Managed Print Services: The next leap forward

How next-generation MPS can kick-start six top business initiatives

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Taking managed print services to the next level

Ensuring all your print infrastructure is optimized for your business is clearly a priority – that's why you implemented a managed print service (MPS) to begin with.

As the business landscape has evolved, so too have the capabilities offered by MPS vendors such as Xerox. Far beyond basic break-fix services, next-generation MPS helps you streamline business processes, gain deep insight into how work gets done, increase efficiency and support your digital transformation.

Next-generation MPS builds on the basic MPS foundations, tapping the power of analytics and intelligent devices to support better ways of working.

At its heart, next-generation MPS is still about printing and documents – but it's also about data, processes, mobility, security, productivity and more. It has the potential to touch and improve every area of your organization where documents are created, output, captured, transformed, managed or shared.

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Taking managed print services to the next level

How next-generation MPS can help

MPS has always helped you reduce costs. Next-generation MPS can deliver other benefits that have a major impact on your bottom line over a longer timeframe, by freeing up money and staff to drive innovation, and kick-start a positive cycle of change.

But next-generation MPS is about much more than that. Done strategically, next-generation MPS supports your whole organization, with a wide range of applications, including:
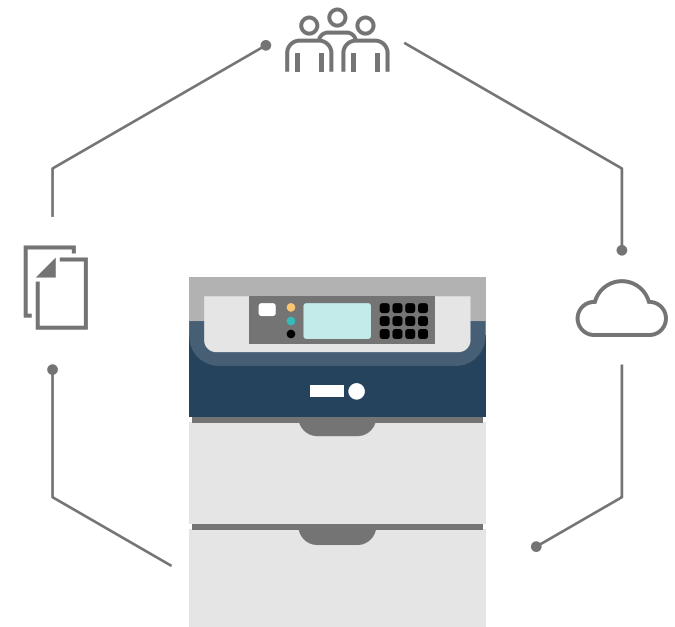
- Digitizing workflows and replacing manual, paper-based processes

- Helping your team perform key tasks much more efficiently and work more productively

- Moving your documents and data to the cloud, allowing team members to work anywhere, anytime

- Deriving new insights from the data already living in your print and document workflows

- Working in a more sustainable way

- Making key information more secure

Starting from the fundamentals of printing and documents, your next-generation MPS journey could take you almost anywhere. Are you ready?

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Who this guide is for

This guide will be helpful if you:

- Own a business transformation initiative – such as a program to leverage mobility, security, cloud computing, sustainability or digital transformation.

- Already have MPS in place and want to go further with it. (If you're new to MPS, you might want to have a look at this blog post first.)

- Have a suitable MPS partner and want to develop your relationship with them further. (Or you're reviewing your contract in order to squeeze more from your MPS.)

- Currently engage with purchasing and IT, but need to communicate the value of MPS to the wider organization.

- Hold a senior position in Operations or Finance.

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About this eBook

We'll look at six key areas where next-generation MPS can have a positive impact on your organization: mobility, security and compliance, cloud computing, sustainability, digital transformation and continuous improvement.

Each of the following sections focuses on one of these themes. This modular structure means you can read the eBook in sequence, or focus on the themes most relevant to you.

To supplement our best-practice advice, we've also asked an independent MPS analyst for his thoughts. Randy Dazo is a Group Director at InfoTrends, a strategic consulting firm specializing in document solutions. You'll find his informed and impartial perspective on the issues we cover in side panels throughout the eBook.

06
Productivity and continuous improvement

01
Mobility

05
Digital transformation

Next-generation MPS

02
Security and compliance

04
Sustainability

03
Cloud computing

Expert view

Randy Dazo

Group Director
Office Document Technologies
InfoTrends

"Start having conversations about value, not just costs."

Many organizations have cut costs by maybe 20 to 30% with first-generation MPS. So that raises the question of what they could expect from the next generation.

