

reinvent  
rethink  
redefine



THE DOCUMENT COMPANY

XEROX®

One of the things that gives me the greatest satisfaction about our turnaround these past two years is that we did it without mortgaging our future. Even as we dramatically reduced our cost base, we continued to invest heavily in research and development.

And that investment is paying off. Last year was the largest new offering year in our history. We ranked ninth among American based corporations in U.S. patents awarded. And we continued to push the frontiers of information technology in three distinct, but related ways:

- By “reinventing our machines” – a challenge that is driven, in part, by the need to create higher quality, faster, more cost-effective products and services.
- By “rethinking how we work” – the creative process that is central to most of our lives and which is being dramatically altered by the power and potential of technology.
- And by “redefining the document” – to include paper and new types of media and the bridges that make the transfer of information from one to the other transparent.

In the pages that follow, you will see a few examples of the hundreds of ways we are helping our customers find better ways to do great work – while reducing costs, improving productivity and helping *their* customers be more successful.

And we trust that you will begin to see ways we can help you as well.



Anne M. Mulcahy,  
Chairman and Chief Executive Officer



reinvent

our machines...

rethink

how we work...

redefine

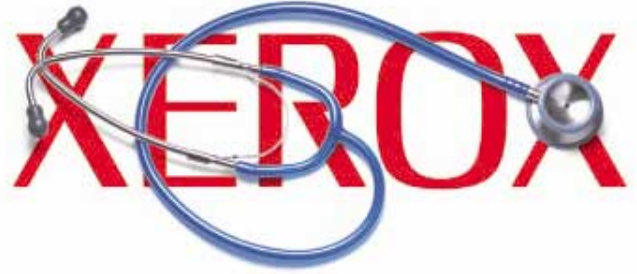
the document...



Enterprise Rent-A-Car wanted to reduce operational costs. Xerox found the key to success by moving 1.7 million vital documents onto their intranet every month. **There's a new way to look at it.**

Learn more: [www.xerox.com/learn](http://www.xerox.com/learn) For a sales rep: 1-800-455-XEROX ext. LEARN

THE DOCUMENT COMPANY  
**XEROX**



Wellmark Blue Cross and Blue Shield wanted to improve member relations. Xerox created an on-line solution to personalize enrollment kits in no time. **There's a new way to look at it.**

Learn more: [www.xerox.com/learn](http://www.xerox.com/learn) For a sales rep: 1-800-455-XEROX ext. LEARN

THE DOCUMENT COMPANY  
**XEROX**



HealthNow New York Inc. needed faster ways to keep up with life's little changes. Xerox provided print-on-demand personalized new-member kits that cut costs by 20%. **There's a new way to look at it.**

Learn more: [www.xerox.com/learn](http://www.xerox.com/learn) For a sales rep: 1-800-455-XEROX ext. LEARN

THE DOCUMENT COMPANY  
**XEROX**



Mobile, Alabama grew so fast it needed to streamline city services. A Xerox outsourcing team put all their documents online, boosting efficiency and lowering costs. **There's a new way to look at it.**

Learn more: [www.xerox.com/learn](http://www.xerox.com/learn) For a sales rep: 1-800-455-XEROX ext. LEARN

THE DOCUMENT COMPANY  
**XEROX**



Services spend millions on user training. So Xerox re-engineered their global process with document management software that saves time and money. **There's a new way to look at it.**

Learn more: [www.xerox.com/learn](http://www.xerox.com/learn) For a sales rep: 1-800-455-XEROX ext. LEARN

THE DOCUMENT COMPANY  
**XEROX**



The Principal Financial Group knows retirement investors have dreams to pursue. Xerox helps with easier-to-read personalized statements. In color. **There's a new way to look at it.**

Learn more: [www.xerox.com/learn](http://www.xerox.com/learn) For a sales rep: 1-800-455-XEROX ext. LEARN

THE DOCUMENT COMPANY  
**XEROX**



**XEROX**

Sun Microsystems has countless printers, but only one output management services provider. Xerox. By trusting our expertise they're free to focus on theirs. *There's a new way to look at it.*

Learn more: [www.xerox.com/learn](http://www.xerox.com/learn) For a sales rep: 1-800-456-XEROX ext. LEARN

THE XEROX COMPANY  
**XEROX**



**XEROX**

Dillard's department stores found a real bargain. Xerox assessed and streamlined their company-wide work processes and printing needs, saving them \$16 million. *There's a new way to look at it.*

