

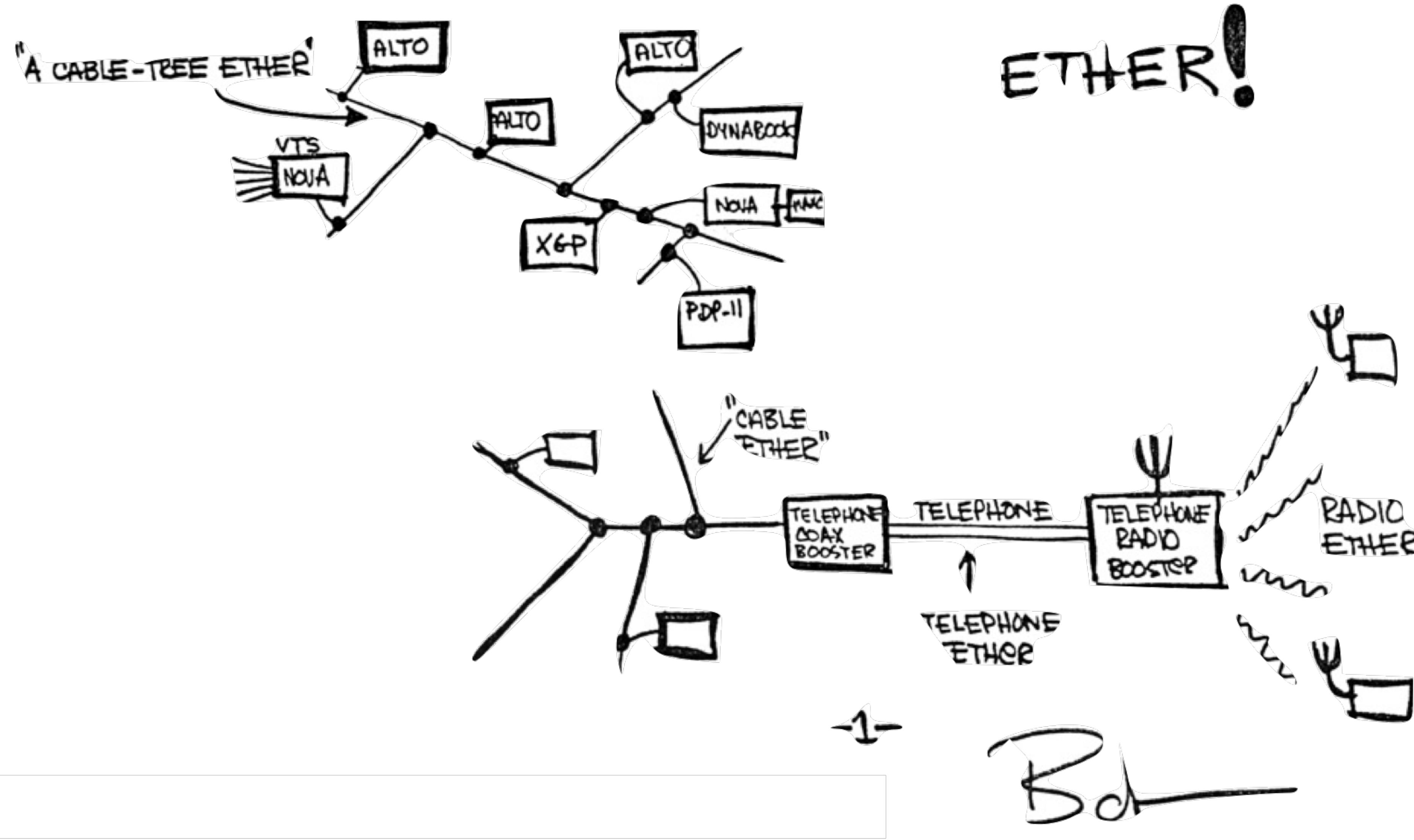
The Xerox logo, featuring the word "xeroX" in a bold, red, sans-serif font with a registered trademark symbol.

# Driving the next generation Internet

John M Gentry — Vice President, Corporate Strategy



# Why PARC?



# Why PARC?

PARC has changed the world through development of disruptive technologies that have defined almost every kind of computing and shaped how we work and play

In May 1972 PARC invented Ethernet – enabling a global communications industry with 2014 estimated revenues of \$5.4 trillion

42 years of PARC network innovations include influence on TCP/IP, internetworking, IPv4, IPv6, multicast, VoIP – and now CCN

PARC has transformed the world

# Why Xerox?

Xerox is transforming – from the **world leader** in **office print technologies** to the **largest diversified BPO company** on the planet.

Xerox's new value propositions depend on offering services based on technology platforms, especially networking

**\$421 billion**

Handling \$421 billion in accounts payables annually.

**11 million**

Managing benefits for over 11 million employees.

**900 million**

Processing 900 million insurance claims every year.

**1.6 million**

Answering 1.6 million customer interactions a day.

**30 percent**

Reducing document-related costs by up to 30%.

**37 billion**

Collecting 37 billion annual transit fares a year.

# The Challenge

## The nature of competition is changing

The basic structure of our global competitive landscape has fundamentally changed. Driven by the increasingly fast pace of innovation, technological shifts and globalization of industries, the bar has risen for what it takes for companies to maintain and drive competitive advantage. And many companies have failed to succeed in this new world.

## Just since 1983, some of our most admired companies have faded

The Forbes Most Admired Company list includes companies that weren't even in existence in 1983 including Google, Facebook, Yahoo.

**It's likely this trend will accelerate, so how will Xerox, and companies like us, adapt and stay relevant?**

How do we create and sustain strategies and offerings

which address the ever-changing marketplace? How do we continually differentiate our offerings in the marketplace to drive profitable growth? How do all of us ensure that even 10 years from now we remain relevant?

**We believe the answers lay with embracing rapid change through innovation, agility, and interconnectedness.**

# Our strategy depends on robust, secure data exchange

Xerox is focused on global markets that are changing already, and will require scalable, industry-aligned platform-based services.

Fast, secure, and manageable networking that enables rapid business change is essential to success.

Healthcare



Outcome-based / self-directed

Transportation



Intelligent cities

Graphic Communications



Cross-media custom communications

Enterprises



Agile / flexible workforce

Customer Care



Predictive real-time multi-channel support

Education



Personalized learning

Xerox and PARC are working together to invest and lead the way in CCN – Proof of Concepts include:

- 1 Performance enhancements to Xerox Cloud Services
- 2 Designing a trusted and secure distributed storage system
- 3 IoT implementation for sustainable systems
- 4 CCN supporting Multi-function Devices

# Why CCN?

CCN is a networking technology that can enhance or replace Internet Protocol

CCN is middleware that applications can be built on enabling network transparent applications

CCN is distributed storage and computing creating a scalable & secure architecture on a global scale

Xerox, through PARC, started the computer networking revolution in the 70's, were doing it again → CCN – join us!

# Vision

**Change, disruption, innovation**

**New business models, new equipment value, new applications value**

**xerox**



**Thank you**