The proposition has to shift from cost to value. While their MPS partners might still be providing print, the information generated needs to be used to focus on documents and processes rather than users and devices.
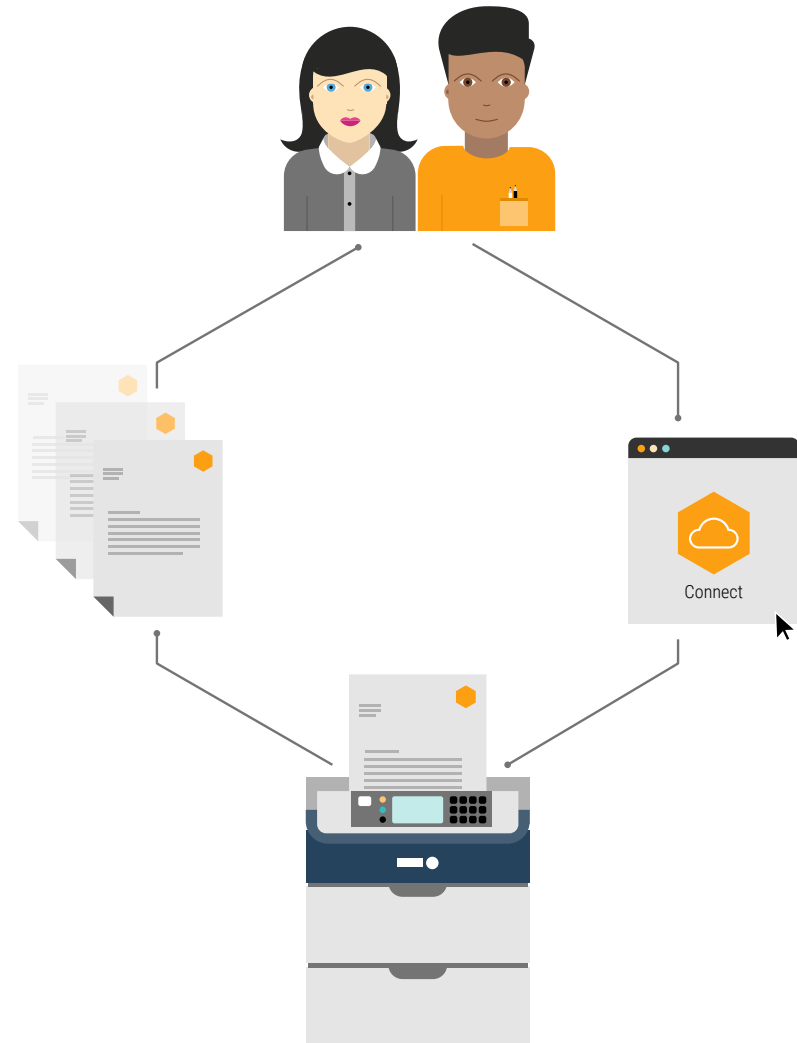
It's crucial to work with a vendor who can uncover the opportunities in each area, and who has a vision that goes beyond just printing. They may have the tools and the data, but can they use them to take you to the next level?

Next-generation MPS happens more at the line-of-business or process level, where the most urgent pain points – the important things to change – are usually found. A good next-generation MPS provider will be able to pinpoint these opportunities, and help explain them to C-level executives.

Who we are

We're Xerox. We know business documents and workflows like no one else. This workbook is the result of hundreds of engagements with companies just like yours. We're here to help you any way we can, whether as your partner in next-generation MPS or simply in optimizing the way you use print and documents.

01
Mobility

How next-generation MPS can help your people work anytime, anywhere
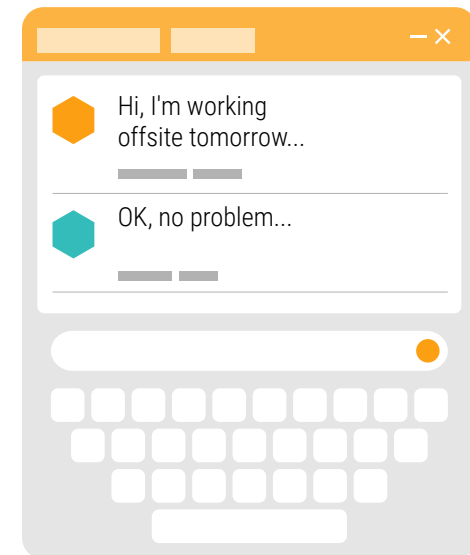
**01
Mobility**

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Keeping up with your mobile workforce

These days, people need to work whenever and wherever they want. Empowering mobile workers means accelerating decision-making, encouraging collaboration and helping people find a work-life balance that boosts engagement and forestalls burnout.

The increasing consumerization of IT has changed people's expectations about work. Increasingly, they want the same simple, streamlined and "always-on" experience at work that they already enjoy on their smartphones and tablets in their private lives. As more millennials enter the workforce, this becomes a requirement, not just a nice-to-have adjunct.
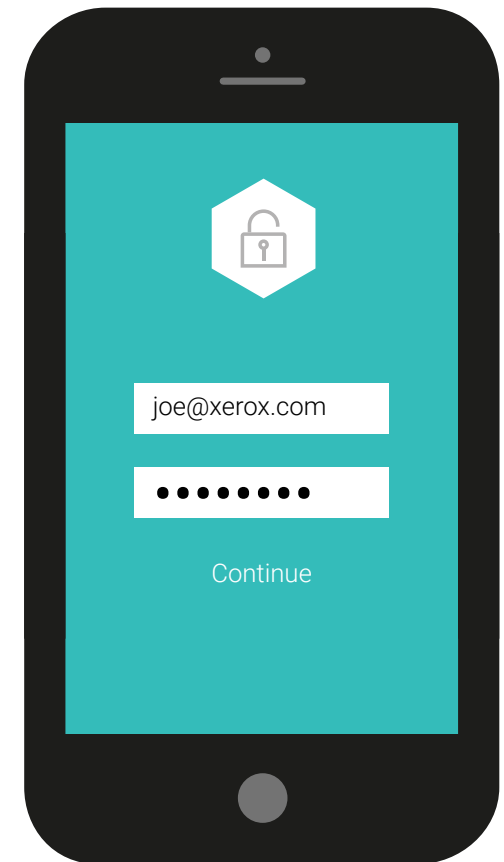
By adopting a mobile-first strategy for your current and future IT infrastructure, you have the potential to greatly simplify your overall technology stack, and maximize adoption and use. Next-generation MPS can play a tactical and strategic role in this migration to digital.

