

Drive New Revenue With Xerox Production Solutions



Richard Schaublin
Vice President, US Channels Dealer Program



Miguel Foglia
Regional Production Solutions Manager



PRESS AUTOMATION

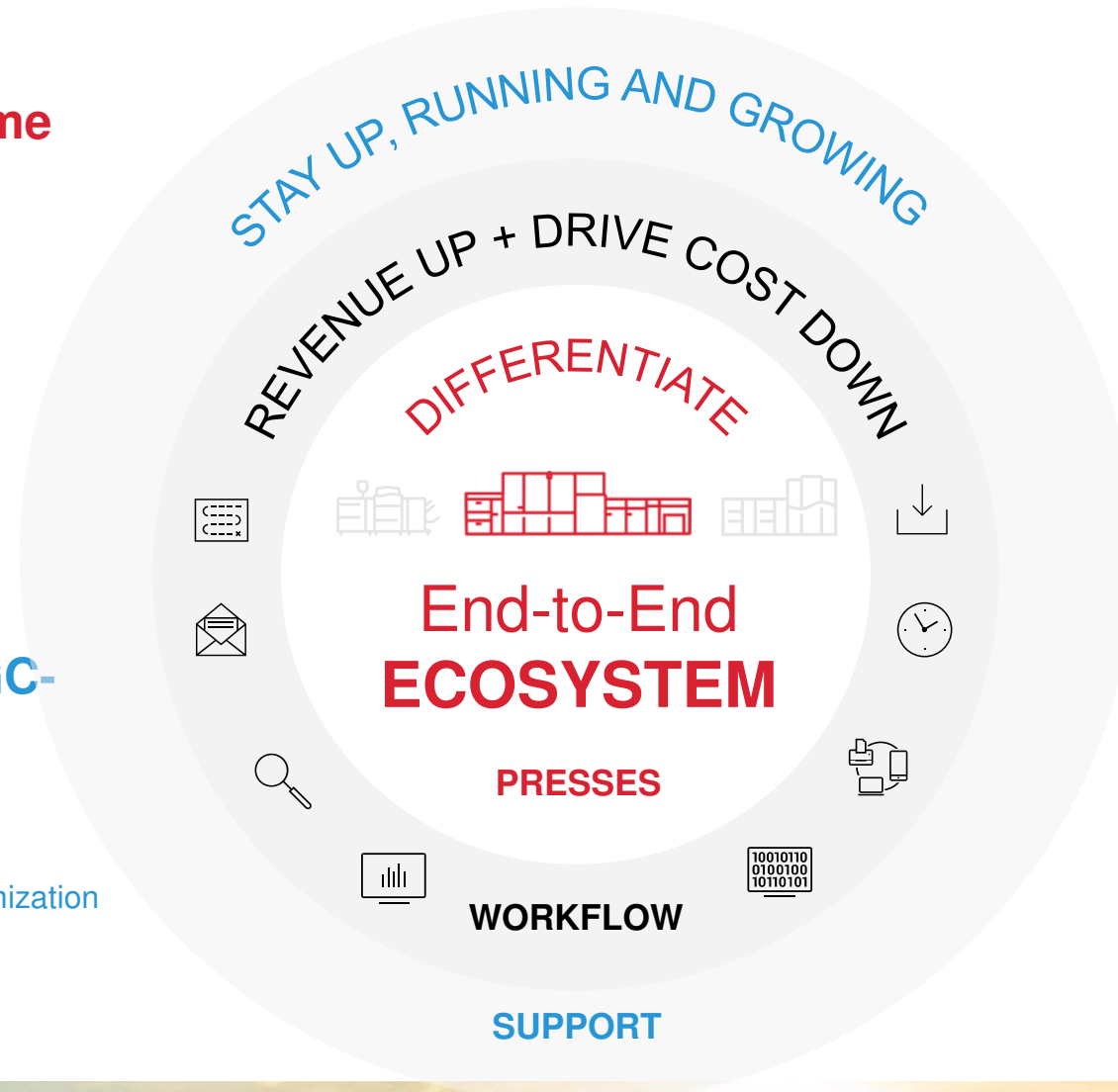
Consistently achieve excellent output + uptime