Learn more: [www.xerox.com/learn](http://www.xerox.com/learn) For a sales rep: 1-800-456-XEROX ext. LEARN

THE XEROX COMPANY  
**XEROX**




**XEROX**

Honeywell wanted to lower operational costs across business units. Xerox provided networked multi-function technology to consolidate assets and save millions. *There's a new way to look at it.*

Learn more: [www.xerox.com/learn](http://www.xerox.com/learn) For a sales rep: 1-800-456-XEROX ext. LEARN

THE XEROX COMPANY  
**XEROX**



**XEROX**

Edward Jones financial services improved client relations. They chose Xerox color printers for 8500 offices to quickly highlight investment opportunities. *There's a new way to look at it.*

Learn more: [www.xerox.com/learn](http://www.xerox.com/learn) For a sales rep: 1-800-456-XEROX ext. LEARN

THE XEROX COMPANY  
**XEROX**




**XEROX**

Chick TSB was generating tons of paperwork in its 2900 branches. Until they partnered with Xerox. Now they're printing smarter and saving millions. *There's a new way to look at it.*

Learn more: [www.xerox.com/learn](http://www.xerox.com/learn) For a sales rep: 1-800-456-XEROX ext. LEARN

THE XEROX COMPANY  
**XEROX**



**XEROX**

Microsoft's IT and employee services had a bright idea. They chose Xerox to manage their imaging and output devices worldwide. Help desk calls are down. So are costs. *There's a new way to look at it.*

Learn more: [www.xerox.com/learn](http://www.xerox.com/learn) For a sales rep: 1-800-456-XEROX ext. LEARN

THE XEROX COMPANY  
**XEROX**

On the following pages are a few examples of how Xerox is helping people find better ways to do great work. Along the bottom of each page you can read about how Xerox innovation is stimulating fundamental change in documents, work processes and communications – today and in the future.



# indepth

## Managing forms and signage at Dillard's

### The Customer

Dillard's is one of the most successful retail chains in the U.S., operating 337 stores in 29 states and generating sales of more than \$8.7 billion. Today, Dillard's comprises more than 300 traditional stores and five clearance centers in 29 states, offering a distinctive mix of name-brand and private-label merchandise.

### The Problem

Kent Wiley, vice president of training and support, was keenly aware that there were big inefficiencies in Dillard's day-to-day business operations. "People at headquarters and in the stores just kept copying documents, thousands and thousands of pages a day, and a lot of that was wasted," Wiley acknowledges. Inefficient, paper-based hiring processes generated much of that waste. When a Dillard's associate is hired, more than 20 different forms must be completed and filed. This was a tremendous paper load in a

company that hires more than 10,000 sales associates in a year. In addition, legacy sign storage and production systems were simply not up to the task of handling the high demand from its store teams. Also, providing appropriate up-to-date training materials for store personnel was a costly and cumbersome process, as well as how headquarters received, processed, and tracked accounts payable invoices from their stores. Dillard's turned to Xerox for help.

