

Document Outsourcing Opportunity

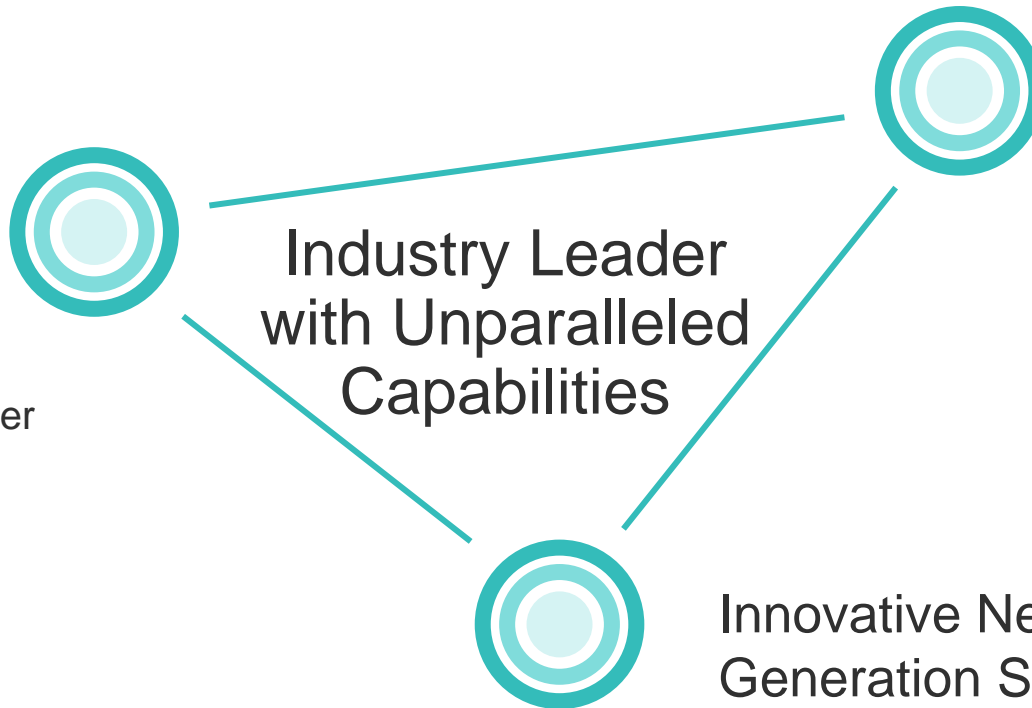
Mike Feldman



Introduction to Document Outsourcing

#1 Player in a \$21B Market

- Market share leader
- Considered the industry leader across major analyst firms



Broadest Range of Solutions

- Workplace Solutions
- Business Process Solutions
- Communications & Marketing Solutions

Innovative Next Generation Strategy

- Next-generation Managed Print Services strategy:



- Continuous improvement

The Most Comprehensive Portfolio for Digital Transformation

Xerox Document Outsourcing Solutions

Healthcare | Education | Government | Banking | Insurance | Manufacturing | Retail | Legal

Workplace Solutions



- Managed Print
- Personal & Office Productivity
- Content Management
- Records Management



Business Process Solutions



- Business Process & Workflow Automation
- Document & Data Transaction Processing
- Transactional Print & Mail
- Digital Mailroom



Communications & Marketing Solutions



- Document Publishing
- Collateral Management
- Demand Generation
- Product Information Management
- Multichannel Communications

Capabilities

Security | Mobility | Sustainability | Imaging | Creative | Translation | ePublishing

