The Xerox® ProfitQuick® Suite of Financial Modeling Tools

We understand your business.

Your Advanced Marketing Business Companion

**Xerox® ProfitQuick® Direct Marketing ROI Planner**—Taking full advantage of the Direct Marketing ROI Planner is simple.

You only need to enter a few important pieces of data for the Return on Investment (ROI) of a direct marketing campaign. These results, however, are simple to understand and directly attributable to the Return on Investment (ROI) of your marketing campaigns. The Key Results window and the Break Even Point (BEP) for Incremental Cost Justification sections are key. The Break Even Point (BEP) for Incremental Cost Justification is impressive in its results, yet is amazingly easy to navigate. The only data you need to add is in the Key Campaign Data section. You will then spin the Tuner Wheels to customize your opportunity scenarios prior to simply pressing the green Calculate button.

**True Projections for Profitability**

The Direct Marketing ROI Planner is a powerful Xerox marketing tool designed to demonstrate and project the complete ROI of a direct marketing campaign. It is not just another ROI calculator but an advanced provider of true projections and results to evaluate the effectiveness of your direct marketing projects, giving you the ability to compare campaigns and evaluate risk. The Direct Marketing ROI Planner is the business partner of marketers to forecast and report results to their board of directors. It is an instant score card and a true campaign enabler that not only presents standard statistics, but also outlines the overall profitability of the products or services sold.

**Forecast your direct marketing results.**

The Direct Marketing ROI Planner enables you to see all the figures and results of your direct marketing campaign to an impressive level of business detail. It is also a great forecasting tool that allows marketers to compare different campaigns. Now you can quantify your risk of transitioning from conventional marketing to 1:1 direct marketing.

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**Direct Marketing ROI Planner**

**Key Results**

<table>
<thead>
<tr>
<th>Revenue per Sold Item</th>
<th>Response Tuner</th>
<th>Cost Savings / Extra Costs</th>
<th>Revenue per Sold Item Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>$154.80</td>
<td></td>
<td></td>
<td>$445.75</td>
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<tr>
<td>$250.00</td>
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<td>$316.80</td>
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<td>$0.77</td>
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<tr>
<td>$1,000</td>
<td></td>
<td></td>
<td>$0.77</td>
</tr>
</tbody>
</table>

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**BEP - Final Client Response Rate**

**Current**

- **Number of Acquired Prospects**: 4,277
- **Acquisition Cost per Prospect**: $15.40
- **Conversion Rate**: 4.00%
- **Number of Clients Acquired**: 100,000
- **Estimated Optimistic Response Rate**: 8%
- **Estimated Conservative Response Rate**: 4%
- **Cost Savings / Extra Costs**: $77,000
- **Estimated Value per Prospect**: $15.40
- **Revenue per Sold Item**: $194,000
- **Estimated Value per Prospect**: $15.40
- **Break Even Point (BEP)**: $250,000 (24.19%)
- **Incremental Asset Value of Prospects**: $4,277

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**Key Campaign Data**

<table>
<thead>
<tr>
<th>Response Tuner</th>
<th>Break Even Point (BEP)</th>
<th>Estimated Value per Prospect</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$250,000 (24.19%)</td>
<td>$15.40</td>
</tr>
</tbody>
</table>

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**Direct Marketing ROI Report**

**Current**

- **BEP - Number of Acquired Prospects**: 4,277
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**For more information about Xerox® ProfitQuick®, contact your Xerox sales representative. To learn more about the Xerox® ProfitAccelerator® comprehensive portfolio of world-class resources, visit www.xeroxdigitalhotspot.com.**

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Xerox® ProfitAccelerator® Digital Business Resources help you grow your profits, revenues and success every step of the way. The ProfitAccelerator Collection offers something for everyone in the organization. The collection helps support executives, sales and marketing and operations throughout the entire business development process. Xerox has a team of professionals committed to your success that delivers consulting, sales, marketing, workflow and application development services. ProfitAccelerator Resources are delivered worldwide through a network of several hundred customer business development professionals, including Xerox sales and marketing managers, analysts, business development consultants and external consulting partners.
The Xerox® ProfitQuick® Suite of Financial Modeling Tools

Whether you’re thinking about the next five to seven years, the job you have to turn around in the next 24 hours or justifying your 1:1 campaign, the ProfitQuick® suite of financial modeling tools helps you ensure the technology you invest in and your ways of doing business deliver bottom line results.

Drive out costs. Drive up efficiency.
ProfitQuick ezBusiness Planner—Succeeding Digital: The Easy Way
How much monthly volume or how many jobs do you have to print until your business is generating a positive cash flow? Which jobs are your top money-makers? With the ezBusiness Planner, you can analyze the “what-if’s” and the “why-nots” to formulate fact-based, long range business plans that can put you at the forefront of digital success.

How the ProfitQuick ezBusiness Planner Works
Your data, your future.
The ezBusiness Planner enables you to plug in your operational data such as consumables, equipment and other costs, and in return it generates:
- A customized, up to 6 volume projections financial plan
- The actual month when you can expect your cash flow to become positive
- Cost breakdown in a digital printing business model
- Monthly breakdown of revenues, costs and profits/savings

Price it right.
ProfitQuick ezJob Estimation Tool—Price it right for costs, profits and a competitive edge.
As competition heats up in the printing arena, you are called upon to meet big challenges every day: faster turnaround, shorter runs, more complex jobs, all as competitors nip at your heels. We know to win business, you must quickly put together quotes that both appeal to customers and maintain your profitability. The ezJob Estimation Tool provides fast comparative information to help you determine your costs, the most cost-effective way to print the job and how to price it just right.

How the Xerox® ProfitQuick® ezJob Estimation Tool Works
Enter the facts. Compare the options.
With the ezJob Estimation Tool, specifics about the job you have been asked to quote on are entered, for example; finished size, paper, number of pages and run length, your prepress costs, your press and finishing equipment.
As a result, you will see:
- A personalized cost estimation comparison
- The run length crossover point between digital and offset workflows or outsourcing so you can make the right business choice for every job
- Detailed job costs—see where you can save—and profit/savings opportunities for any run length and any workflow you choose
- Easy comparison of costs between workflows and examples of the digital advantage
- Easy “what-if” analysis

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**Profit, Cost and Revenue versus Volume**

**Cost Breakdown by Volume**

**Financial Summary by Volume**

**Production Time**

**Crossover (Cost/Run Length)**

**Production Cost**