

# Who we are today

**With sales of \$17.6 billion, Xerox is the world's largest technology and services company specializing in document management.** From desktop printers and multifunction office systems to high-speed color presses, outsourcing and digital imaging, we provide the industry's broadest portfolio of document systems and services for businesses of any size.

## Our reach is global

Schools, small businesses, government agencies, commercial printers, Fortune 1000 companies and document-driven industries such as healthcare, legal and financial services – we span all types and sizes of organizations. To reach them we sell through our global sales force, independent agents, dealers, value-added resellers and systems integrators, and online and over the phone.

- We have more than 7,500 sales professionals, 13,000 managed service employees at customer sites and 13,000 technical-service employees.
- Through Global Imaging Systems, a wholly owned subsidiary of Xerox, our products and services are sold and supported through regional office technology dealers in the U.S.
- We extend our global reach with more than 6,500 agents and concessionaries and about 10,000 technology resellers.
- We are allied with IT and business partners that integrate our systems and services into their customer solutions.

**2008 revenue:** \$17.6 billion

**2008 net income:** \$230 million

**Employees:** 57,100 worldwide

**Geographic scope:** 160 countries

**History:** Founded in 1906 as The Haloid Company; named Haloid Xerox in 1958 and Xerox Corporation in 1961

**Fortune 500 ranking:** No. 147

**Fortune World's Most Admired Companies:** No. 1 in computer category

**NYSE symbol:** XRX

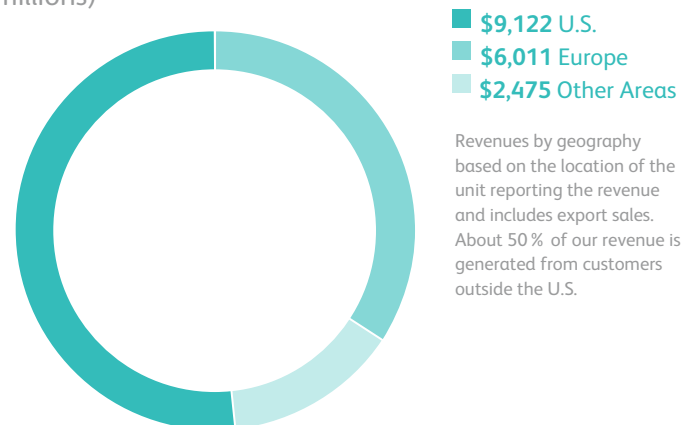
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## Revenues by geography

(in millions)



## The opportunity: \$132 billion and growing

The evolution of the document industry from light-lens to digital, from black-and-white to color and from paper to electronic documents plays directly to Xerox's product and service leadership in an expanding worldwide market.

# What we can do for you

## Document outsourcing and services

Here's how we help our customers through our consulting and outsourcing services:

- Simplify document-driven processes, like forms processing and records management
- Provide services that analyze and improve the use of document systems – printers, copiers, fax machines and scanners
- Manage in-house print operations and special events by handling technology procurement and print/copy centers
- Make information easier to manage and find through digital imaging, archiving and indexing
- Improve commercial print operations through document outsourcing and resources to boost sales and profits

## Production printing

For graphic arts and production environments, we offer these printing systems and services:

- Color and black-and-white digital printers and presses
- Wide-format and continuous-feed printers and copiers
- Business development tools to help grow a profitable digital business
- Publishing solutions for books, on-demand documents, transactional applications, personalized printing and more
- Workflow software to simplify how print jobs are created and managed

## Office solutions

We have the right office printer and services for any business, from small to large, in one city or in thousands:

- Multifunction systems, color and black-and-white, that combine printing, copying, faxing and scanning
- Color network printers, solid ink and laser
- Digital copiers and fax systems
- Software to streamline how information is stored and shared

## Research and development

Innovation keeps us in the forefront of our industry:

- Five percent of our revenue is dedicated to R&D and engineering
- Four R&D centers in the U.S., Canada and Europe focus on color science, computing, digital imaging, work practices, electromechanical systems, novel materials and other disciplines
- More than 8,900 active U.S. patents

## Environmental sustainability

Sustainability can no longer be viewed as a cost of doing business, but as a way of doing business. Our responsibility to the environment focuses on four areas where we can have the most impact:

- **Climate protection:** Because our aim is to be carbon-neutral, we invest in technologies that reduce the carbon footprint of our operations and the document-management solutions that we offer to our customers.
- **Preserving biodiversity and the world's forests:** We work with our customers, suppliers and other stakeholders to support the development of a sustainable paper cycle through paper-sourcing guidelines, recycled paper offerings and services that decrease offices' dependency on paper.
- **Preserving clean air and water:** We strive to eliminate the use of persistent, bioaccumulative and toxic materials throughout the supply chain.
- **Preventing and managing waste:** Our goal is to produce waste-free products in waste-free facilities to promote waste-free offices for our customers. Our proprietary solid ink printers generate 90% less waste than comparable laser printers.



### Our core values

- We succeed through satisfied customers.
- We deliver quality and excellence in all we do.
- We require premium return on assets.
- We use technology to develop market leadership.
- We value our employees.
- We behave responsibly as a corporate citizen.

For more information, visit [xerox.com](http://xerox.com)