Technology



Xerox ConnectKey
Devices



Non-Xerox
Devices



Capture and
ECM Software



Digital Alternatives
Software



Xerox Production
Devices



Cross-Media
Publishing Software



Production
Workflow Software

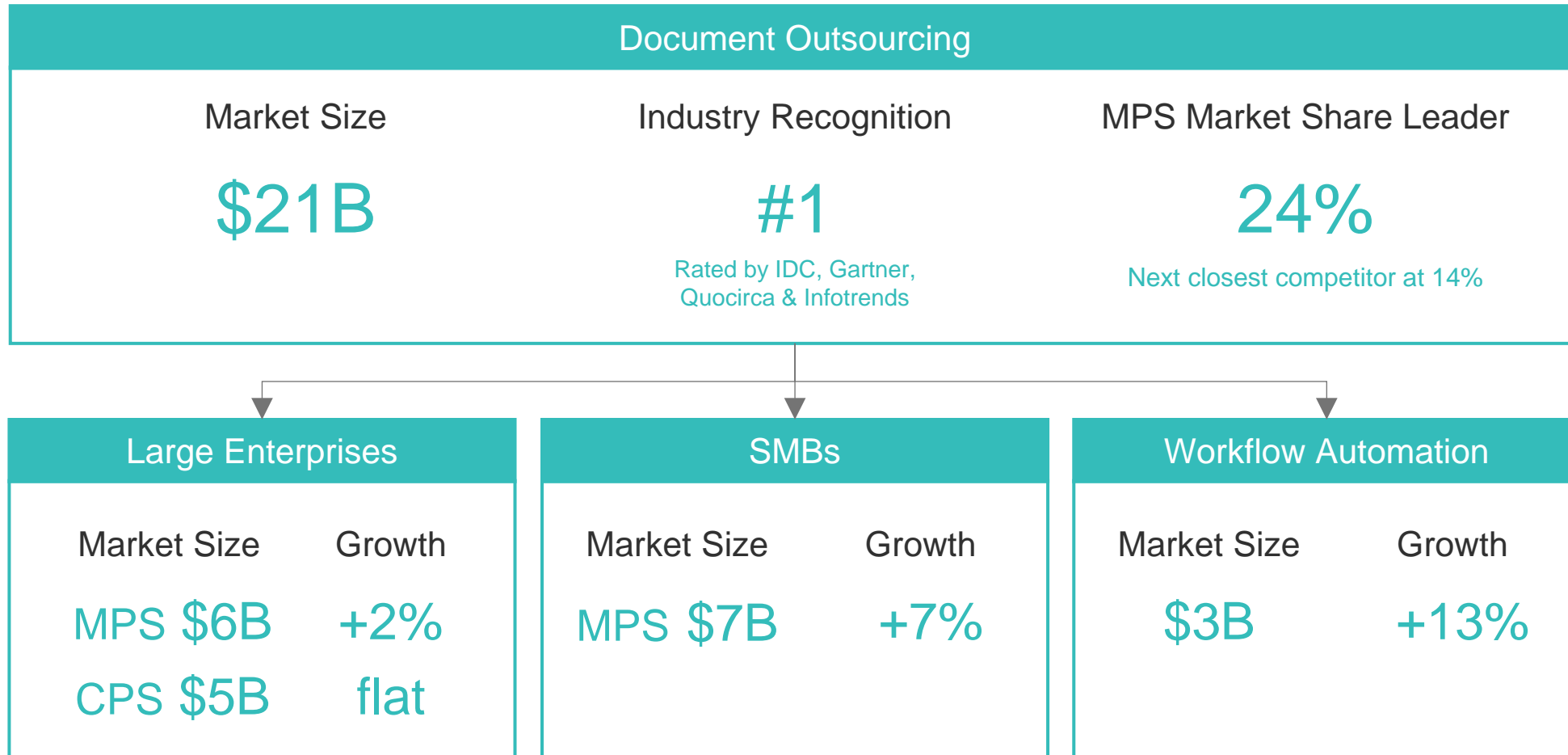
Global Service Delivery

Reporting and Analytics

Assessments and Consulting

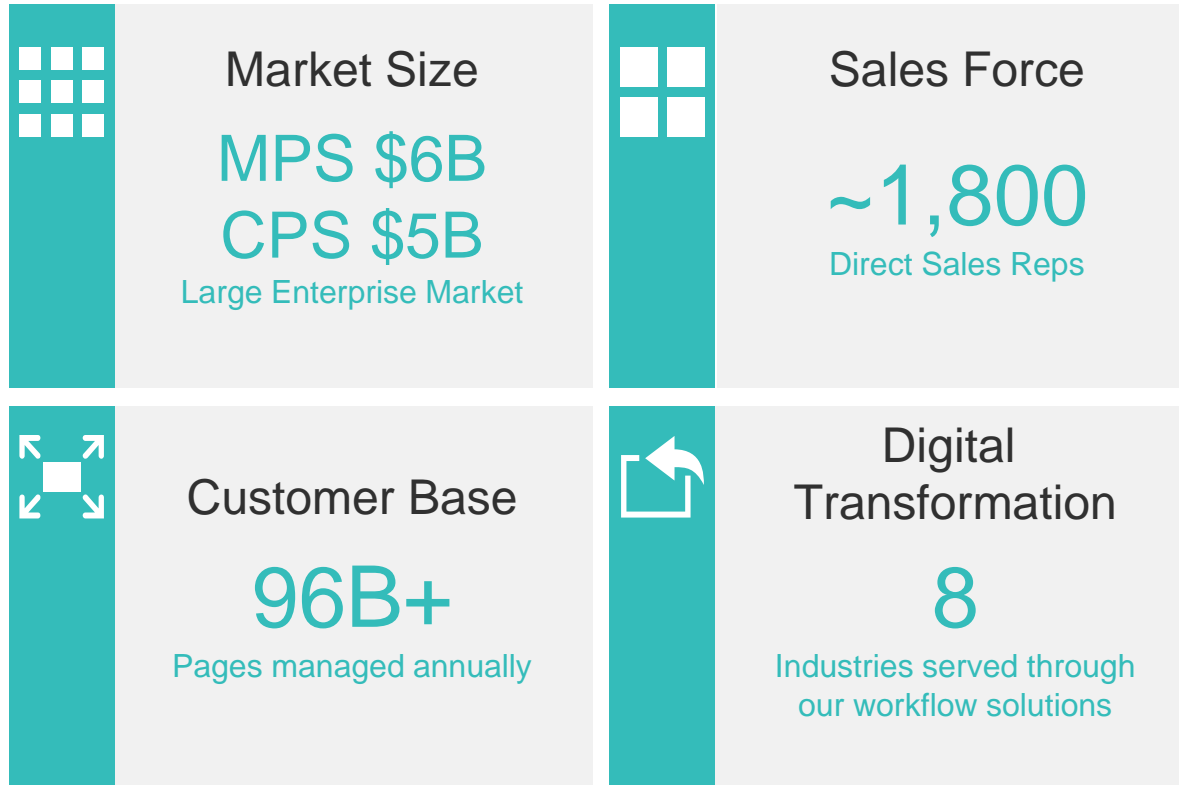
Expanding Market Leadership in Document Outsourcing

Market Opportunity