CareAR Assist
Inline Calibration, Profiling, Density
Color Registration
EZ Press Check
Inline Beyond CMYK
Xerox® PredictPrint Media
Manager Software

Proven Infrastructure SUPPORT

Optimize results with GC-specific support

Level 1, 2, and 3 support
Gil Hatch Center (AMS) IC (EMEA)
File Test, Media Testing, X SIS Customization
Xerox Premier Partner Program
Genesis Initiative
Engineering & 3rd Party Integration



WORKFLOW AUTOMATION
Slash operating costs and boost capacity

Xerox® FreeFlow® Core
Xerox® FreeFlow® Makeready
Xerox® FreeFlow® VI Suite

MARKETING AUTOMATION
Grow your business

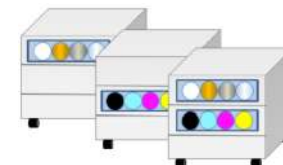
E-Commerce
Campaign Management
Variable Data Publishing
Cross Media Publishing

BTA Production Overview Agenda

September 7, 2023



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Industry Trends with Production Solutions

5%→13%

change in digital page share vs offset (2015–2024)

+15%

print volume growth of Beyond CMYK pages between 2020–2022¹

83%

of consumers will use Web to Print more due to the Pandemic¹

11%

average increase in margin for variable printing¹

GRAB YOUR SHARE WITH

Digital Transformation

¹ Keypoint Intelligence NA Software Investment Outlook 2021

² IT Strategies

Xerox Dealer Panelists

Panelists:



Josh Salkin is a partner at [EDGE Business Systems](#), Roswell, Georgia. He has more than 20 years of document imaging industry experience, all in the Atlanta, Georgia, market. Salkin held various sales, specialist and management positions at IKON Office Solutions and Duplicating Products before joining EDGE as a partner in January 2013. He has been a member of Xerox and Canon's dealer advisory councils and is always eager to learn about new, innovative ways to improve EDGE's go-to-market strategy, as well as help provide feedback to improve the dealer community. Salkin holds a bachelor of science in financial management from the University of Alabama.

