



20/20 PERFECT VISION VAR Program

Combining Visioneer- and Xerox-branded scanner products under a single program.



Capitalize on the Growing Scanner Market

Since 2002, as organizations began to embrace the business value of document imaging solutions, document imaging scanner sales have experienced steady growth. According to a recent study by InfoTrends, growth is expected to continue well through 2014 in all distributed segments with the most growth expected in the Personal and Desktop Workgroup scanner segments. Future growth is attributed to increasing customer interest in document management solutions that are focused on business applications and vertical markets including Healthcare, Pharmacy, Finance, Transportation, Retail and Education.

Current Trends

Vertical markets

- Healthcare is a significant growth area
- Less than 8% of hospitals have a basic EMR system

The Cloud

- Cheap storage, accessible with mobile devices, scanners can enable easy document sharing and collaboration of paper with groups accessed from anywhere

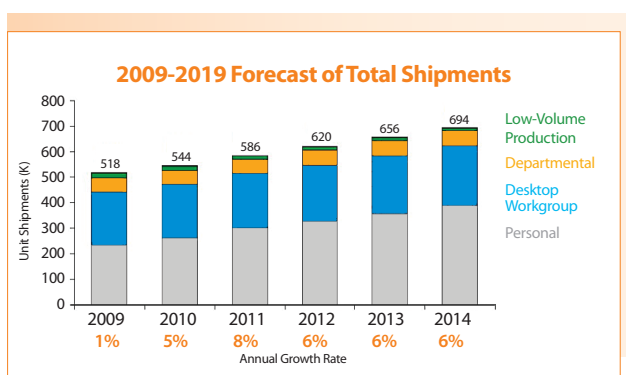
Mobile workforce & mobile products

- Personal devices outnumber PCs 3:1
- Mobile workforce is growing and the enterprise (IT) is accommodating their needs

Visioneer® and Xerox® Scanners, an Award-Winning Team

Visioneer provides a broad range of scanning solutions for the desktop, distributed and departmental document imaging markets as well as the mobile and remote business scanning segments. In 2003, Visioneer combined its leading scanner technology with the Xerox brand recognition to develop the Xerox® DocuMate® product line. Visioneer and Xerox DocuMate high-performance business scanners and imaging software solutions offer users speed, image quality, advanced paper handling and ease-of-use with exclusive Visioneer OneTouch™ technology. These products have received numerous awards in 2010 including an Editor's Choice Award from Better Buys for Business iGuide, an Outstanding Achievement Award from Buyer's Laboratory and PC Magazine's Editor's Choice Award.

VAR Benefits at a Glance	20/20 Perfect Vision Program		
	Elite VAR	20/20 VAR	VAR
Sales Incentives			
Incentive Rebates (Net hardware purchases)	Up to 10%	Up to 6%	No
Discount on demonstration units	Yes	Yes	Yes
Sales incentive programs (contests & promotions)	Yes	Yes	No
Customer evaluation unit program	Yes	Yes	Yes
Design registration program	Yes	Yes	No
Meet Comp Pricing	Yes	Yes	No
Sales Support			
Dedicated sales rep	Yes	Yes	No
Inside sales support	Yes	Yes	Yes
Sales and Marketing Tools			
Sales tools, including comparative and competitive product guides	Yes	Yes	No
Electronic product literature	Yes	Yes	No
Link from the Visioneer and Xerox scanner websites to VAR's website	Yes	No	No
Training and Product Support			
Product Support Updates	Yes	Yes	Yes
800-number technical support	Yes	Yes	No
Beta unit evaluation	Yes	Yes	No
ASP Program (Authorized Service Provider) discount	Yes	No	No
Help Desk Certification Program discount	Yes	No	No
VAR Requirements			
Quarterly purchase requirement	Yes	Yes	No
Marketing activities	Yes	Yes	No



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E-mail Inside Sales at 2020@visioneer.com or call 925-251-6399

To meet the needs of VARs who focus on selling document imaging solutions, Visioneer®, a Xerox® licensing partner, is proud to offer both its Visioneer- and Xerox-branded products under a single reseller partners program.

