



Data-driven B2B Customer Experience

The
Invisible
Digital
Transformation

Agenda

1. Xerox
2. The Product
3. The Service
4. The Data
5. The Customer Impact

1. Xerox Today

Xerox is innovating the way the world communicates, connects and works. We've been delivering technologies and solutions to transform how people work since our founding – and it is at the core of what we do today.

Highest rankings

from industry analysts for managed print and workflow automation services worldwide

≈\$8 billion

global business with the most comprehensive portfolio in the industry

2.5+ million

devices managed by Xerox

11 years

on Ethisphere magazine's list of the world's most ethical companies

Gold standard

recognition with listing on Dow Jones Sustainability World Index

35,000+ employees

and 5,000 partners serving customers in 160 countries

\$1billion

invested annually in R&D and engineering with our partner Fuji Xerox

11,500

active patents



The Product



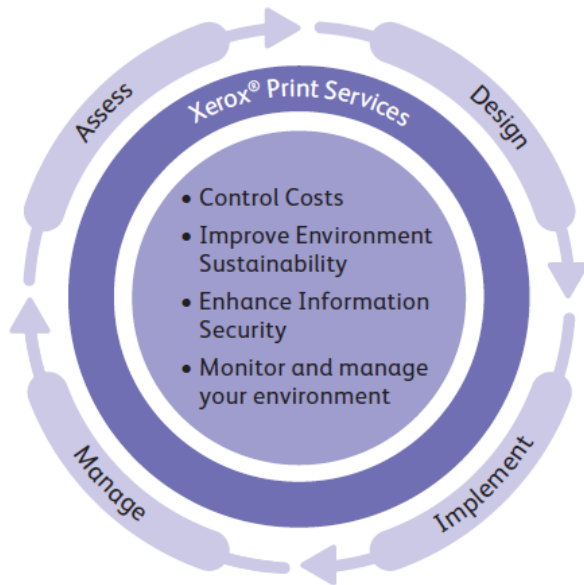
The Service

Assess

We perform a full evaluation of your current output services infrastructure and identify opportunities to improve performance, streamline operations and reduce costs.

Manage

We continue to manage your environment, covering all aspects of the service level agreement including consumables, service desk, consolidated invoicing and reporting.



Design

We consult with your IT staff to develop short and long range plans to improve print services management and enhance the capabilities for your business..

Implement

We help streamline your print operations and support your users through the transition process, enabling faster adoption by users and measurable results.

The Service

XEROX PRINTER TECHNICAL SUPPORT SERVICES

- ✓ Support for driver installation
- ✓ Support for slow printing issues
- ✓ Support for spooler issues
- ✓ Support for ink or toner cartridge
- ✓ Support service for wireless feature not functioning'
- ✓ Support for paper jam
- ✓ Support for poor print quality

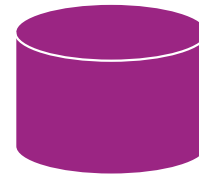


The Data : Device

- Typical data profile for an installed asset:
 - Configuration
 - Health status
 - Output counters
 - Consumables levels
 - Service history