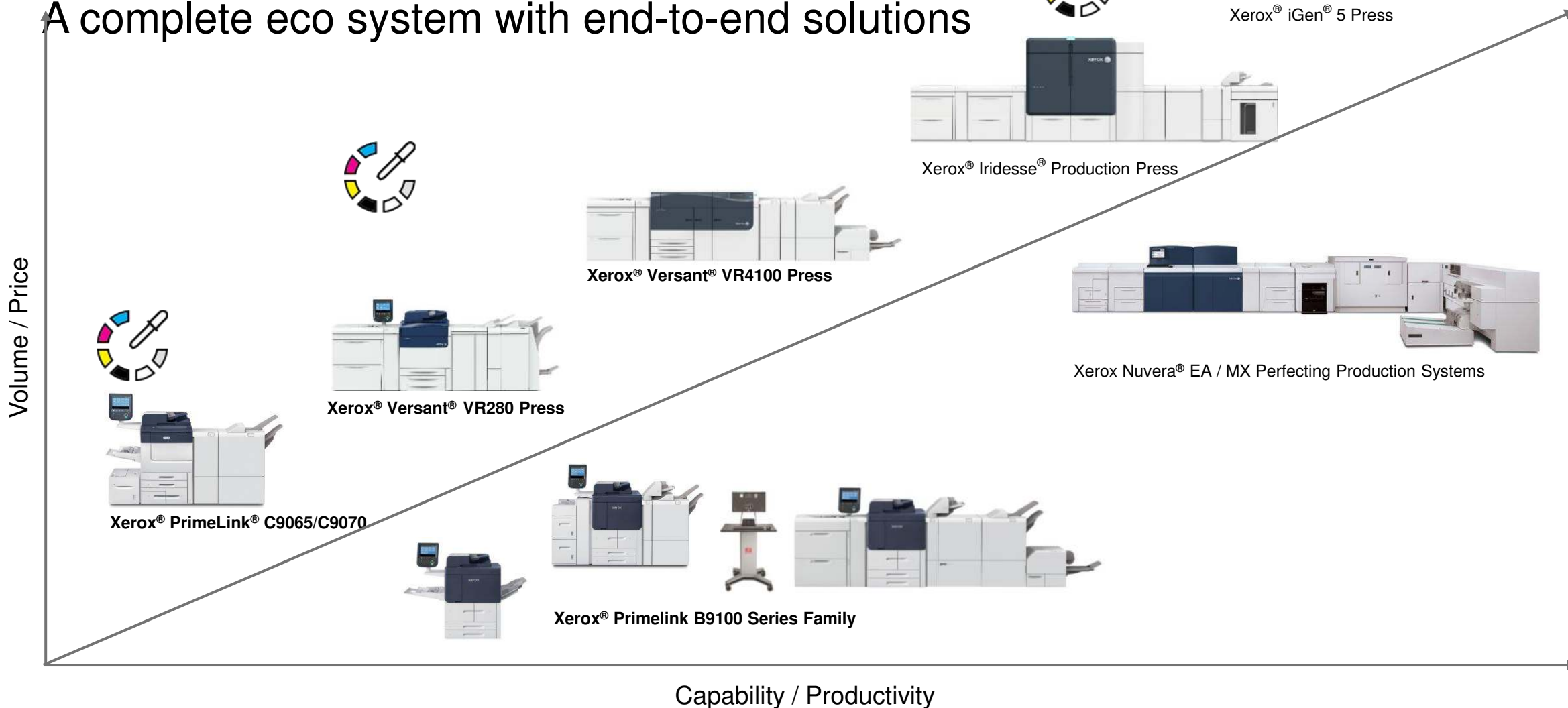


Tim Stanley is problem solver/owner at [TDSiT](#), Lowell, Arkansas. He graduated from the University of Illinois in 1987 with a bachelor's degree in journalism on a full ride athletic football scholarship. Stanley started his document management career in 1988, serving on the sales and national account team for Eastman Kodak. In 1996, Stanley quit his successful, full-time job to start his own business where he would not have to relocate every few years. TDS Inc. outgrew the sole-source Xerox agency program and became a true multiline dealership in 2020. It now can sell, service and provide supplies for Xerox, Epson and Lexmark technologies. In 2021, TDS began doing business as TDSiT and relocated to Lowell.