Strengthening Leadership in Large Enterprise MPS and CPS

Opportunity



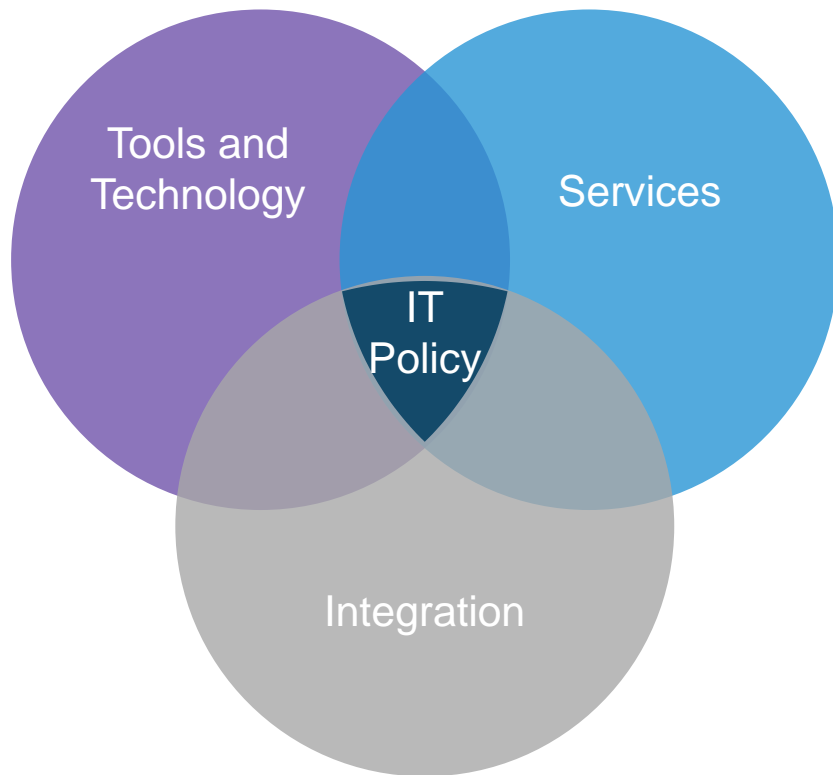
Capturing Large Enterprise Growth

- **Clear leader in large enterprise** with differentiated solutions and unmatched global delivery capabilities
- **Best-in-class sales management process** and tools with sales coverage aligned by industry
- Building our **professional services capabilities**, with over 100 dedicated consultants
- Investing in dedicated **new business sales coverage**