Mobile printing allows your print fleet to serve whoever needs it, wherever they are. Remote workers, people sharing the same working space in a "hot-desking" system and staff visiting other branches can all use the same printing functionality, regardless of location.

Hi, I'm working offsite tomorrow...

OK, no problem...

Keeping up with your mobile workforce

- Beyond providing basic mobile printing services, your knowledge of the flow of documents – informed by MPS reporting – will help you **define the structure** of mobile working processes, so your teams don't just improvise their own ways of working with the devices they already have.

- Provide people with a **simple mobile app for printing**, so they can "plug and play" with no printer drivers to download and install – and none of the security issues associated with that process.

- Give users access to **public printing** facilities in hotels, business centers, campuses, office retailers and more.

- Transfer **common activities** that people do every day to the mobile experience – such as reading, sharing and saving documents.

- Give people **new ways to collaborate** through their mobile devices so they stay more productive when they're on the move, through solutions such as Xerox® Digital Alternatives.

- Ensure **printing is always secure**, even when it's done over the internet. (See the section on security on page 13.)

- Establish **device-neutral workflows**, so knowledge workers can do the same tasks on desktop, laptop, tablet or mobile, ensuring important work is never interrupted simply because a particular device is out of reach.

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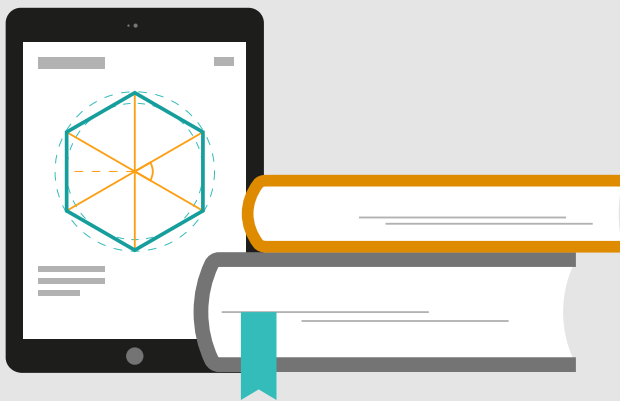Continue

Cases in point

Freedom to print

CSU Fullerton is one of the 23 campuses in the California State University system, the largest university system in the U.S., with over 400,000 students.

"Digital first" is one of the five technology strategies adopted by CSU Fullerton's Division of Information Technology. "Technology infrastructure and mobile computing all play an important role in the day-to-day life of our students," says Amir Dabirian, Chief Information Officer and VP of IT. "Students expect to have high-quality technology available in their education. We have to meet those expectations."

CSU Fullerton was quick to adopt mobile technology, and by 2009 had developed iFullerton, a mobile app offering everything from campus maps to Titan radio. Mobile print was a natural next step.

A solution provided by Xerox allows faculty members to print to devices throughout the campus from anywhere using their smartphones and iPads. Whereas people used to bring piles of paper to meetings, now documents are distributed or scanned digitally, using Xerox® technology. The system also includes a range of security safeguards.

Overall, the Xerox® solution has saved over $250,000 in paper consumption, as well as improved sustainability. CSU Fullerton uses the savings to purchase more iPads and drive digital transformation even further.
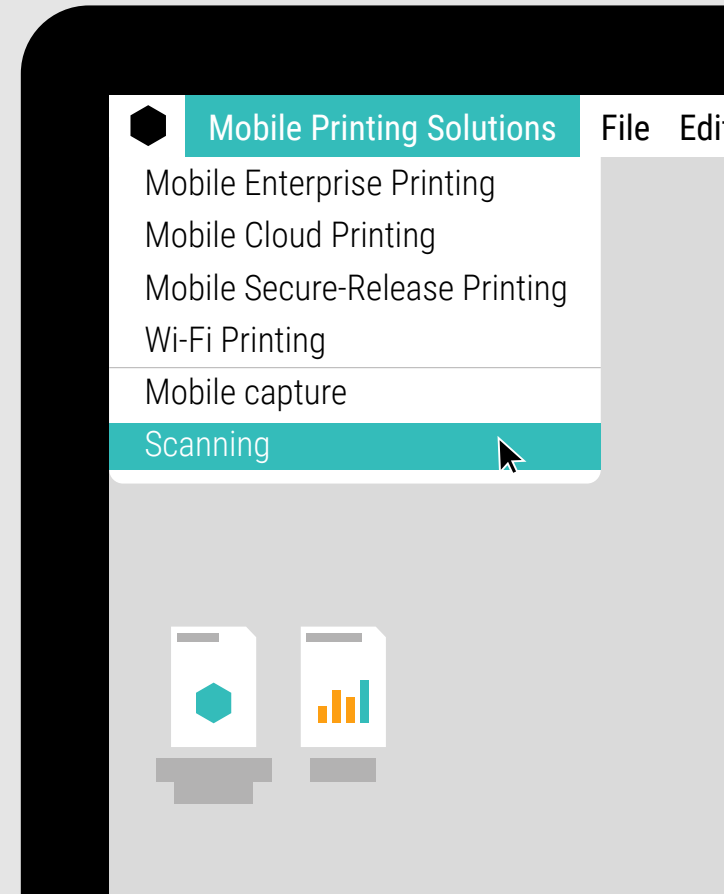
Expert view

