



Case Study **Xerox**

The imaging industry has evolved over the last decade. Key players like Xerox recognized the opportunity to stay relevant in the marketplace by expanding their core offerings to include managed print services and IT related services. It was an easy transition that helped them gain a larger footprint with their customers and stay on the forefront of innovation. As Xerox positioned themselves to fill the needs of workplace solutions and printing technologies, it was a no-brainer to add collaboration AV technology tools to their portfolio.

Although Xerox found themselves with a desire to offer conferencing and collaboration technology, they soon realized that partnering with an experienced AV solutions provider was essential to fully meet their clients' needs. Xerox learned about Profound Technologies through the company's business development efforts, and through this blossoming relationship, they understood how Profound could be a valuable partner in the AV space. The integration firm's previous success with others in the document imaging industry impressed Xerox, especially since they had negative experiences with other AV companies.

Early in the partnership, Xerox saw that this business relationship would be easy and incredibly helpful. According to the partner, "Profound Technologies is able to be flexible with us and provide a quick and easy add-on to our line of work, with very little effort on our end. We previously worked with an AV company that was unprofessional and did a poor job, but with Profound's team, it is as different as night and day."

Trevor Depp, Account Executive at Profound Technologies, had been working closely to Xerox and is excited about the partnership's success. Trevor explained, "It works out well that they don't need to be knowledgeable with the AV equipment. We can support them on customer facing and sales presentations and handle the technical side. All they have to do is make the introduction!"

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With Xerox's new product line through Profound Technologies, they have already started offering AV equipment and services to their existing book of business. In only a few short months, Xerox brought Profound in on conference room opportunities with a national brewing company and a large law association, which led to a finished project and renewed relationships with their customers.



Since completing their first project together, Trevor is excited about growing the partnership and stated, "It felt great to work with Xerox because they trusted us to get the job done and they were very easy to work with. It sounds like there is a great future of opportunities together."

"We were thrilled with the law association project," a representative at Xerox said. "Once we finished with that, I immediately introduced Profound to more of our sales team and IT managed services. I'm excited to see what other projects we complete together, and am happy to have satisfied customers at the end of the day for both of us."