



# 'Forward Together'

## Xerox hosts Partner Summit 2023 June 21-23

by: Brent Hoskins, Office Technology Magazine

Xerox channel partners from around the world gathered June 21-23 in Miami, Florida, to attend the company's Partner Summit 2023. Themed "Forward Together," the summit was the company's first in-person channel partner event post-pandemic; the last such event took place in 2019. Approximately 370 channel partners from the Americas, Europe, the Middle East and Africa attended the summit, in addition to sponsors and Xerox employees supporting the event.

The summit featured product demos in the Exhibition Showcase, networking opportunities and a "Voice of the Partner" panel session with partners from around the globe. It also featured a keynote presentation, "The Race to Relevance in the Era of AI," by Louella Fernandes, director and owner of Quocirca. In addition, there were a

number of breakout educational sessions, ranging from "Enable a Secure Hybrid Workplace" to "Grow with RPA & GPT in the Digital Age" to "The Future of Service Delivery."

The summit's opening General Session began with presentations by the company's top two executives — CEO Steven Bandrowczak and President and COO John Bruno. Both executives focused, in part, on the importance of the relationship between Xerox and its channel partners, and the opportunities presented by the new, distributed workforce.

"We're going to go build and we're going to go forward together," Bandrowczak said. "When we talk about partnership, it's not about product, it's not about the A3 versus A4 debate. It's not about speeds and feeds. It's about how we work together in this ever-changing landscape of technology. I say it all the time: Today is the slowest that change will ever happen in our lives. You can't slow it down.

"You can't slow down the AI engine — ChatGPT," Bandrowczak continued. "You can't slow down digital transformation. You can't slow down inflation. You can't slow down what's happening in labor markets today, capital markets. You can't control that. What we can control is how we bring clients success, how we think about bringing value to our clients in the



*Steven Bandrowczak*



*John Bruno*

future. That's what the next couple of days are about. It's about going forward together."

Noting how Xerox and its channel partners will "continue to drive how the new workplace looks going forward," Bandrowczak emphasized the growing importance of knowing customers intimately. "What are their processes?" he said. "[Channel partners should know] what it's like working inside a hospital, what it's like working inside a university, what it's like working inside a manufacturing plant and knowing what their downtimes are, knowing what the critical periods are ... and how they drive their businesses."

Bandrowczak shared his vision of the level of confidence that Xerox will instill in channel partners, imagining the dialog between a partner and customer, reflecting the continued emphasis on working remotely. "You want to work from Starbucks? You want to work in a plane? You want to work on a train? We don't care, we can help you," he said. "And the technologies that are about ready to hit you, no problem. We're going to help navigate those waters for you, because we've partnered with Xerox and we're going to be able to get it done for you. We've been around for 100 years. We'll be around for the next 100 years and we're going to grow together, team. We're going to grow together."

In his General Session presentation, Bruno continued, in part, with the focus on the changing workplace, noting that around 71% of companies indicate they are "not going back to the way they did business" prior to the COVID-19 pandemic. "Not only are companies saying they're not going back to the way they did things, but they're also acknowledging that the workforce is more stressed than it has ever been," he said. "[Workers] feel less connected. The work they do isn't as seamless as it was ... because, let's face it, for the last 100 years, the place you went to be productive — the productivity platform for business — was the office."

Bruno emphasized the importance of and opportunity in implementing technology to improve productivity for the new, distributed workforce. "We want to be the leading company in the technologies, tools and capabilities around this hybrid workplace," he said. "Why? Because a distributed workforce that is more productive and more engaged will be less stressed by leveraging more technology ... This is absolutely a tailwind opportunity for us." ■

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