Randy Dazo

Group Director
Office Document Technologies
InfoTrends

"Understand there are different ways to mobilize printing."

There are several types of mobile printing solutions available: mobile enterprise printing, which is a closed system; mobile cloud printing, which is more open; mobile secure-release printing, where people use their own devices to release printed documents at the printer; and Wi-Fi printing, where the printer and device are close by.

Mobile capture, or scanning, is another key area. Today, documents can be captured on a wide range of devices, including multi-function printers and mobile devices. Mobile printing and scanning represents a massive opportunity to improve, but organizations need to make sure that adoption happens as part of a structured business process, not just ad hoc with users doing whatever works for them.

Mobile Printing Solutions   File   Edit

Mobile Enterprise Printing
Mobile Cloud Printing
Mobile Secure-Release Printing
Wi-Fi Printing
Mobile capture
Scanning

02
Security and compliance

How next-generation MPS can keep your data safe, no matter who's printing it

02
Security and
compliance

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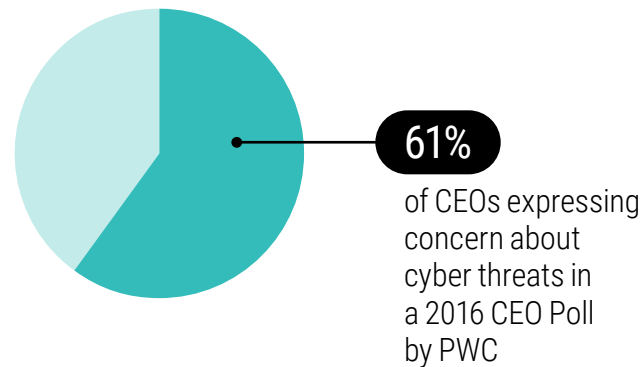
Protecting your biggest business asset

As businesses are digitizing more and more critical data, security and compliance have moved up the strategic agenda – especially in light of some high-profile data breaches over the last few years.

Security is now a business imperative, with over **61%** of CEOs expressing concern about cyber threats in a 2016 CEO Poll by PWC. The need to protect commercially sensitive data, defend intellectual property and safeguard the privacy of customers, partners and employees is only increasing.

Mobile working and cloud computing have created new security challenges:

- Networks are more open-ended than ever before, with a myriad of devices connected to them.

- People access essential data via the internet more often than a physical network.

- Employees use consumer applications and cloud services with near-impunity, even within organizations with strong policies against such use.

61%

of CEOs expressing concern about cyber threats in a 2016 CEO Poll by PWC

02
Security and
compliance

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Protecting your biggest business asset

The simplest way that data can leak out of your business is, of course, on paper. A printed page can carry the most confidential of information and go almost anywhere unnoticed, potentially becoming a security and compliance nightmare.

In that respect, printing represents a very real security threat – but one that's all too often overlooked. That's why savvy organizations make sure they're on top of who's printing what, where and why, to make sure paper doesn't become a security "hole."

How next-generation MPS can help

Overall, next-generation MPS gives you far greater control and visibility over the use and movement of documents and information within your organization. Instead of multiple, unconnected printers and devices, you have a single, unified system for setting your own rules and making sure they're being followed. Next-generation MPS helps you control printed content through device security and user authentication. It also keeps content in digital format where possible to avoid paper security concerns.

More specifically, next-generation MPS can help you:

- Manage digital content with **roles-based access** through Xerox® Content Management Services.

- **Audit file usage** with e-Discovery.

- Support content storage in a Xerox® **private cloud**, or your own firewall-protected infrastructure.

- **Manage printing end-to-end**, from receipt of job to desk delivery, so you know exactly where and when important information is printed, and who's printing it (with solutions such as Xerox® Secure Print Manager Suite).

- **Track printers** throughout your fleet, so you know exactly what devices are installed where they're located.