### The Solution

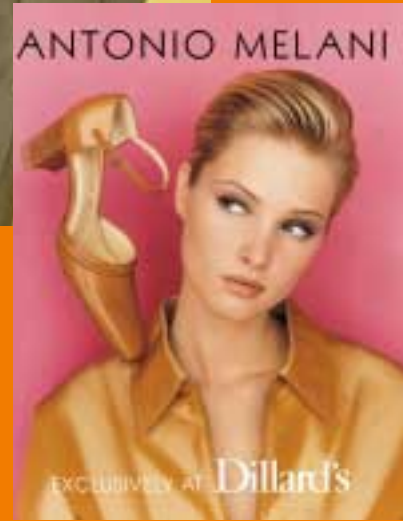
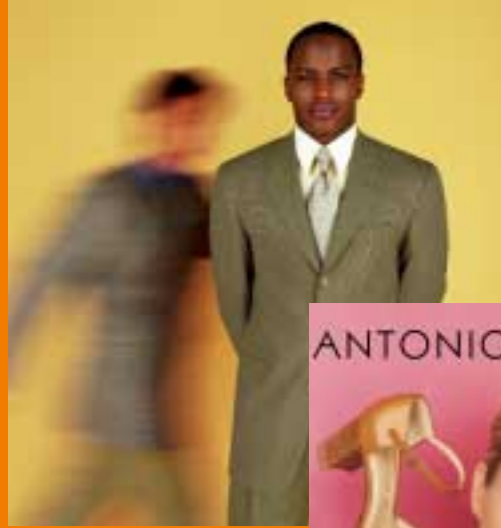
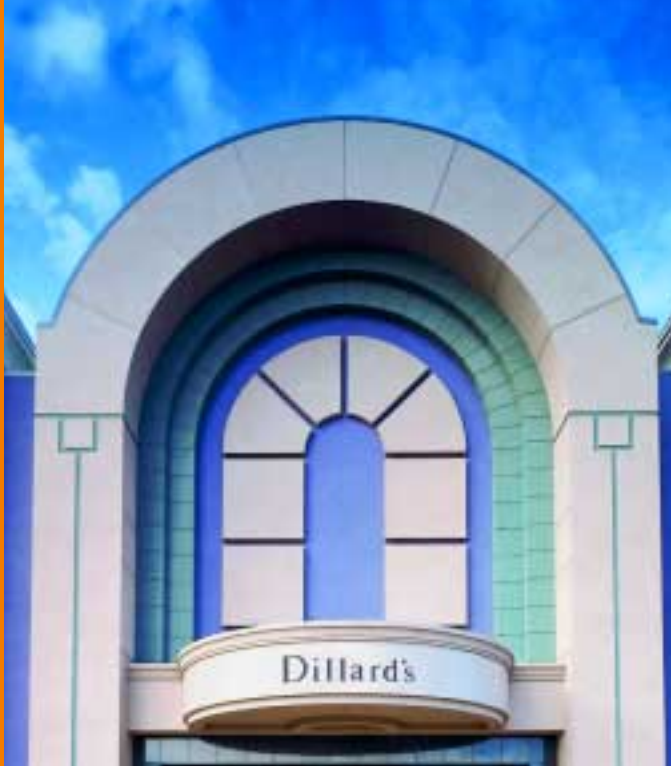
Xerox conducted an Office Document Assessment to provide an in-depth and accurate picture of Dillard's business processes – and what they were costing. The Xerox team interviewed dozens of people and collected reams of paper samples of the ways Dillard's used and produced documents. They studied print shop production processes and prepared cost/volume analyses for store signs and hiring practices. They even enlisted Dillard's employees in the effort, asking them to fill out logs and provide a sample when they copied

## Reinvent

### EA Toner



New Xerox developed toner technology improves quality and reliability making color affordable for all our customers. EA (emulsion aggregation) technology applies new nanoparticle technology and results in faster warm-up time for always-ready products.



a document. "It was amazing," says Wiley. "They brought back a stack of paper two feet high as evidence of the inefficiencies here." From there, the Xerox team presented a comprehensive plan for completely transforming business processes at Dillard's – including a cost analysis and saving hypothesis that clearly showed the financial benefits of adopting new technologies to solve their business problems.

According to Wiley, "After all the facts were presented, our president, Alex Dillard, only took one day to decide to go with

Xerox's recommendations. He's a visionary. He easily saw how we could benefit." As the new backbone for document production, Dillard's installed 473 Document Centre® multi-function networked systems to replace old analog copiers and standalone printers and fax machines at retail outlets, divisions, and headquarters. Then Dillard's quickly adopted DocuShare® – Xerox's document repository software, and FlowPort® – Xerox's image routing software to help completely digitize key business processes.

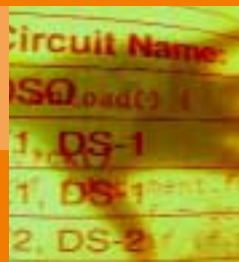
## The Benefits

The hiring process has been improved – store managers go online to their DocuShare "New Hiring Packet" folder to print clear, crisp, and up-to-date original forms as needed. Using Xerox DocuColor® 2060 Digital Color Presses for producing eye-catching, full-color "key item" signs has slashed costs from \$1.54 per print to 28 cents.

Dillard's teams are rapidly adopting Xerox technology to improve more business practices every day. Accounting teams are using FlowPort to scan paper invoices directly into their accounts payable systems, eliminat-

ing time-consuming microfiche processes. And training teams post new learning materials to DocuShare for store managers to retrieve and print on demand, a huge improvement over routinely shipping over 300 packets of hard copy information to the field. Looking back at the transformation at Dillard's, Wiley says, "With the options Xerox presented to us in their assessment, we've improved functionality, saved time, and cut our costs. Now we have the opportunity to do things we never could before."