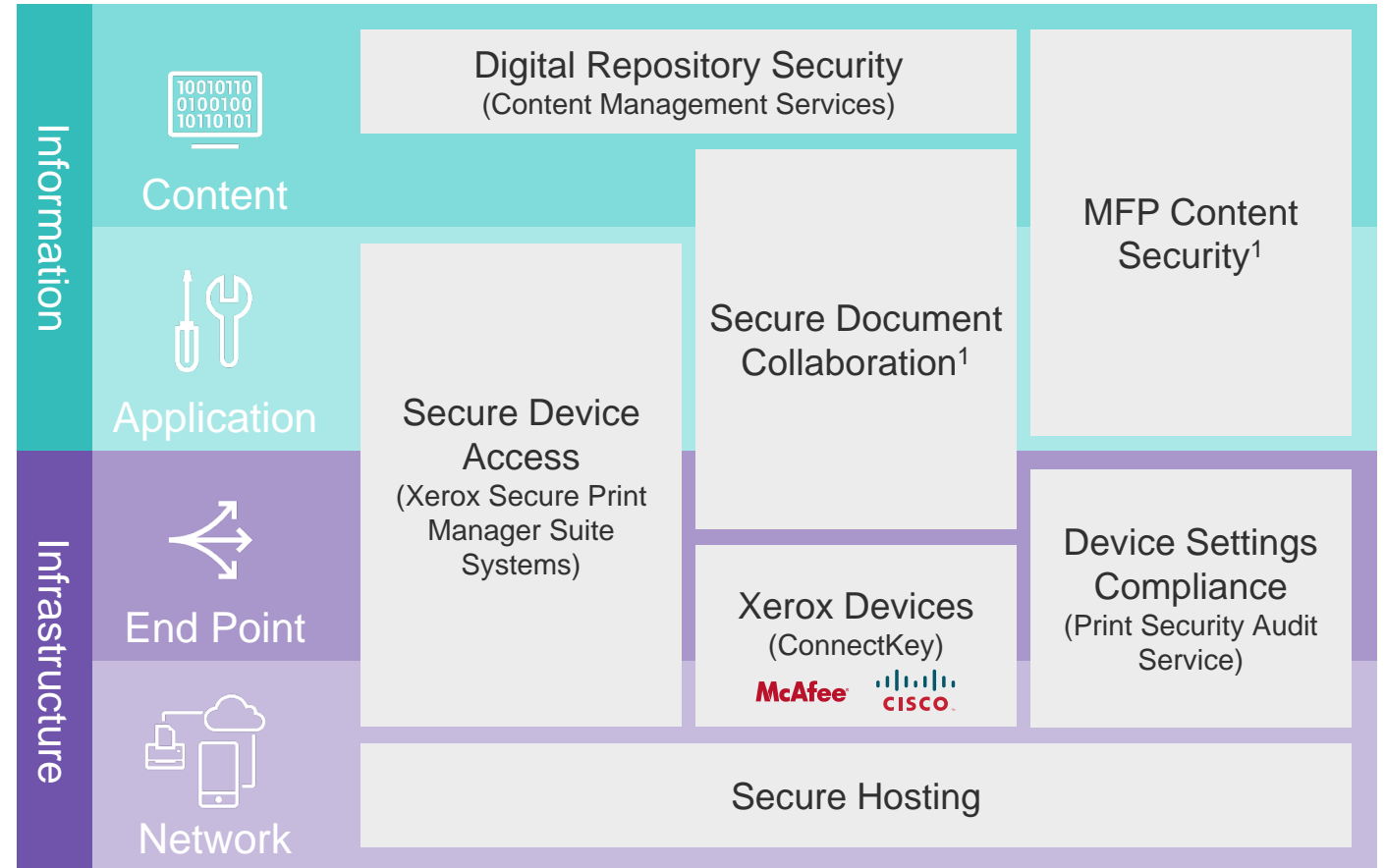
Client Security is at the Core of Our Strategy