02
Security and compliance

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Protecting your biggest business asset

- Track **behaviors** that could create security risks

- **Monitor devices** connected to your network

- **Audit devices for security compliance**, rather than inspecting each one by one

- **Implement security patches** to keep devices up to date

- Manage and enforce user **authentication/ authorization** (with technologies such as keycard plus PIN) before people print, or before they can collect their printouts

- Put **stronger financial and cost controls** in effect. Two examples: Monitor print levels at department or office levels for more accurate chargebacks to their budgets, or by allocating printing budgets to teams or individuals with prepaid swipe cards

- Generate **detailed reports** on print usage and costs

- **Add encryption to documents** to prevent unauthorized distribution

- Set up **secure printing**, so uncollected documents are automatically deleted, or queued documents remain secure even if the device itself is hacked

- Protect printers and other devices against **viruses**

02

Security and compliance

Case in point

Defending the data

A global defense company was concerned about noncompliant multifunction devices being attached to their network, which was used to process customer data across multiple businesses and international locations. They needed a solution that would bring their printer fleet into compliance and prevent future risks – but they also wanted to foster communication and productivity among the workforce.

Our next-generation MPS portfolio helped the company get a much firmer grip on its data. Xerox® Print Security Audit Service ensured that all devices were compliant and now monitors them continuously. Xerox Secure Access Unified ID System® prevents unauthorized printing, while password protection controls access to certain devices. Finally, Scheduled Image Overwrite ensures that the printers don't retain any record of documents they've printed, which could potentially be recovered even after the devices are scrapped, sold or relocated.

"We now have the systems and controls to prevent data breaches today and to respond quickly to new threats in the years ahead," says the company's IT decision maker.

02
Security and
compliance

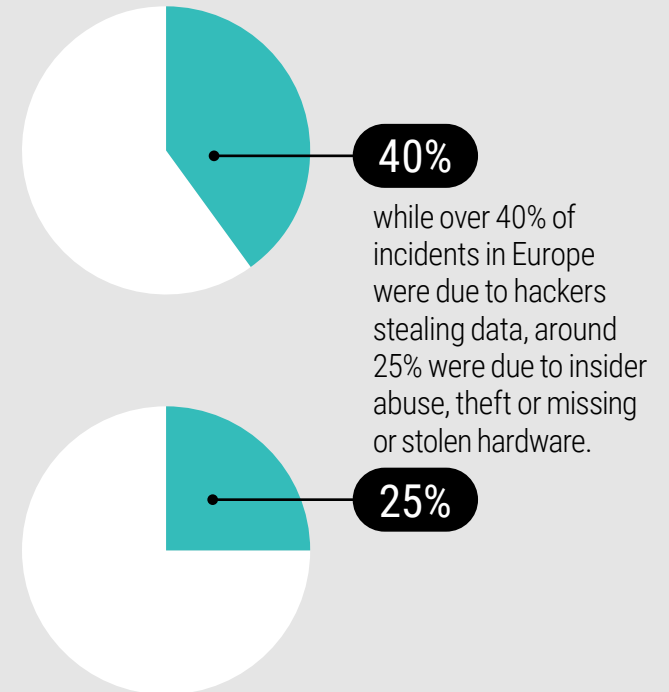xerox.com

Expert view

Randy Dazo

Group Director
Office Document Technologies
InfoTrends

"Security begins at home."

Organizations don't always appreciate that security has expanded from external threats – hackers trying to break in – to include internal threats resulting from people having access to data and the ability to take it out of the organization.

For example, in 2014, while over **40%** of incidents in Europe were due to hackers stealing data, around **25%** were due to insider abuse, theft or missing or stolen hardware.

That puts the spotlight on authorization, accountability, identity management and encryption. In general, it's about managing and protecting information at the source, rather than trying to build "walls" to keep people out. The mobile experience is a big part of that, and so are documents and printing.

40%

25%

while over 40% of incidents in Europe were due to hackers stealing data, around 25% were due to insider abuse, theft or missing or stolen hardware.

03
Moving to the cloud

How next-generation MPS can keep your cloud-based solution flying high

**03
Moving to
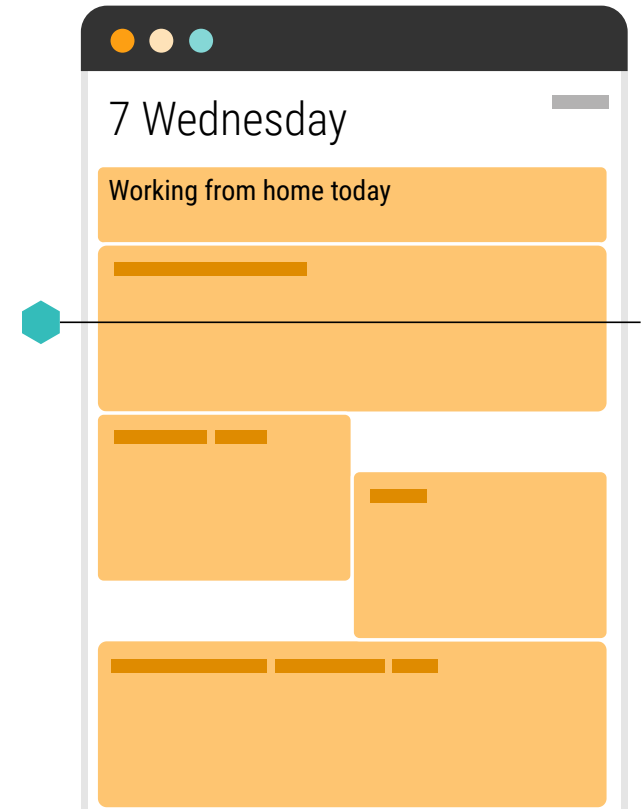the cloud**

Managing the cloud

In many companies, adoption of cloud-based applications and services has relieved a few major IT headaches. The need for ever-more expensive on-premise servers is gone, and anyplace, anytime access to applications, platforms and services has arrived.

