Xerox Global Partner Summit

OEM hosts 500-plus channel partners from 70 countries

By: Brent Hoskins, Office Technology Magazine

Xerox Holdings Corp., the parent company of Xerox Corp., welcomed more than 500 channel partners representing approximately 70 countries to its 2026 Global Partner Summit, held Oct. 14-16 at the Grand Hyatt Nashville in Nashville, Tennessee. The summit focused on exploring new opportunities created by the company's expanded portfolio, capabilities and global reach.



Louie Pastor



Karl Boissonneault

During the summit, Xerox showcased how it is giving channel partners more ways to address evolving client needs, strengthen existing relationships and pursue new business. The summit featured executive discussions, product demonstrations, networking opportunities and partner-led educational sessions.

In the opening general session, Xerox CEO Louie Pastor noted that the audience before him was comprised of "partners who've been with Xerox for decades, partners who just came to us through the Lexmark acquisition and partners who we're just starting to build relationships with." Eighteen months ago, that mix did not exist, he said, emphasizing that the partners in attendance represent "one partner community with one ambition — creating more value for our clients and growing."

Sharing the theme of his presentation as "built to win together," winning means "more value for clients," Pastor said. "It means more business with the clients we already have. It means gaining and getting new clients based on real, tangible reasons to do business with us. And it means profitable growth for you and for Xerox."

Winning takes confidence, Pastor said. "You need confidence when you're deciding where to invest," he said. "You need confidence when you're deciding what offerings to lead with ... [and] when you're deciding what technology partner to build your business around ... You need to be confident that the business you are building your business around is going to be there and is going to be stronger three years from now, five years from now, seven years from now."

Pastor acknowledged that "there are questions out there" being asked of Xerox from clients, Xerox partners and competitors, such as, "'Is Xerox really committed to the channel?'" and "'Is print still a business that Xerox is going to be investing in?'" Those are "fair questions," he said. "You deserve straight answers to those questions and you're going to get them ... from every person who comes on this stage."

During his presentation, Pastor highlighted the benefits of the Lexmark acquisition. While print is about a $6.5-billion business for Xerox, "with Lexmark, that foundation is stronger than it was before and it's actually broader than it's ever been," he said, noting that partners now have more depth with A4 and A3, and an expanding production portfolio. "That means more of a client's print environment that we can address together, more of the wallet in those accounts that you already have and fewer reasons for a client to bring in a second print vendor."

But "breadth is only half of it," Pastor said. "We now have more control over the whole experience from design through manufacturing, delivery, installation and service. We design these products, we build these products, we service these products. In workplace print, there are very few companies that can say that, and that matters for a reason that goes well beyond quality. When you design, build and service the product, what you learn in the field goes straight back into what you build next."

Pastor also addressed changes underway at Xerox in terms of transforming the traditional service model. "Our ambition is to drive service disruption to zero," he said. "That does not mean you will no longer charge for service ... It means you will get more out of service ... It means fewer problems that need a service call in the first place and faster resolution when one does [occur]."

Citing the example of the 9-Series, a family of business printers and MFPs launched by Lexmark in April 2024, Pastor explained how the goal of driving service disruption is physically being addressed. The 9-Series "was built with 500 fewer parts than the generation before it, and it has one door for one paper path," he said. "Any major component in every single one of the 9-Series [models] can be changed in 15 minutes or less. Now, fewer parts means fewer things that can fail and easier access means a shorter visit when something does [fail]."

Among the other presenters in the opening general session was Karl Boissonneault, president of North America Channels & Partners at Xerox. "During my tenure at Xerox, I've had the privilege to work alongside channel partners the whole time," he began. "There are a couple of things I take away as I look back. First ... we have the best partners in the industry, full

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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