Xpresso™



Xpresso™, containing a software agent, and connected to our systems, will provide new services to customers such as automated meter reads, supplies ordering, automatic service and maintenance calls, software updates and more.

# order in the court



## Supreme Court of Mexico digitizes historic documents for on line access

### The Customer

The Mexican Judicial Branch is made up of the Supreme Court of Mexico, the Electoral Tribunal, the Collegiate Tribunals, the Unit Circuit Tribunals, the District Courts and the Council of the Federal Judicature. The Supreme Court of Mexico, which is the maximum tribunal in Mexico, also resolves controversies between the Federation and the Federal entities of the nation.

### The Problem

The Supreme Court of Mexico maintains historical court records dating back 183 years. They wanted the ability to preserve and share invaluable historical documents dating from 1820 to 1950. They were literally drowning in a sea of paper documents. With 24 million hard-copy pages of legal files and historical documents, finding a document was tedious and time consuming, often taking weeks to locate a specific file. They were also having difficulty organizing, searching, retrieving and

safe guarding these documents as many documents were at risk of deteriorating because of their age. With no solution in site and files expanding every day, the Court turned to Xerox for help.

### The Solution

The obvious solution was to convert the documents to digital records. To do so, required a vendor with expertise, proven processes, and the capabilities to manage a project of this magnitude. Xerox Global Services (XGS) in Mexico designed a complete solution that allowed the digital documents of the Court to be stored in digital repositories and be searched and retrieved through the Internet. XGS installed and managed the hardware and software, and trained operators to scan, index and archive the Court

### AIQD



Xerox's new Automatic Image Quality Diagnostics (AIQD) will provide customers with the tools to diagnose and evaluate image quality problems on-site, as soon as they happen. With AIQD a customer will often diagnose and repair the machine without waiting for support.



## The Benefits

records of official sentences and rulings in digital form. Now these records can be searched in just minutes. The integrated document management solution included the installation of 27 Xerox Document Centre® multifunction networked systems, third party scanners and Documentum software in five major cities and in the central repository in Mexico City.

During a ceremony at the Supreme Court of Mexico, the President, Genaro David Góngora Pimentel with the participation of the secretary of state, Santiago Creel Miranda delivered the digitized information to the General Archive of the Nation.

The Supreme Court of Mexico and its entities now have the uniform ability nationwide to capture, organize, easily retrieve legal documents of key judicial and historical value and share these electronically. They now realize

immediate access to documents through the Internet and their intranet network instead of having to wait days or weeks for retrieval. Attorneys, researchers, historians, investigators and citizens now have easy access to historic documents for the first time.

## Lean Document Production™



Applying the principles of lean manufacturing, Xerox can optimize a customer's printshop layout and workflow. The LDP™ process improves printshop capacity, job turnaround time and reduces cost.

# buy the book

## New markets opened to Offset Paperback Manufacturers

### The Customer

Offset Paperback Manufacturers is part of Arvato Print, a Bertelsmann Co., which is a worldwide media corporation with expertise in entertainment, publishing, printing and distribution. Offset Paperback, featuring one of the most automated book manufacturing plants in the industry, produces approximately 350 million books each year.

### The Problem

Since the development of offset printing, books have been mass produced. Books could not be printed profitably in quantities of less than 1,000 or 1,500 copies at a time. Technically, a company could do a shorter run of a book, but a shorter run did not make sense because it was cost prohibitive.

The fact that short-run book printing was not profitable did not change the fact that there has always been a demand for books that would not sell to a mass market. There was a need for galleys, test copies, public domain, and out-of-print books. Researchers wanted to

print their latest studies. Authors wanted to self-publish their new novels. Joseph Makarewicz, executive vice president for Offset Paperback, explains: "There are many customers who may need only a thousand copies or less. Prior to print-on-demand technology, we could not support that type of business in a cost-effective manner – customers would have had to place a minimum order of 5,000 even though they only needed 1,000 books."