But a few headaches remain, and a couple of new growing pains have developed in the process of moving IT infrastructure to the cloud:

How do you keep your documents safe and in order?

How can you make them available for collaboration without inviting utter chaos?

How can you incorporate cloud components into existing workflows?

7 Wednesday

Working from home today

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Managing the cloud

How next-generation MPS can help

Just as more and more of your applications are moving into the cloud, your documents can move there too. Next-generation MPS can support this in a number of ways:

- Implement **cloud content solutions** (such as Xerox® DocuShare® platform) to provide a central repository for all your documents hosted in the cloud.

- Deliver **personal and office productivity capabilities** for improved collaboration, so users may collaborate more freely while maintaining enterprise security; such as with Xerox® Content Management and Xerox® Digital Alternatives.

- **Digitize routine office processes**, such as document review and sharing, using tools such as Xerox® Digital Alternatives, which replicate many of the functions traditionally supported by paper so the documents involved can move to the cloud.

- Deploy **workflow automation solutions** (such as an industry workflow solution from Xerox®) to make important tasks easier and simpler to accomplish, leading to greater employee productivity.

Some of these solutions can be implemented as standalone tools at any point along your digital transformation journey.

The idea is simple: think about how your people are using documents, then find the best tools for digitizing those activities and moving them into the cloud with a security wrapper.

04
Sustainability

How next-generation MPS can help you help the planet

04
Sustainability

The quest for sustainable success

Today, sustainability is an important goal for most businesses. People – and the organizations they work for – understand that they need to work sustainably as well as effectively. They're becoming more conscious of the environmental, economic and social impacts of their work, and they're considering how to reduce them.

Sustainable working helps conserve natural resources and mitigate climate change. That alone is reason enough to pursue it, but there are plenty of benefits for the organization, too.

Most sustainability initiatives deliver incremental cost savings – so it's not a question of choosing between head and heart. And sustainability also boosts your image in the eyes of customers, shareholders and partners, potentially offering a crucial point of difference between you and your competition.

The quest for sustainable success

How next-generation MPS can help

Next-generation MPS is all about smart management and offers great sustainability "quick wins" – improvements that you can achieve in a short timeframe, but with real benefits that will continue to pay off over the long term.

It can also fit into your wider sustainability initiatives, harmonizing with them and offering a visible, relatable complement that everyone can get behind. Since nearly everyone prints, everyone can understand goals such as saving paper, energy or toner. Working toward more sustainable printing is a great way to enlist grassroots support from employees who want to make an environmental contribution, paving the way for more ambitious initiatives later on.

More specifically, next-generation MPS can help you:

- Accurately **analyze the environmental impact** of your printing – power consumption, CO2 emissions, trees – and calculate carbon offset costs.

- **Optimize the print environment** by reducing the size of your device fleet or phasing out energy-hungry devices, so you only have the printers you really need.

- **Do more with less** by improving device utilization or optimizing the physical location of devices, so you get the most from your printing assets.

- Identify **paper- or print-intensive** processes, output areas and users.

- **Recycle** old or non-essential devices and used supplies.

- **Switch to new, more environmentally friendly technologies** such as high-yield paper, solid inks and emulsion aggregate toner.

- Automatically **direct print flow to the most appropriate device**, so people don't even have to think about the most sustainable way to print the document at hand.

- Set **print quotas** at the individual or team level, to promote a mindful approach and encourage people to consider whether they really need to print.

- Enforce **print guidelines**, such as always printing two-sided, so you don't have to rely on people remembering or observing the rules.

- **Take paper out of processes completely**, so workflows no longer rely on printed documents.

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05
Digital transformation

How next-generation MPS helps transform the way you work

05
Digital
transformation

Digitizing work

Digital transformation takes old, inefficient processes – many based around paper – and replaces them with new, streamlined processes based on digital technologies. Most importantly, this supports improving both the employee experience and your customer's experience. It can be a win-win-win.

Paper is often a symptom of problems within an organization. Paper-based processes tend to be slow, cumbersome, imprecise and inefficient. They have the effect of making information less agile and more difficult to transfer or exchange, which makes communication and collaboration more difficult. With too many processes like that, any organization inevitably finds it harder to serve its customers promptly and effectively, because their employees spend more of their time on low-value paper-related tasks.

In contrast, digital processes are fast, lean, accurate and economical. They "design out" many of the problems that result from using paper. And on top of that, they're usually cheaper and more sustainable, too.

Digitization is a priority for many organizations. A 2015 survey by InfoTrends found that around 45% of firms defined "shifting paper processes to electronic digital processes" as a business priority for the next year, placing it second only to reducing costs – of all types, not just print.

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Digitizing work

How next-generation MPS can help

Next-generation MPS provides a powerful support for business-change initiatives. Working from the bottom up, it uncovers opportunities for digital transformation – and many of its components can form part of your new, digital work process, too.