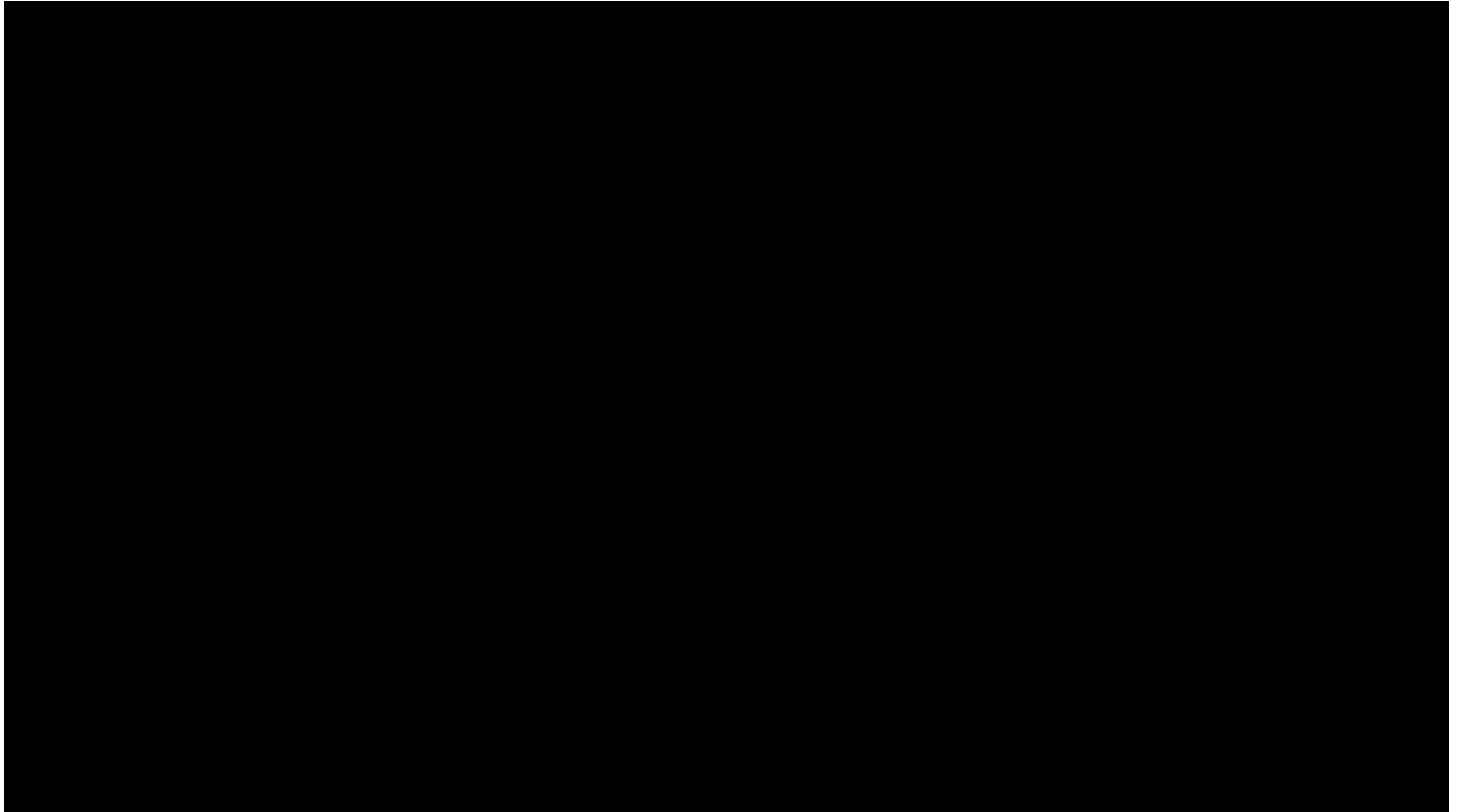


Xerox® Production Portfolio

A complete eco system with end-to-end solutions



GRAPHICOLOR TESTIMONIAL- Leveraging Hardware and Software





Josh Salkin- EDGE BUSINESS SYSTEMS



404.228.4951

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Measure. Simplify. Manage. Secure.

A locally owned, independent dealer, EDGE provides innovative copiers, printers, and software solutions with an exceptional client experience.

[WELCOME TO EDGE!](#)

[SCHEDULE A FREE CONSULTATION](#)



The world's #1
entry production
color printer just
got even better.

Xerox® PrimeLink®
C9065/C9070 and
B9100/9110/9125/9136 Printer

<https://www.youtube.com/watch?v=Guqmqzkg-BUs>

<https://www.youtube.com/watch?v=4FxqProkHNE&t=12s>

Source: IDC WW Quarterly Hardcopy Peripherals Tracker,
Q2 2019 for Unit Shipments within the Color Light Production segment



xerox™

WHY PRIMELINK? We can sell it ...**EVERYWHERE!**

Diverse applications and environments, in color or black and white.

Quick, Franchise, or Enterprise/In-Plant Printers

- Sophisticated jobs, manuals, calendars, catalogs
- High quality output, fast turnarounds

Legal, Insurance, and Healthcare

- Evidentiary/discovery/case management documents
- Built-in Bates Stamping, reduce-to-fit, in-line punch, high productivity
- Meets industry-specific security requirements like FIPS and HIPAA

Service Bureau or Data Center

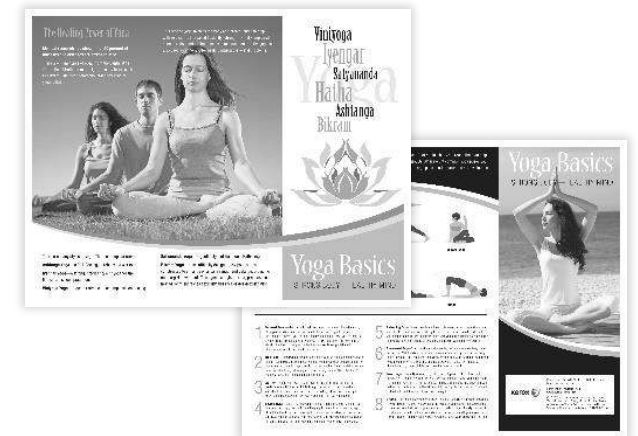
- Statements, bills, schedules
- Data stream support, high reliability

Office Workgroup

- Newsletters, presentations
- Ease of use, on-the-fly changes, data security

Education

- Curriculum materials, workbooks
- Stapled or punched, tabbed, collated or uncollated sets with slip sheets, lay-flat binding, fast copying, and broad media capacity



WHY PRIMELINK? ?a SCALABLE solution!