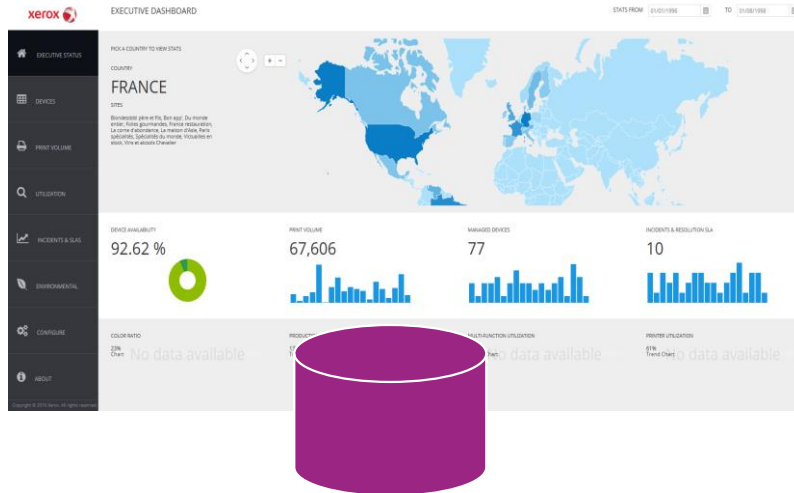


Digital Twin

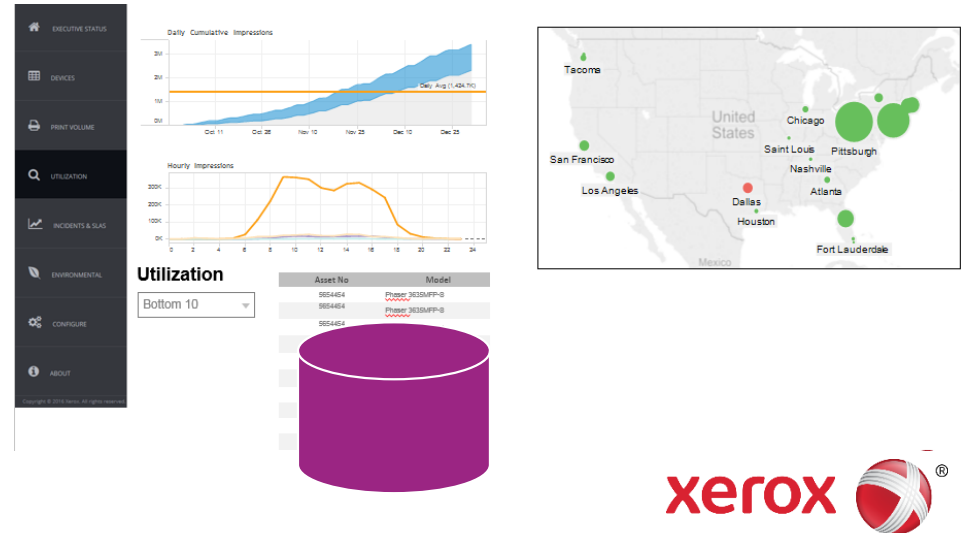


The Data : Service

- The Customer View:
 - Asset / fleet availability
 - Scheduled maintenance (proactive)
 - Open incidents and problems (reactive)
 - SLA performance



- The Service Delivery Centre View:
 - Incident and problem resolution: speed and effectiveness
 - Technical resources at Xerox site
 - Technical resources in field
 - SLA performance



The Customer Impact (3 examples)

The screenshot displays a CRM interface for the account 'BARKSDALE SCHOOL'. The top navigation bar includes links for '+ Follow', 'Edit', 'Xerox MIF', 'Competitive MIF', 'Account Summary', 'Team Member Details', 'Create ABP', and 'View Account Hierarchy'. Below this, a row of metrics shows 'Xerox Revenue', 'GDO Revenue', 'Technology Revenue', 'Addressable Market', and 'Number of Opportunities' (0), followed by the 'Account Owner' Kevin Spitzer.

Three purple arrows point from the top metrics row to the 'Related Links' section below. The 'Related Links' section contains several categories with counts: Opportunities (7), Xerox Contract (0), Contacts (0), Support Requests (Account) (0), Account Related ABP (0), Agreements (0), Account Team (1), Account History (3), and SME Partners (Account) (0). Notes (0) are also listed.

The 'Related' tab is active, showing a list of opportunities. A large purple cylinder, representing a database, is overlaid on the left side of the opportunities list. The list includes details for 'Barksdale (1)' and '(2) igen5150', such as Owner Full Name (Kevin Horey), Business Unit (PSG), and Stage (Closing).

The 'Activity' tab is also visible, showing a 'Log a Call' button and a text input field for 'Recap your call...'. Below the input field are filters for 'All time', 'All activities', and 'All types', along with 'Refresh', 'Expand All', and 'View All' options.

Multichannel ... Omnichannel ...