Next-generation MPS can help you:

- **Reduce unnecessary** steps for your best knowledge workers

- Improve the ways your users **locate information** with a single view to multiple repositories

- **Collaborate** with one another quickly, with simple workflow support to manage day-to-day tasks
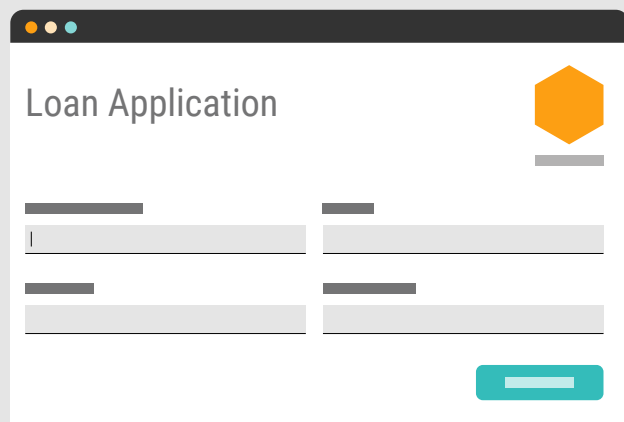
- Quickly tackle the **form completions, signature gathering, and document review** that make up much of the working day

- **Analyze your workflows** to identify paper-intensive processes and find opportunities for digitization and automation (through solutions such as Xerox® Workflow Assessment Services)

- **Automate and digitize your workflows** (via platforms such as Xerox® Workflow Automation Solutions)

- **Track the movement of documents** through your organization and highlight slow or redundant process steps (using solutions such as the Xerox® Document Analytics Service)

- Identify where people are spending too much time **dealing with paper**

- Deliver a digital on-ramp to your core business functions via **scanning and information extraction**, so you're no longer re-keying information, or dependent on paper records

- Provide the infrastructure and technology to create a **smoother, seamless task experience for all knowledge workers**

- Deploy tools with same **affordances of traditional paper-based processes**, so people don't feel deprived of the functionality they've always relied on

For more on the role that next-generation MPS can play in digital transformation, check out our Paper-to-Digital Transformation Workbook.

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Digital
transformation

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Case in point

Speeding up loan processing

There are many areas where automating workflows brings major benefits. Processing loan applications at financial institutions is just one example.

For better or worse, paper documents are still at the heart of loan applications. And that means the loan application process at many banks is mired in slow, error-prone manual processes. Loan departments need an automated way to capture information from multiple sources (including third parties such as credit reporting), tag it consistently and route it to the loan officer.

The Xerox® Workflow Automation Solution for Loan Application Processing helps streamline these document and information flows, delivering information where it's needed and automatically trigger process decisions and error checks.

With content management built in, different people can easily collaborate and manage revisions – but confidential information is always kept safe.

Everything integrates with existing systems, so branch staff and loan processors can use the applications they're familiar with, while still getting the most from the new platform.

The result is improved customer service, fewer errors and less time to revenue.

05

Digital
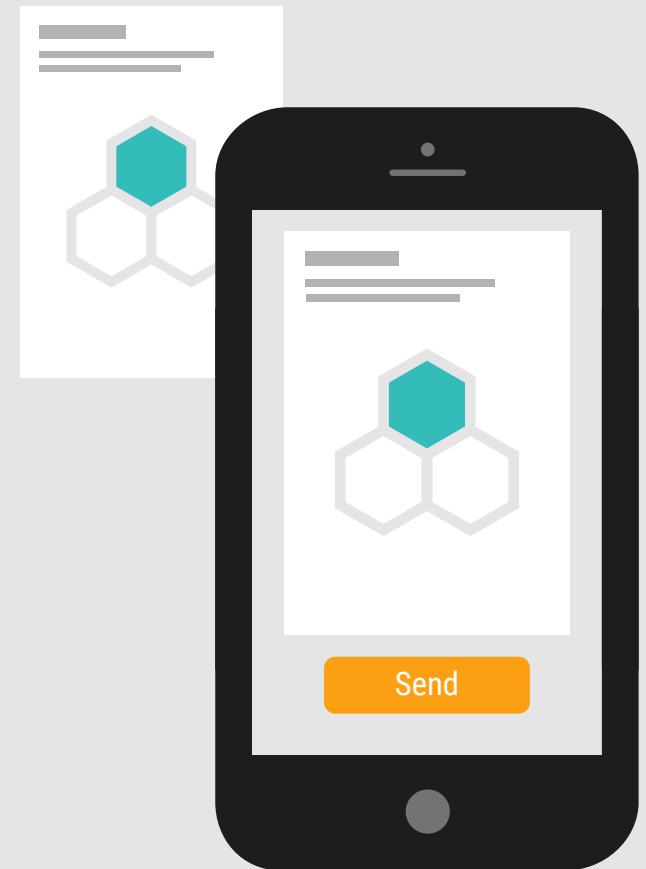transformation

Expert view
Randy Dazo

Group Director
Office Document Technologies
InfoTrends

"Structure your change."

Our research in Europe shows that scanning to email and desktop has overtaken printing as the main activity people carry out on multifunction devices.

That proves that digital transformation is happening, but it also suggests that it's happening in a relatively piecemeal, unstructured way. Knowledge workers are using their existing skills to take the transformation on themselves.