Security Approach

Comprehensive suite of security solutions which we integrate into our client's security infrastructure



Broad Range of Capabilities



Xerox Wins USDA Contract for Estimated \$110M over 10 Years



Xerox Solution

- **Managed Print Services** deployment across 3,000+ USDA sites globally
- Installation of up to 16,000 **ConnectKey-enabled secure printers and multifunction devices**
- **Ongoing service and support** including help desks, maintenance, analytics and reporting services

Benefits for the USDA

Modernized operations	Improved security
Access to detailed analytics	Reduced spending
Simplified infrastructure	Freed-up vital IT resources

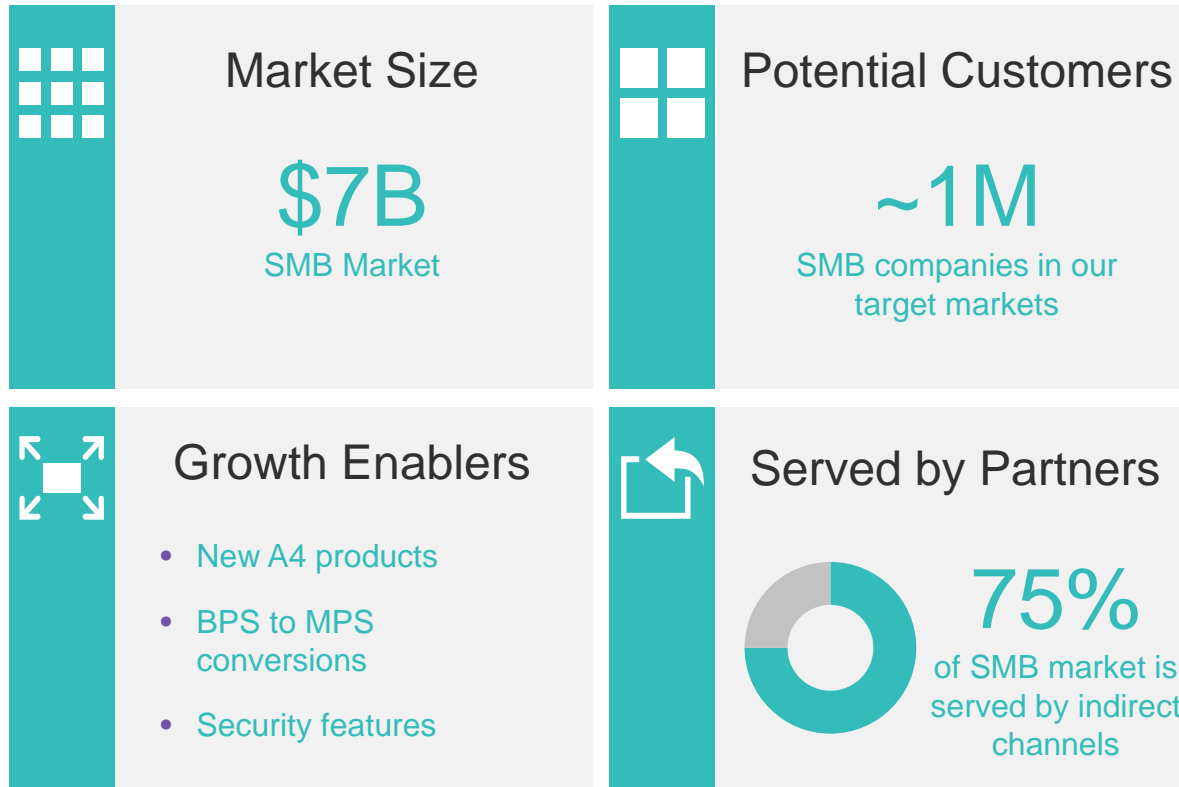
Implications for Xerox

- **All new business to Xerox**; competitive A4 product knock-out
 - Leveraged new A4 products, demonstrating **new product competitiveness and innovation**
- Clear competitive advantage from Xerox's **unique portfolio strength and breadth**
 - **Best-in-class security** capability
 - **Customer-specific solutions** enabled through ConnectKey software platform
- **Xerox uniquely positioned** to support large scope and scale required by the USDA



