stop. Second, Xerox's strength is directly dependent on your strength."

Channel partners "bring local relationships, local coverage, trusted relationships, the technical expertise, the entrepreneurial spirit," Boissonneault said. "We can't do that ourselves. We have to rely on you to go and help us win more business. Our responsibility is to make sure we give you the right products, the right pricing, the right support and the right economics to make sure we turn those strengths into growth."

> "Our role is to make sure we help you compete without sacrificing ... your business. So, if we can win more opportunities, we expand account value and we protect margin."

What gives Xerox "an edge, how do we help you win, and how do we help you win more business using that edge?" Boissonneault asked. "The answer is not a single product or a price point. Our advantage is a combination. So, let's look at the four advantages that become much more powerful when we bring them together.

"First, our portfolio," Boissonneault explained. "We've got everything — A4, A3, production, software, managed print, digital services and IT solutions. Why does that matter? Well, it helps us participate in ... more client decisions. It helps clients solve needs without having to engage with multiple partners, multiple vendors ... [It provides] more stickiness."

The second advantage is technology control, Boissonneault said. "That's probably one of the things that is exciting the partners the most when I visit them," he said. "We own the technology now. Why does that matter? Well, the clients can expect greater reliability, easier integration and a clearer support path. For partners, [it means] less integration risk, simpler escalation and greater selling confidence."

The third advantage is Xerox's services, Boissonneault continued. "I firmly believe that we are at the forefront of transforming the service delivery experience for clients," he said. "I know you're going to play a key role in this."

The final key advantage is Xerox "making sure that all of this is profitable," Boissonneault said. "We have the programs, pricing and user support, [with] all of those driving the recurring revenue models that we are all after. Our role is to make sure we help you compete without sacrificing the economy of your business. So, if we can win more opportunities, we expand account value and we protect margin." ■



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