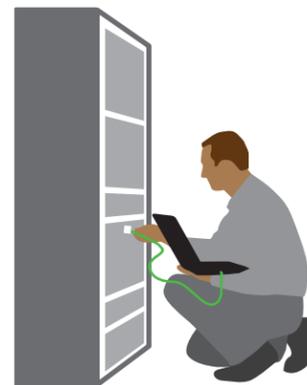


What are the hidden costs?

It may seem like a good idea to buy a low cost home office printer to save money, but are you really saving in the long run? Initially, the cost of the hardware may be less, but it's the hidden costs that add up.



The Head Honcho

"How much does print really cost?"

The Planner

"How can I manage my print costs proactively?"

The Time Cruncher

"How can I save time so I can focus on what's important?"

Big Brother

"How can I stop losing revenue to compromised data?"

The Imagineer

"How can my marketing efforts drive revenue?"

It's more than just the initial purchase. **Total Cost of Ownership** tells you how much you're spending over the life of your printer. Determining how much you print, and what you're spending on supplies and warranties gives you the true picture. Calculate your TCO at: <http://ctt.ec/Lb635+>

Xerox® replacement supplies for non-Xerox devices save about **25%** compared to the original, and don't come with the risks of buying aftermarket knock-offs. Save even more time by enrolling in an automatic supplies replenishment program or considering managed print services. <http://www.xerox.com/printer-supplies/compatible-cartridges/>

How your information flows and is delivered is just as important to your bottom line as what you have to sell. **70%** of professionals believe improving document processes helps them respond to market needs faster and **62%** say it would improve revenue². www.connectkey.com

100¹ hacked customer records can cost up to **\$25,450** in revenue. Keep your clients' information safe, while protecting your intellectual property and meeting your compliance goals. Give them security, without additional costs. www.xerox.com/security

Over **90%** of SMBs agree that color prints help attract new customers, improve their image and make a memorable impression³. Bring printing in-house to create high-value direct mail and promotional pieces at a lower cost, and capture more business. <https://youtu.be/kBDJ7LjRGCM>

Xerox gives you more for your money. Discover the things we do, without hidden costs, to make your business better.



¹ <http://news.verizonenterprise.com/2015/04/2015-data-breach-report-info/>

² IDC, *The Role of Documents: How They Drive Business, Today and Tomorrow*. Angele Boyd, 2013

³ <https://smallbusinessolutions.blogs.xerox.com/2015/02/13/all-eyes-on-you/#VUJRNPIVhBc>