

Building Relationships and Strengthening the Community in 2010

By Vincent Scire, vice president of Greater Philadelphia, Xerox

February is already here but I wanted to take a moment to share a belated New Year's Resolution with the business community of Greater Philadelphia. Xerox's long-term goals of social responsibility and corporate citizenship have helped us become ingrained in the region, but this year I'm going to take it one step further. I'm going to make certain that the community and our customers alike consider Xerox a trusted partner.

"Let's build our businesses together" is one of my favorite phrases and demonstrates perfectly how I feel about the relationship Xerox has with this community. The region supports us and in turn we bring back value by partnering with local events, activities, non-profit organizations and the Chamber of Commerce.

This value proposition also applies to our local customers. We're hearing again and again that companies are looking for a partner rather than a vendor. Creating a strategic relationship and joint venture meets business objectives for both companies. Meeting sustainability and cost reduction goals are common targets right now, but perhaps most importantly, we help our customers drive value for *their* customers – paying it forward to further strengthen the community.

For more on Xerox's involvement in the local business community, please call us at 267-468-6056 or email us at Jill.Piecko@Xerox.com.