

## Why Xerox?

Bottom line benefits for your business



Today's Xerox has changed considerably from days of the legendary Xerox 914 featured on AMC's 1960s dramatic series *Mad Men*. With over \$750M annual investment in RD&E, many of the high-profile innovations born in Xerox Research Centers are now available in low-cost, desktop models designed to make your work easier and more productive.

### Get the right equipment for your job

Xerox provides the widest selection of document solutions for the office—hardware, software and services. With the depth and breadth of Xerox products you can find the best product for your needs at a price you can afford.

### Speed productivity in your office: go digital

With powerful scanning solutions from Xerox you can quickly convert and combine disparate printed materials into searchable, unified, more versatile digital documents. The digital format is easier to share, edit, extract, store, search and retrieve than paper. Save time and money by automating your workflows. Distribute and/or archive documents directly to email, Enterprise Content Management (ECM) systems, fax, direct-connect or network clients—even remote printers.

### Protect your critical information

In today's networked office, digital devices can print, copy, scan to network destinations, send an email attachment, or send faxes. If everyone has access to your device, they may gain access to your confidential information. That's why Xerox provides security solutions that allow you to restrict access and track usage as it flows through your printers and multifunction printers (MFPs).

### Security checklist

Safeguards to look for when buying a new printer or MFP:

- Hard disk drive overwrite with a DoD-approved three-pass algorithm
- AES encryption algorithm for hard disk drive data
- Hard disk removal option
- Network security support for SSL, IPsec and SNMPv3
- Device authentication to control, manage and track device access
- Secure fax
- Secure print feature
- Customer security alert process
- Secure product disposition process

### Go green without compromise

Xerox can help you meet your company sustainability goals without paying extra.

#### Toner-based laser printers

Xerox Lab's new Emulsion Aggregate (EA) toner has more uniform toner particles that provide sharper images and require less toner than competitive products. Printing with EA toner consumes less energy, improves reliability and provides a better overall cost of ownership.

#### Solid ink-based printers

With up to 90% less waste to dispose or recycle than a comparable competitive color laser printer, solid ink provides a leap forward for companies seeking more sustainable printing solutions.

### Remove the risk from buying

Total Satisfaction Guarantee: If you are not fully satisfied with your Xerox equipment, Xerox will replace it with an identical or comparable model, upon request—at no cost to you\*. And virtually all Xerox printers and multifunction printers include a one year warranty—many on-site.

\* Total Satisfaction Guarantee

#### Technology leadership

"We are impressed by the quality of the printed materials, the speed of printing which saves us time (and money) and the ease of maintenance for my staff in terms of ink replacement and paper supply."

Judy Sulter  
Founder and CEO  
Competitive Edge, Inc.

#### Seamless integration

Marriot Hotels & Resorts digitized and standardized their invoicing process with solutions from Xerox. The streamlined process freed time to serve their customers. Extend the capabilities of your Xerox multifunction printer with these Xerox software solutions:

##### ScanFlowStore®

Converts printed material into text-searchable digital documents and automatically stores them to the digital archive of your choice—as simple as a file folder on a networked PC to more comprehensive solutions like financial, CRM, ERP or legal applications.

##### Scan to PC Desktop®

Convert printed forms or any other document into fully editable digital files in virtually any file format you need—Word, PowerPoint®, Excel®, PDF, JPG, TIF and many others—in less than a minute. A one-user license ships with most Xerox multifunction printers.

#### Consolidated savings

Save energy, office space and maintenance. A single multifunction printer from Xerox can replace a separate printer, copier, scanner and fax machine.

#### Xerox Earns Fifth Consecutive J.D. Power and Associates Certification



Xerox has set the standard for service delivery, and industry leaders agree. Xerox Services has won numerous awards and met rigorous certification standards including our fifth time with the J.D. Power and Associates program for Certified Technology Service and Support.