



Channel Evolution & Opportunities

Embracing Change & Shaping the Future



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A Fresh Perspective on Channel Evolution

- Resilience and adaptability define our industry.
- Transformations include hybrid work, digital transformation, and evolving client expectations.
- While change is hard, it also brings growth opportunities.

Embracing Macro Trends as Opportunities

The last few years have deeply transformed the Workplace....

HEADWINDS?



71% of Companies to make remote or Hybrid Work policies permanent, IT infrastructure investment continues to increase.



Stress among the world's workers reached an all-time high – again (even higher than 2020) with direct correlation to engagement, retention and wellbeing.



Availability of productivity-enabling technology for both office & remote workers increases employee engagement rates from 24% to 91%.



The Global Datasphere will grow from 33 Zettabytes (ZB) in 2018 to 175 ZB by 2025, creating new sources of competitive advantage.

Shift to a
Hybrid Workplace
is here to stay

The **distributed workforce**
is stressed

Technology improves **employee**
productivity & engagement

Workers need help to be more
productive with unstructured
data, **documents, forms,** and
automated workflows

OR TAILWINDS?

- Enabling a more **productive distributed workforce** across a hybrid workplace
- **Lead the category** in responding to the world the way it is, embracing and directing change
- **Right to win** in attractive print-adjacent markets: **document and form digitization & workflow automation**

Debunking the Myth of the Paperless Office

- The Paperless office has been discussed since the 90s.
- Print remains vital in regulated industries like legal, finance, and healthcare.
- Dealers must balance print services with digital transformation.

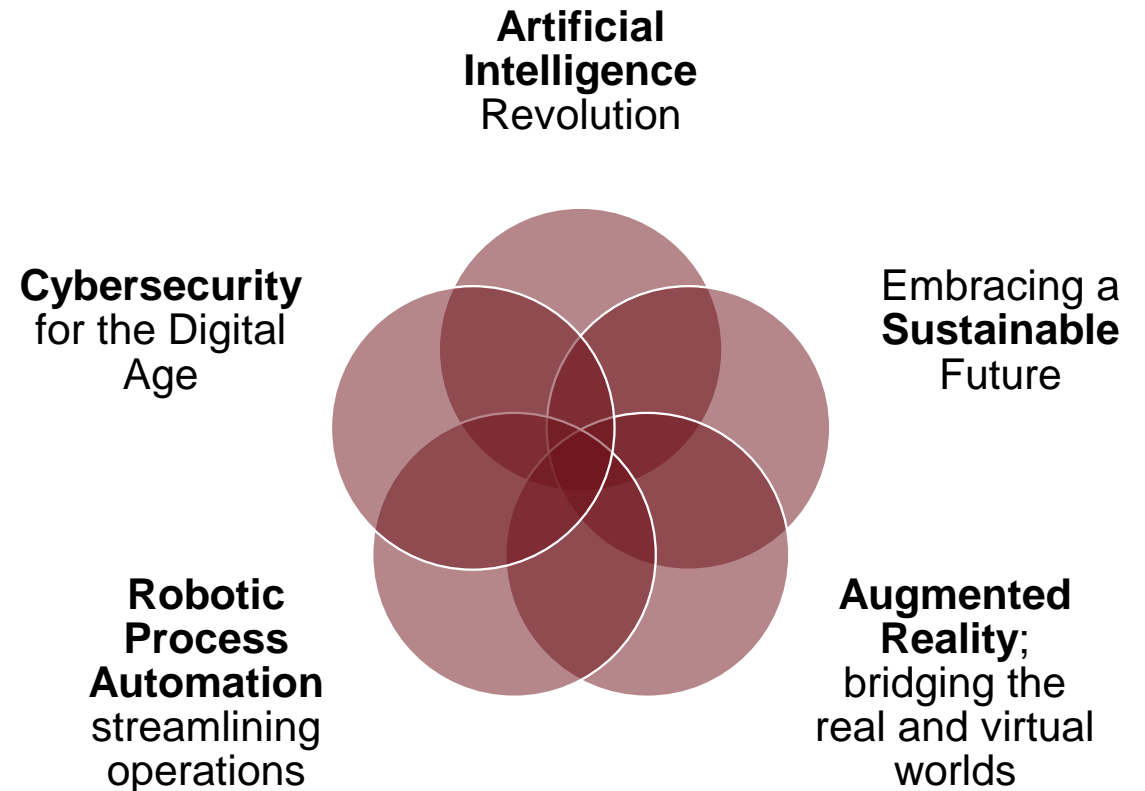
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Chief Digital Officer



Our Mission in a Changing Market...

