



Xerox Partner Training

Empowering growth through knowledge

by: Jayne Tuma, Xerox Corp.

Editor's Note: This is the fifth in a series of article submissions from BTA-member OEMs providing a look at their current dealer training programs.

At Xerox, innovation has always gone hand in hand with education. From the earliest days of pioneering office technology, Xerox recognized that empowering partners through knowledge is just as important as delivering world-class products and services. Training has and will remain a cornerstone of Xerox's business strategy to ensure our dealers and partners have the skills, tools and confidence to support their clients at the highest levels.

For those who have been in the industry a while, the legacy of the Xerox International Center for Training and Management Development, later known as Xerox Document University, still resonates as a symbol of the company's early leadership in professional education.

Today, while the format and types of training have evolved, our commitment remains unchanged. Xerox continues to invest in a modern ecosystem of learning to meet the needs of the digital workplace and the partners who power it.

Digital & Flexible Learning Platforms

In today's fast-paced business environment, training must be as flexible as the partners it serves. That commitment is clear through the investment in Xerox Learning Central, which was introduced in April 2025 at the Xerox Partner Summit. It is a modern e-learning platform designed to deliver engaging, relevant, impactful and personalized training whenever and wherever it is needed.

Xerox Learning Central offers:

- Personalized learning paths tailored to roles and industry needs
- Competency frameworks aligned with Xerox's standards for growth and performance
- Interactive learning through quizzes, adaptive modules and certifications

Initial programs include the Evolve Verified Seller Learner Path, the Analyst Learning Path, the Partner Field Technical Service Provider Path and the Partner L1 Help Desk Path — each built to accelerate readiness and improve support across the partner network.



By combining personalization, adaptability and collaboration, Xerox Learning Central represents the next chapter in partner enablement, reinforcing our commitment to helping partners thrive in the digital workplace.

Sales & Marketing Enablement

Just as technical training strengthens service delivery, Xerox sales and marketing enablement programs are designed to empower partners in the field. These programs equip sales representatives with the knowledge to position Xerox solutions effectively, highlight competitive differentiation and connect solutions to real client outcomes.

A standout example is the "Why Xerox Now and Next" program, a blended learning initiative that combines instructor-led, face-to-face training with coaching, group engagement and microlearning. The learning is structured around three questions: "Why change?" "Why now?" and "Why Xerox?" These guide participants in understanding Xerox's unique value proposition while positioning themselves as preferred office technology providers.

In addition to strengthening messaging and positioning skills, participants are introduced to a range of Xerox sales tools and collateral designed to support every stage of the

selling process. Together, these resources ensure that partners are well-prepared to win new business, build stronger client relationships and grow their Xerox portfolios.

Technical Training

Xerox provides a robust curriculum for technicians and service staff members, covering everything from foundational office technology skills to advanced production print systems. Hands-on technical labs, virtual instructor-led courses and web-based modules prepare service engineers to solve problems efficiently, maintain device security and keep customers' operations running smoothly.

A key component of this effort is Service Acclimation Training. Delivered on-site, this program brings a regional service development manager to partner service teams, working side by side with them to walk through Xerox products and the tools that make servicing devices easier in the field. This practical, in-person approach ensures that technicians not only understand the technology, but also gain confidence by applying their knowledge in real-world service environments.

Certification programs further reinforce learning and ensure consistency across the partner network, building confidence for technicians and trust for clients. In addition, recommended learning paths help new service staff members become proficient quickly, while ongoing updates and refresher courses ensure seasoned technicians stay current with evolving technologies.

Product & Solutions Summits

In addition to formal training programs, Xerox hosts Product and Solutions Summits throughout the year. These events bring together partners for hands-on, engaging learning and enable meaningful collaboration. Partners also have the chance to dive deeper into the Xerox portfolio, explore solution strategies and engage directly with Xerox experts.

Beyond the classroom, the summits foster peer-to-peer collaboration, where partners can share best practices, build connections, and return to their businesses with fresh ideas and actionable strategies. By combining product expertise with real-world application and community building, the Product and Solutions Summits play an essential role in strengthening partner readiness and success.

This spirit of partnership extends well beyond summit events. Xerox workplace consultants, digital services consultants and production specialists regularly work in the field alongside our partners, providing education, guidance and sales support. By helping partners position Xerox solutions effectively and address client needs directly, these specialists ensure that learning is continually reinforced through

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real-world application — turning training into measurable results.

Benefits & Impact

The true value of training is measured in outcomes. Xerox partners benefit from faster onboarding of new staff members, greater technical expertise in the field and stronger sales readiness across their organizations. The result is improved client satisfaction, higher efficiency and measurable business growth.

As one of our core investments in partner success, training ensures that every Xerox solution is backed by knowledgeable, confident professionals who can deliver an outstanding client experience from day one.

Building the Future Together

Xerox has a rich legacy of training and development and, today, we continue to build on that foundation with forward-looking programs, digital innovation and a relentless focus on partner success.

Whether it is a technician in the field, a sales representative meeting with a client or a manager shaping strategy, Xerox training ensures our partners have the skills and resources to succeed.

By combining our legacy of excellence with the innovations of tomorrow, Xerox remains committed to empowering partners, strengthening relationships and driving mutual growth well into the future. ■

Jayne Tuma is an accomplished sales and marketing executive with more than 25 years of experience across Xerox direct and channel sales operations. She currently serves as director of partner business development and field marketing for Xerox North American Channels, where she leads the creation, management and execution of partner development programs, marketing offerings and events that drive measurable business impact. A nationally recognized direct sales producer, Tuma has extensive expertise in partner engagement, sales enablement, revenue growth and market expansion. She is highly regarded for developing and delivering strategic business development programs and marketing plans tailored to both global and market-specific needs. Throughout her career, Tuma has worked closely with partners to strengthen relationships and foster collaboration, helping them align with growth strategies that drive measurable business outcomes. Her achievements include being named a 2025 CRN Woman of the Channel, 2024 CRN Woman of the Channel, 2024 ENX Magazine Difference Maker and nominee for CRN Woman of the Year – Innovation. Tuma can be reached at jayne.tuma@xerox.com. Visit www.xerox.com.