Versant® 280/4100 Family!

The all-in-one, ever-evolving, scalable, field-proven **profit builder**.
Reimagined to deliver a customized production press with everything you need!



Xerox® Versant® 280 Press (Base Model)



Xerox® Versant® 280 Press w/ ASRS



Xerox® Versant® 280 Press w/ Performance Package



Xerox® Versant® 4100 Press w/ Full Width Array and Predict Print Media Manager

10-bit rendering- a Xerox Exclusive!

UNDISPUTED HIGHEST QUALITY IN THE MARKET!

Let it rip. Nobody comes close!

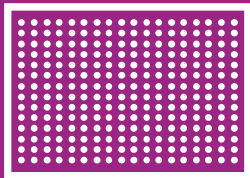
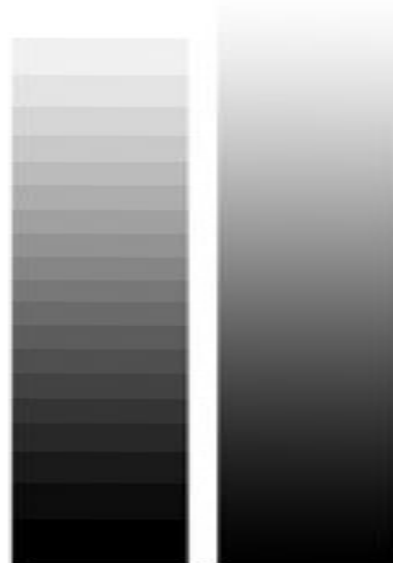
Xerox® Ultra HD Resolution Technology



8 bit = 256
Levels
Reproducible



10 bit = 1,024
Levels
Reproducible



Ultra HD combines 1200 x 1200 RIP rendering with 2400 x 2400 imaging at the engine. While other presses may RIP at 1200 x 1200, Versant/Iridesse are the only ones with a 10-bit pipeline to send data to the engine. That's up to four times more pixel data than other presses.

Xerox® Iridesse® Production Press

The only device in the market with 6 color inline!



Xerox EX-P 6
Print Server



Xerox XLS
Automatic
Feeding Kit



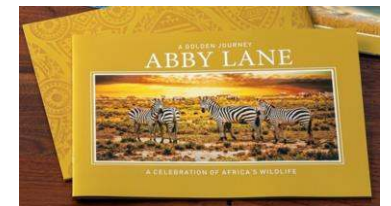
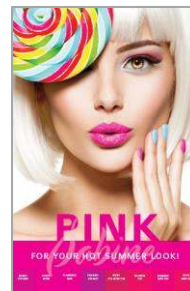
HD EA
Fluorescent
Pink Dry Ink



Xerox
PredictPrint
Media
Manager SW



Inline
Landscape
Booklet
Finishing



WHY ADAPTIVE COLOR?

Xerox® Adaptive CMYK+ Kit

11 colors. A million possibilities.

Keypoint Intelligence/BLI
Outstanding Achievement in
Innovation Award



Xerox Adaptive CMYK+ Kits
Outstanding Achievement in Innovation Award



xerox™

Xerox® Adaptive CMYK Plus Technology

Double your design freedom – get 3 printers in 1



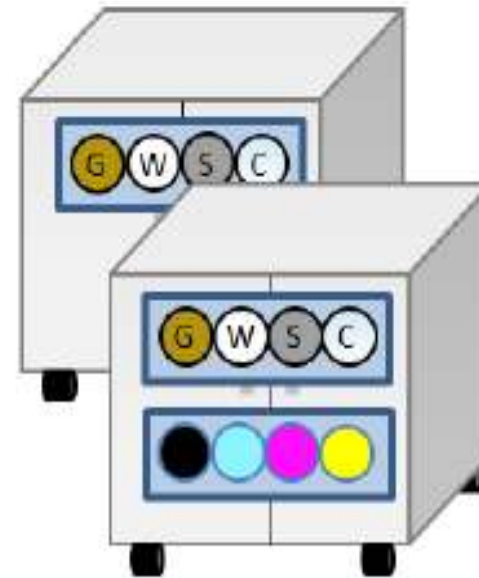
2 Must Choose 1 or 2

- Vivid Toner Package
- Vivid & Fluorescent Package



Package Includes:

- ✓ Quick Connect Trays
- ✓ Storage for Trays
- ✓ Starter Toners Gold/ White/ Silver/ Clear and/or F-C, F-M, F-Y
- ✓ Software from #1



Notes:

1. Customer 10-20 min. swap time
2. May upgrade machine in field PrimeLink
3. Not interchangeable with past or future models.
4. NOT interchangeable with another serial number / device.
5. No mixing and matching of toner combinations



Tim Stanley- TDSiT



TDS IT .COM
WE MAKE IT HAPPEN

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right thing
**BUSINESS
TECHNOLOGY
SIMPLIFIED**
We make IT happen!

Visit us at
203 S. Bloomington St.
Lowell, AR 72745

Call
479.575.0770

Contact
info@tdsit.com

Or our Little Rock Branch at
920 South Spring Street
Little Rock, AR 72201

Call
501.374.7000

[CLIENT PORTAL](#)

[f](#) [in](#) [v](#)

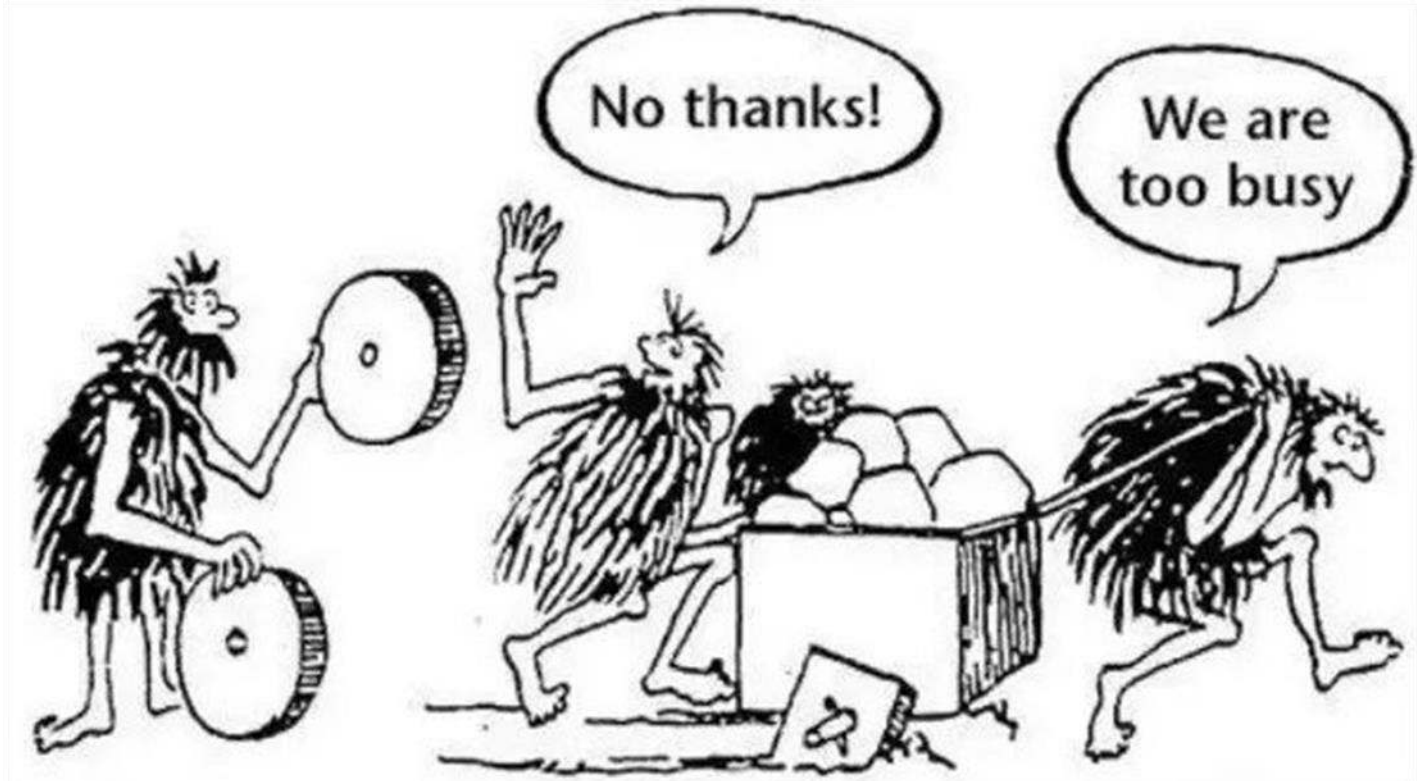
© 2023 by TDSIT

WHY WORKFLOW AUTOMATION?

- **No Designer? No Problem!**
- **Get Jobs Ready to Print in 30 seconds!**
- **Productivity & Labor Savings**
- **Competitive Advantage with Time to Market**

<https://www.youtube.com/watch?v=vPliDBSyNAA>

September 7, 2023



Workflows can almost always be improved.

Inefficient processes impact productivity and add cost.

**Put time back into
valuable work with automation!**

ALPHAGRAPHICS CUSTOMER TESTIMONIAL



September 7, 2023



VARIABLE DATA PRINTING

Remove boundaries from designers and create stunning and creative pieces that are both personalized and relevant



CROSS-MEDIA COMMUNICATION

Deliver high-value and consistent customer journeys across multiple channels – all in synergistic harmony



WEB-TO-PRINT

Not only deliver web-to-print but also marketing portals for clients. Drive efficient, repeat and lights-out operation