20/20 VAR Program

Generous Earned Incentive Rebate Program for 20/20 VARs:

Quarterly Instant and Volume Incentive Rebates (VIR) based on the following net hardware purchases.

	Net Sales per Quarter	VIR
<ul style="list-style-type: none"> 3% Instant Rebate for new partners and existing partners that compete their marketing requirement 	Instant Rebate	3%
	\$7,500 – \$14,999 /quarter	3%
	Total (Up to)	6%
<ul style="list-style-type: none"> Additional tiered VIR (Back end rebate calculated automatically at end of every quarter) as follows: 	Elite Status	
	\$15,000 – \$29,999 /quarter	4%
	\$30,000 – \$49,999 /quarter	5%
	\$50,000 or more /quarter	7%
	Total (Up to)	10%

Marketing Development:

20/20 VARs will earn \$500 in Marketing Development Funds (MDF) after \$15,000 in net quarterly hardware purchases. MDF to share the cost of marketing fliers, sales blitz days, call campaigns etc. Marketing activities must be pre-approved at www.visioneer.com/2020 via the MDF Request Form.

Elite VARs will have their logo displayed on the Visioneer and Xerox scanner website with a link to the VAR's web page for Visioneer and/or Xerox scanners

Discounted Demo Units:

Scanner products are available for demo purposes to VARs at up to 50% off SRP through your distributor. Demo units not eligible for resale for 6 months.

30-Day Customer Evaluation Program:

A trial unit of any Visioneer or Xerox DocuMate scanner is available based on minimum unit opportunity requirements. Some restrictions apply.

Help Desk Certification Program:

The Visioneer Certified VAR receives direct access to escalation level Technical Support to help with integration issues and environmental changes, as well as the authority to process RMAs directly through Customer Service without problem verification. Restrictions apply, visit www.visioneer.com/2020 for details.

Authorized Service Provider (ASP):

Do you prefer to service what you sell? Sign up to be authorized to service Visioneer and Xerox DocuMate® Scanners. Visioneer approved ASPs will receive training (WebEx in most cases), service manuals, parts list and more. Restrictions apply. Contact Visioneer Inside Sales for more information at insidesales@visioneer.com

Subject to change without notice.

20/20 VAR Requirements

Partner Profile and Market Focus:

- Value-added resellers and specialty vertical market solution providers who do more than 50% of sales with personal contact. No online price leaders.
- Pricing and availability provided by VARs distributor of choice
- 20/20 and **Elite** VARs must not engage in low price advertising on the web

Activation:

(For purposes of earned VIR payments by Visioneer)

- 20/20 Perfect Vision application submitted by VAR and approved by Visioneer
- Training complete with Visioneer via webinar
- New 20/20 partners earn 3% Instant Rebate (At distributor of choice) for the current calendar quarter they are approved
- Existing 20/20 and **Elite** VARs must perform an approved MDF activity and/or provide a success story once per quarter to be eligible for 3% instant rebate as well as VIR

Quarterly Requirements:

- To maintain 20/20 and **Elite** status, partners must complete and submit to Visioneer a Quarterly Marketing Activity (QMA) proof of performance or a customer case study at www.visioneer.com/2020
- 20/20 VARs must make at least \$7,500 in quarterly net hardware purchases to qualify for VIR
- Elite** VARs must make at least \$15,000 in quarterly net hardware purchases to maintain **Elite** Status

How to apply:

- Visit www.visioneer.com/2020 and complete the application form, or email 2020@visioneer.com for more information

Questions:

- Contact inside sales at 925-251-6399 Opt. 4 or email 2020@visioneer.com

Eligible Products: Visioneer and Xerox Documate Scanners (No Refurbs)