Channel Partners will Drive Xerox Growth in SMB MPS Market

Delivering Growth, Creating Value



Differentiated Service Offerings

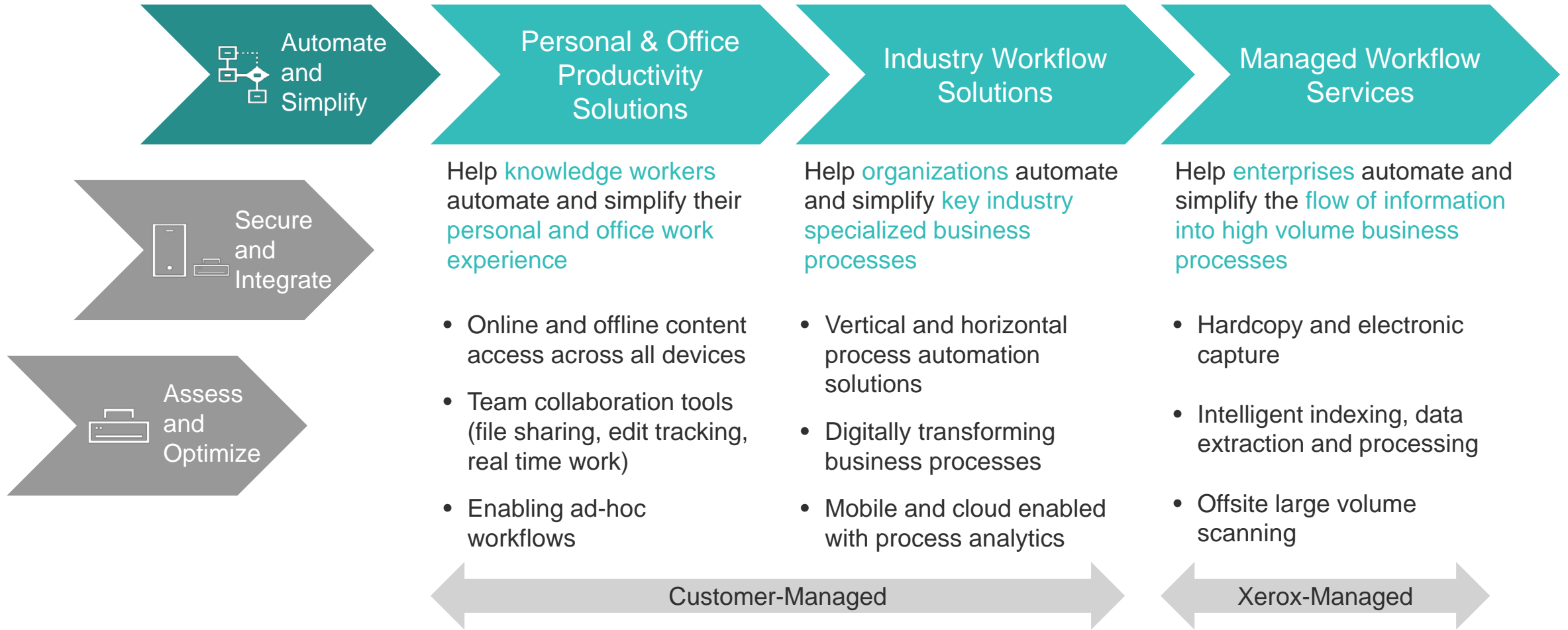


Xerox Equips Partners to Offer a Complete Service to SMB Customers



Broad Range of Workflow Solutions

Workflow Automation is a \$3B market expected to grow at 13% annually



Xerox is Well-Positioned to Grow in Document Outsourcing



Attractive market with material growth opportunities



Leading position in the market by a substantial margin



Broadest portfolio of solutions, addressing the full set of customer and partner needs



Next generation strategy to capitalize on digital transformation of businesses

Segment	Large Enterprises ¹	SMBs	Workflow Automation
Opportunity	\$11B / +1%	\$7B / +7%	\$3B / +13%
Strategy	<ul style="list-style-type: none"> • Further enhance go-to-market • Leverage global delivery capability • Continue innovating best-in-class security and workflow solutions 	<ul style="list-style-type: none"> • Recruit channel partners • Broadest portfolio and MPS tool set • Deploy business development programs 	<ul style="list-style-type: none"> • Develop market leading solutions to boost efficiency and reduce costs • Expand professional services offering • Grow Managed Workflow Solutions, including personal productivity, industry and horizontal solutions