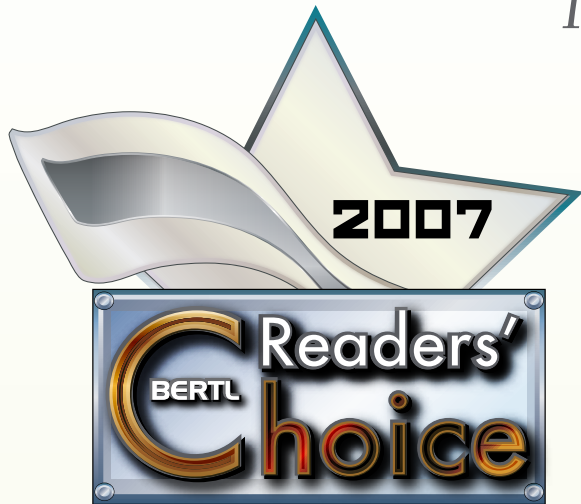


# Readers' Choice 2007

*The Market Has Spoken*



Third Party Partners

Xerox

**Platinum Award**

## About the Award:

MFPs are truly becoming the gateway to enterprise back-end IT assets. Manufacturers have responded by trying to position themselves as solutions providers. They have moved quickly to develop some of their software technology in-house, but for the most part they have relied on 3rd-party software vendors.

The challenge for manufacturers has been to form partnerships with the best-in-class software vendors, directing resellers to a specific vendor for a given technology —variable data printing, document management, or OCR to name a few. However, with an emerging market, often there is no one-size-fits-all product or technology solution. Manufacturers have often presented resellers with a confusing array of choices. They have also at times fallen short of giving resellers the training and background they need to make informed choices.

To learn more about how well resellers think their manufacturer has gotten the balance right between range and manageability, we surveyed resellers to learn the scope and focus of manufacturers' solutions programs.

## About the Winner:

Headquartered in Stamford, CT, Xerox is a \$15.7 billion technology and services enterprise that helps businesses deploy Smarter Document Management strategies and find better ways to work. Its intent is to constantly lead with innovative technologies, products, and services that customers can depend upon to improve business results.

Xerox provides the document industry's broadest portfolio of offerings. Digital systems include color and black-and-white printing and publishing systems, digital presses, and "book factories," multifunction devices, laser and solid ink network printers, copiers, and fax machines.

Xerox's services expertise is unmatched and includes helping businesses develop online document archives, analyzing how employees can most efficiently share documents and knowledge in the office, operating in-house print shops or mail-rooms, and building Web-based processes for personalizing direct mail, invoices, brochures, and more.

The company's operations are guided by customer- focused and employee-centered core values such as social responsibility, diversity and quality augmented by a passion for innovation, speed and adaptability.

## About Readers' Choice:

The Readers' Choice Awards are the cumulative findings culled from thousands of BERTL surveys. Unlike other industry awards which are chosen by a small group of industry pundits, BERTL Readers' Choice Awards are decided by our readers the most experienced, technically savvy and discerning digital imaging equipment buyers and users in the world.