



*The INSIGHT Group*

STRATEGIC ACCOUNT MANAGEMENT ASSOCIATION (SAMA) RECOGNIZES XEROX ACHIEVEMENTS

Strategic Account Management Association (SAMA) recognizes Xerox as the Premier Global Account Program of the Year and Tom Dolan, Xerox President of Global Accounts Operation, as the SAMA Executive of the Year. Founded in 1964 and with over 3000 current members, SAMA is a knowledge-sharing organization dedicated to developing individuals and companies involved in the process of developing strategic account relationships.

In presenting Xerox the Premier Global Account Program of the Year award, SAMA stated that Xerox has greatly increased loyalty and sales with its 50 most strategic global clients by focusing on customer intimacy. Led by Tom Dolan, President of Global Accounts Operations, the team concentrated on making it easier for its international customers to do business with Xerox on a global basis by providing services and solutions that support their requirements to achieve greater productivity and reduce costs. As a result of the Xerox's efforts, the company experienced growth rates in its premier global accounts of four times other accounts.



Upon accepting the awards, Tom Dolan commented, "I might also point out that we used an external consulting group the INSIGHT Group to help us shape the critical elements for success. It was a plus to have a 3rd party validate the requirements for success."

In 2005, INSIGHT Group led a strategic Xerox initiative to develop the comprehensive global account plan and then assisted in the launch of the program. Over the next 3 years, INSIGHT Group provided assistance in training the initial Client Managing Directors, assessed the progress of the program, developed an 18 month updated detail Strategic account implementation plan and helped design a plan to rollout Xerox's first industry unit.