Organizations have to take control of digitization, so they know what people are doing and can put the right structure and tools in place. Change needs to be measurable and auditable, and part of a structured process.

05
Digital
transformation

06
Productivity and continuous improvement

How next-generation MPS can help you keep on getting better

**06
Productivity
and continuous
improvement**

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Leaner, sharper, faster

The concept of the "lean organization" originated at Toyota during the 1980s. The core aim is to maximize the value offered to customers, while minimizing waste – or, more simply, to do more with less.

"Lean" originated in car manufacturing, but it makes just as much sense elsewhere in the business world. Becoming lean isn't about isolated tweaks or sporadic efficiency drives. It's less of a project, more of a process – one supported by a particular mindset. Instead of focusing on particular areas of the organization, lean thinking looks at how products or services flow through entire value chains that may touch multiple technologies, assets or departments.

It sounds simple: a lean organization orients all core processes toward helping customers, and changes or removes anything that doesn't add value. The ultimate goal is an organization that meets customer needs with zero waste and maximum productivity.

You may never be able to achieve the ultimate goal – if only because customer needs are always changing, so your target never stays still. But the real point of lean thinking is to maintain a continuous focus on reducing waste and inefficiency, so the organization is always thinking about what could be improved. The point is not to arrive, but to keep traveling fast.

Customer needs

Product

Services

06
Productivity
and continuous
improvement

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Leaner, sharper, faster

How next-generation MPS can help

Next-generation MPS supports lean thinking by shifting the focus from grassroots, hands-on priorities to the bigger picture.

While basic MPS is concerned with managing the printing function of your fleet, next-generation MPS is concerned with the flow of documents and information through your organization, irrespective of which technologies, devices or teams are involved along the way. It can show you opportunities to reduce waste and increase productivity at every level, from saving paper and toner right up to digitizing business processes to make them completely independent of paper.

The foundation of lean thinking is information. Unless you know how your processes currently work, you can't begin to change them. By providing comprehensive data on printing and document use, next-generation MPS helps you base your decisions on fact, not estimates or hunches.

Here are some of the specific ways next-generation MPS can support continuous improvement:

- **Use analytics data** to highlight areas to improve print usage (by person, department or function), document management and business processes

- Encourage **behavioral change** among people who use printing services, so they fully buy in to the idea of continuous improvement (via solutions such as the Xerox® Print Awareness Tool)

- Help you calculate the **total cost of ownership of your print fleet**, so you can benchmark improvements against competitors, industry best practice or your own historic costs

- Help you develop **what-if scenarios** to extrapolate current improvements into the future, or estimate the impact of changes you're considering

- Help you create a **road map for continuous improvement** (a service that is included as part of Xerox® next-generation MPS services)

- Feeding MPS data into **quarterly business reviews**

For more information on how analytics can help you achieve continuous improvement, please see our eBook on the subject.

06
Productivity
and continuous
improvement

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Expert view

Randy Dazo

Group Director
Office Document Technologies
InfoTrends

"Look at the big picture."

Typically, many MPS decisions have been about ROI, often over the short term. But once you get into next-generation MPS, timeframes are typically longer, and purely financial KPIs aren't always that informative.

Instead, you need to broaden the scope to other factors such as reduction in labor, security improvements, resource savings, efficiency and compliance, in order to get the full picture of the improvements that have been delivered.

Reduction in labor

Security improvements

Efficiency

Compliance

06
Productivity and continuous improvement

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Conclusion

Basic MPS is a powerful way to squeeze more efficiency and effectiveness from your printer fleet. But there's far more value waiting for any organization on the MPS journey.

We hope this eBook has shown how next-generation MPS can open up a host of opportunities beyond printing, from enabling the mobile workforce and cloud computing to enhancing security, efficiency, productivity and sustainability.

The great thing about using managed print as a gateway to these benefits is that it uses the knowledge, infrastructure and supplier relationships you already have. Working from the bottom up, you can achieve quick wins and demonstrable savings, then use those achievements to build interest, commitment and momentum for more wide-ranging changes that deliver even bigger benefits.

We wish you well with your next-generation MPS journey, and we hope you'll invite us to join you on it.

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Further reading

Thanks for reading! We're convinced: in a time of small budgets and big expectations, MPS is a powerful enabler for ambitious business initiatives. And if you've already started thinking about your first project, you might like these two MPS assets:

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LinkedIn

The paper-to-digital transformation workbook

A hands-on guide to reducing waste, improving your processes and changing how you work with documents

xerox

Analytics: Your documents have so much to tell you. Are you listening?

Five ways that data from your documents and printer fleet unlocks hidden business intelligence

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Randall Dazo
Group Director of InfoTrends
Office Document
Technologies.

About Randy Dazo

Randy Dazo is a Group Director of Office Document Technologies. With over two decades of experience, Mr. Dazo leads InfoTrends' global continuous information services for office technologies. Prior to joining InfoTrends, Mr. Dazo was Senior Manager, Output Solutions for Ricoh Corporation. In this capacity he was responsible for establishing channel requirements and go to market strategies creating leading-edge solutions for the market. Earlier in his career, he held senior sales and marketing positions at Sharp, Net2Phone, Minolta, and Canon.

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