



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

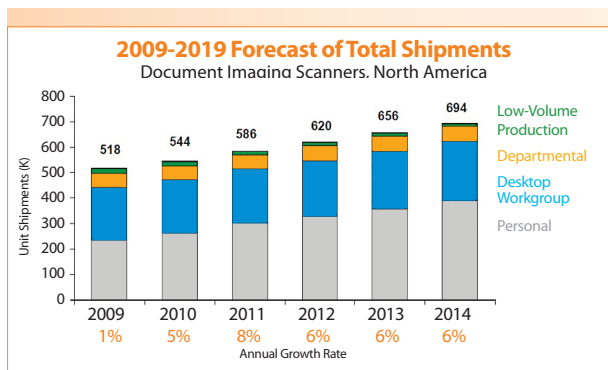
Mobile workforce & mobile products

- 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			
Volume Incentive Rebate (VIR) Program	Up to 12%	Up to 7%	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			
Sales lead referrals	Yes	Yes	No
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	Yes	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)	Yes	Yes	Yes
VAR Requirements			
Quarterly purchase requirement	Yes	Yes	No
Marketing activities	Yes	Yes	No



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visioneer.com | xeroxscanners.com

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 Volume Incentive Rebate Program for 20/20 VAR:

Quarterly Volume Incentive Rebates (VIR) based on the following net purchase levels of Eligible Products:

Marketing Development Funds: 20/20 VARs will earn \$2,000 in Marketing Development Funds (MDF) in the first year only after \$25,000 in net purchases of Eligible Products.

Robust Marketing Support:

- A VAR partner page at the Visioneer and Xerox scanner websites that link directly to the 20/20 VARs web page for Visioneer and/or Xerox scanners

Sales per Quarter	VIR
\$12,500 – \$24,999 /quarter	3%
\$25,000 – \$49,999 /quarter	4%
\$50,000 – \$99,999 /quarter	5%
\$100,000 or more /quarter	7%

20/20 VAR Recognition:

- Prominent recognition on the Visioneer and Xerox scanner public websites, including logo placement, products and service descriptions, and a link to the **Elite** VAR web pages featuring 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.

Customer Evaluation Program: Evaluation units available to customers through VARs for up to a 15-day period under the vendor's customer evaluation program.

Help Desk Certification Program - (Optional \$): 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 <http://www.visioneer.com/2020/> for details.

Subject to change without notice.

20/20 VAR Requirements:

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

Partner Profile and Market Focus:

- Value-added resellers and specialty vertical market solution providers who focus on providing products and services to the document imaging market and vertical customer segments such as legal, healthcare, government, finance/ insurance, and real estate. Must do more than 50% of sales with personal contact

Quarterly Purchase Requirements:

- 20/20 VARs must make quarterly net purchases of at least \$12,500 in combined Eligible Products (including enhanced warranty programs) to qualify

Marketing Activities:

- 20/20 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
- Must perform a marketing activity promoting Visioneer/ Xerox scanners and/or provide a success story once per quarter

Pricing:

- 20/20 and **Elite** VARs must not advertise pricing via the web

How to apply:

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

NEW Elite VAR Program

All the benefits of the 20/20 VAR program and more!

- Volume incentive rebates PLUS instant rebates
- Access to special pricing, field sales and escalated technical support
- Access to helpdesk certification and marketing tools

We invite you to apply for membership in the Visioneer 20/20 Perfect Vision Program at www.visioneer.com/2020

Elite VARs:

- 20/20 VARs who achieve a minimum of \$125k per quarter and \$500k per year will be invited to join the **Elite** Partner Program and receive instant rebates in addition to VIR

Sales per Quarter	Rebate
1st Quarter: \$125,000	(instant) 5%
2nd Quarter: \$125,000+	VIR 7%
Total	12%

Elite VARs Requirements:

- Elite** VARs must achieve a minimum of \$125k per quarter and \$500k per year and maintain that average sales level
- Elite** VARs must purchase one qualified demo unit upon acceptance by Visioneer into the program
- Elite** VARs must perform a marketing activity promoting Visioneer/Xerox scanners and/or provide a success story once per quarter
- Elite** VARs will be invited to Visioneer Sponsored Partner and User Events

Eligible Products:

Visioneer and Xerox Documate® Scanners (No Refurbs)