can either lay-up or go for the pin. By using special quarterly training to help sell higher-end products, you can be a little more aggressive in your approach shot. So go ahead, choke down a club and bite near the pin.

To attain the Advanced Products Rebate, a Peak Reseller must:

- sell at least \$12,500 in hardware in a quarter.
- market and promote only Genuine Xerox Ink for use in Xerox products. No active promotion of Non-Xerox Ink. This is defined as any promotional activity including but not limited to cross-selling, banner ads, direct mailings, or emails. It is Xerox's expectation that Resellers use best efforts to remove any NXI listing from downloads received from distributor partners or other services.
- successfully complete Web Special Quarterly Training, offered in conjunction with select products. For details, see www.xerox.com/office/resellers or call 1-800-835-6100.
- complete additional training requirements for select products as may be necessary.

Authorized Service Provider (ASP) and Demo-Equipped Rebate

Let's face it: everybody winds up in the bunker occasionally. By qualifying for the ASP Rebate, you not only get the customer out of the weeds without losing a stroke, but you wind up several steps closer to Peak Elite status, as well.

Xerox recognizes this service & demo commitment by providing a 1% quarterly backend rebate on hardware sales. To attain the ASP Rebate, the Peak Reseller must:

- sell at least \$12,500 in hardware in a quarter
- market and promote only Genuine Xerox Ink for use in Xerox products. No active promotion of Non-Xerox Ink. This is defined as any promotional activity including but not limited to cross-selling, banner ads, direct mailings, or emails. It is Xerox's expectation that Resellers use best efforts to remove any NXI listing from downloads received from distributor partners or other services.
- be an Authorized Service Provider. For details, see www.Xerox.com/office/resellers or call 1-800-835-6100.
- maintain a current demonstration unit.

Advanced Solutions Rebate

Solutions ... the read ... the soft touch ... the green.

Peak Resellers who qualify for the Advanced Solutions Rebate will earn a 1% or 2% quarterly backend rebate on all hardware and software products. To attain the 1% Advanced Solutions Rebate, the Peak Reseller must:

- sell at least \$12,500 in hardware in a quarter.
- successfully complete these 3 Web Advanced Solutions Workshops—
CentreWare® Web,
Scan to PC Desktop, and
Document Management 101.

To attain the 2% Advanced Solutions Rebate, the Peak Reseller must meet the above requirements for the 1% Advanced Solutions Rebate and:

- successfully complete 2 additional Web Advanced Solutions Workshops—
DocuShare® (requires Xerox deployed Resources to be eligible) and XOPA (requires Xerox deployed Resources to be eligible).*

If your business is services-lead and practice-based and you are interested in managed services and document solutions, then XEROX HAS AN OPPORTUNITY FOR YOU IN 2006. As part of the initial program rollout, a network of business specialists and advisors will be in place to engage with you in this effort. Please contact your Xerox Account Manager for more information.

Additional rebates are available for those Peak Resellers who qualify as Advanced Solution partners. In order to continue to qualify as such, the Reseller must actively engage in sales and marketing activities utilizing the knowledge and tools given to Advanced Solutions partners. Xerox may request and the Reseller shall provide Xerox with documentation of compliance. In the unlikely event such documentation is not satisfactory to Xerox, Xerox will provide notice and an opportunity to perform. Xerox reserves the right not to provide Advanced Solution Rebates to a Reseller that does not actively engage in Advanced Solutions partner sales and marketing activities.

* Additional competencies may be necessary to achieve the 2% rebate Peak Elite status

“You can talk to a fade,
but a hook won't listen.”
—Lee Trevino

Peak Elite Status

Rewarding the Peak Resellers who engage at the highest level with Xerox, Peak Elite status provides additional recognition and value. It's like earning membership to the golf club. After all, the 19th green is where the real deals are made.

In addition to standard Peak Program benefits, Peak Elite Resellers may receive:

- prioritized leads, Web referrals and placement for Xerox Office products and supplies
- exclusive Elite incentive programs (e.g. Supplies Rewards)
- up to \$1,000 worth of sales and promotional literature
- eligibility for participation in the Peak Reseller Advisory Council
- early disclosure of new product offerings

To earn and maintain Peak Elite status a Peak Reseller must:

- have an average quarterly sales volume of \$25,000 for the previous 4 quarters.
- market and promote only Genuine Xerox Ink for use in Xerox products. No active promotion of Non-Xerox Ink. This is defined as any promotional activity including but not limited to cross-selling, banner ads, direct mailings, or emails. It is Xerox's expectation that Resellers use best efforts to remove any NXI listing from downloads received from distributor partners or other services.
- be an Authorized Service Provider.
- maintain a current demo unit.
- participate in web-based Quarterly Training.

Peak Resellers who meet the eligibility requirements will automatically be enrolled in Peak Elite Status. This automatic enrollment occurs after rebates have been paid, in the next quarter following a quarterly review date.

Peak Program Requirements

- Be a Xerox registered Reseller. Register online at www.xerox.com/office/resellers
- Apply for acceptance to the Peak Program online at www.xerox.com/office/resellers
- Maintain a face-to-face selling model that adds significant value for the customer. This selling model does not include auction management or national price-comparison shopping websites as the primary method of customer engagement.
- In order to maintain Peak Program eligibility, Reseller must actively promote Xerox printers & MFPs to their customer base. Xerox reserves the right, upon notice, to remove Reseller from the Peak Program if Reseller is not in compliance. Resellers with annual sales greater than \$5,000 worth of Xerox printers & MFPs satisfy this requirement.
- Advertise in accordance with Xerox Peak Minimum Advertised Pricing (MAP) Guidelines. *Peak Resellers are free to set the actual resale price of any Xerox product, however Peak Resellers may not advertise below MAP prices. All advertisements must be at MAP or higher. Alternatively, Peak Resellers may advertise without reference to specific product prices. Violations will be grounds for removal from the Peak Program. First violation of this policy will result in verbal warning. Second violation will result in written warning. Further violations shall be grounds for removal from the Peak Program.

If there has been any history of Peak Reseller violation of Xerox MAP Policy and Xerox has, pursuant to MAP Guidelines, provided written notice and an opportunity to correct, then Xerox, upon discovery of any subsequent MAP Policy violation, reserves the right not to pay any Peak rebate to Reseller for which the Reseller may have otherwise been entitled.

* US Policy Only (MAP guidelines at www.office.xerox.com/rtllatest/MAPGD-01U.PDF)

- Increase customer satisfaction and loyalty by selling, marketing and promoting the use of Xerox-branded supplies for use in Xerox products. Xerox Peak Resellers shall not actively promote non-Xerox Ink for use in Xerox products. It is Xerox's expectation that Resellers use best efforts to remove any NXI listing from downloads received from distributor partners or other services. A-line listing of non-Xerox Ink will cap your total Backend Rebates at the 3% level, and you will not be eligible for any Instant Rebates on your product, supplies and service.
- Use best efforts to ensure that distributors accurately report Xerox printer and accessory purchases to Xerox.
- Be a Reseller in good standing with Xerox. Xerox reserves the right to suspend rebate payments and other Peak benefits if a Peak Reseller is engaged in a dispute of any kind with Xerox or, as determined by Xerox, is in violation of a Peak Program requirement. At the sole discretion of Xerox, Xerox may apply any or all accrued rebates to the amounts owed to Xerox by the Reseller.