As **Xerox** pursues a more profitable business and a mix shift towards solutions adjacent to print that promises groundbreaking advancements redefining how we live, work, and connect.

As **Partners** reconstruct their own business by enabling a more productive distributed workforce across a hybrid workplace...



Xerox Global – Digital Services Value Proposition

Accelerate your digital workplace transformation journey

Healthcare | Retail | Government | Finance & Insurance | Manufacturing | | Telco & Utilities | Charity

Document Digitization and Storage

- One-click multi-channel capture (with our office MFDs)
- Easy search and retrieval

Intelligent Document Processing (IDP)

- Pre-trained document models (on billions of documents)
- Unstructured to structured (classify and extract)

Business Process Automation

- Integrate digital data into business workflows and applications
- Pre-built vertical specific use cases

Business Insights

- Proactive monitoring and predictive analytics
- Knowledge agents for continuous learning and improvement

Decisioning & Targeting

- 1st & 3rd Party Data Enhancement
- Marketing Analytics & CRM Strategy

Creation & Composition

- Message Design
- Content Creation

Channel Deployment

- Omni-channel Delivery
- Campaign Orchestration

Technology & Platforms

- Self-Serve Campaigns
- Marketing Automation

Business Optimization

Exceptional Customer Experiences

Business Process Owners, Legal & Compliance, Finance, GBS

Marketing, Brand, Campaigns, Print Shop

50%
Reduction In
Operating
Costs

**Removed
1000 tonnes
Co2 per site**

66%
Reduction in cost
per transaction of
customer services

98%
Task Automation
Rate

**One week
to One Day
Process
Completion**

199%
REVENUE
UPLIFT

£1.5m
ADDED
REVENUE

-5 DAY
CYCLE TIME
IMPROVEMENT

£325K
POSTAGE
SAVINGS

364%
NEW
DONORS

Xerox digital solutions help our partners win bigger and more profitable deals

Our partners in North America can leverage Xerox's print- adjacent digital solutions to unlock new business value for their customers

- Better end-user experience
- Augment workforce skills with AI
- Improve operations efficiency
- Lower cost of compliance

How our Partners are expanding their offerings beyond Print to build the hybrid workplace

SaaS offering: *Intelligent Document Processing for end users as a subscription service ; access the app from MFDs, Mobile phone, desktop*

Managed service offering : *Scanning, Digitization, indexing and storage of millions of images and document records for easy search and retrieval*

Industry solutions: *AI-enabled automation of document-based business processes in legal, education, healthcare, federal and Mfg.verticals*

What are you doing to diversify during this evolution?



Integrating Digital Tools

Are you ready to elevate your clients' workflows?

- Using tools like e-signatures and cloud storage?
- Enabling anywhere access for client documents?
- Streamlining workflows for efficiency?



Turning Data into Action

Are you ready to transform insights into action?

- Are you leveraging customer data?
- Can AI & RPA optimize workflows and automate tasks for your clients?
- How can AR enhance remote support and service efficiency for your clients?



Selling Solutions, Not Just Hardware

Are you ready to deliver value to clients?

- Are you exploring recurring revenue models?
- How are you helping clients with workflow automation and secure environments?
- Are you aligning your strategies to prioritize client value and growth?



Xerox's Role in the Evolution

Are you ready to partner for your clients' future?

- Are you equipped with the right tools and resources to support customer change?
- How can strategic partnerships enhance your ability to deliver for your clients?
- Are you inspired by success stories from dealers leading the way for their customers?

Reflections on Success...

Three years from now,



Envisioning the Xerox of tomorrow



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Our editors met with Xerox's President of North America Channels, Karl Boissonneault, to talk about the amazing reinvention story of the global tech giant... Full interview here [#onexerox](#) [#employerofchoice](#) [#hybridworkplacepartnerofchoice](#)



"We helped partners tackle the complexity of creating a comprehensive offering in the workspace of today. We delivered digital offerings beyond print. We nurtured the right partnerships and enabled the right channels to meet our clients where they want to meet. We were collaborative, cohesive and global to achieve the scale, strength and power we have today"

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