XMPie Used Everywhere...in all verticals...

Financial/ Business Services



Retail / Leisure



Education / Non-profit



Public Sector/ Healthcare



Graphic Arts Marque accounts



WHY XMPie?



- **Variable Data Software:**

- Dramatically INCREASE RESPONSE RATES by 5X or more!
- Reduce WASTE

- **Workflow Automation**

- Prepare files in 30 seconds vs. 30 minutes!
- 98% labor savings!!- Monetize this!

- **Cross Media**

- Personalized, 1:1 Print, Email and PURLs!
- 1-2-3 Sales and Marketing Knockout punch!

- **Web to Print**

- Dramatically increase the number of jobs, revenues and profits!
- Convert customer from best STORE in the Mall, instead INTO THE MALL!



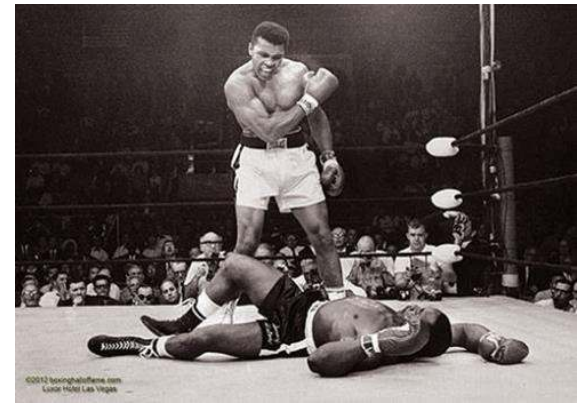


ONE
Iridesse
\$88,200
Service Revenue/Year



89
C8135
\$991/Year
Service Revenue/Year

Xerox Competitive Knockouts!



- **Production Support**
 - Field Production Specialists to work with your teams
 - Virtual Production Specialists and IT Solution Consultants
 - Live, Online Virtual Product Demonstrations of all of our Solutions
- **Gil Hatch Center-**
 - World Class Product demonstration AND Manufacturing facility
- **Industry EXCLUSIVE Ultra High Definition on Versant and Iridesse**
 - Only 10-bit rendering, 1024 Shades of color devices on the planet
- **Industry EXCLUSIVE Specialty Colors: up to 11 Colors on ONE device:**
 - Gold, Silver, Clear, White, Fluorescents
 - Only Device with 6 colors in a single pass: Iridesse

Production Wrap up/ Q&A



For further info, please feel to contact Rich and/or Miguel
Contact Info:

Rich Schaublin:

Rich.Schaublin@Xerox.com

Miguel Foglia

Miguel.Foglia@Xerox.com