Offset Paperback wanted to take advantage of the developing digital print-on-demand revenue stream and position the company as a pioneer in just-in-time printing. "What sold the partnership with Offset Paperback and Xerox was that both parties understood the vision," says Makarewicz. "We wanted to be the leader in supplying thousands of small publishers with the opportunity to obtain a book product that is of high quality and consistent appearance. We needed a partner that was going to be there for the long haul, and Xerox was that player."

Consistent  
Color



New imaging based controls that will be used in future high end systems will help ensure that color output is consistent from print to print, day to day and from machine to machine.



## The Solution

For Offset Paperback, having a reliable partner was as important as finding technology that is cost-effective, easy to implement, and easy to use. "We wanted a manufacturer that would keep us informed and updated regarding their future technology," says Steve Talacka, manager, digital services for Offset Paperback. "From the time this equipment showed up on our floor, the support from Xerox has been excellent. When we had a question, they were here."

Adds Makarewicz: "The big reason we went with Xerox was their commitment to us – not just supplying equipment, but also helping us with

sales efforts and truly partnering with us to make this project successful."

Xerox installed DocuTech® 6180 Production Publishers and more recently, automated their digital short count book production with the Xerox Manual+Book Factory. The Xerox on-demand publishing Manual+Book Factory solution allows titles to be stored electronically and printed in small quantities, economically and when needed. This just-in-time solution eliminates waste, cuts labor costs, and reduces inventory warehousing.

## The Benefits

Both Offset Paperback and its customers have realized positive benefits. Its customers can offer their readers titles which might not otherwise be published. For Offset Paperback and its customers, costs are reduced by eliminating overprinting, and the associated costs of inventory, warehousing, obsolescence, and destruction. Turn-around time is decreased and revenue is increased thanks to digital retrieving and printing. They are

now able to meet demand for shorter lead times and smaller quantities of titles from bookstores. Offset Paperback can capture market opportunities otherwise missed, such as out of print, never in print, and test market books as well as short-run reprints. The Xerox Manual+Book Factory creates new market opportunities for printers, enabling them to give customers exactly what they want when they want it and offers a business model where "sell then make" replaces "make then sell."

## MEMS



Xerox scientists are leading the way in developing applications of Micro-Electro-Mechanical-Systems (MEMS) for future products. MEMS will enable more intelligent systems based on integrated sensing, control and adaptive responses.



# the three R's

## Reorganize and reduce to realize savings for Adams

### The Customer

Adams 12 Five Star Schools District, located in Thornton, Colorado, is one of the largest school districts in the Denver Metro area, serving over 29,000 students in 44 schools in five communities.

### The Problem

The Adams 12 Five Star Schools District's copy and print functions did not integrate with or support their technology infrastructure. Printer assets and expenses were out of control, and the district had no method of tracking copy and print volume. Money, time and effort had been spent district-wide to deploy computers, software and networking, and to support technology on the front end of a system, but the output devices, or the back end, were outdated and inefficient in providing teachers with an end-to-end technology solution. The

district also wanted the ability to track and monitor copier and printer usage.

In addition, the district wanted to increase the speed of large-run print jobs, which had to be submitted to the district Print Shop using internal mail and took up to three days. The teachers had limited ability to access, print and share knowledge.

### The Solution

Jim Christensen, superintendent of schools for the district, explains why they chose Xerox. "We knew the Xerox solution would be efficient and effective for the District with the high quality products they offer. Xerox took the time and required resources to understand our requirements and challenges to ensure the solution would benefit the entire school district. From the money savings, we can reinvest in the kids."

Over 135 Xerox Document Centre® digital multifunction systems were installed throughout the district, enabled with Equitrac's OfficeTrac soft-

## Rethink

mDoc™



mDoc™ is corporate-server software that turns your wireless handhelds into a mobile document controller. mDoc lets you use your handheld device to wirelessly access, e-mail, view, fax, and print documents stored on your corporate servers. DiscoveryPrint extends print access to local public printers.



# 12 Five Star School District

ware, which monitors and tracks walk-up copies and network prints.

The district Print Shop was equipped with a DocuTech® 6180 Production Publisher, a DocuTech® 6155 Production Publisher and a DocuColor® 40 Pro, and offers an enterprise solution for all printing and finishing needs.

Xerox DocuShare®, a Web-based document management application and Flowport® Image Routing software will soon be implemented throughout the district allowing teachers to electronically send documents minimizing the labor and cost of mailing.

## The Benefits

“Xerox provided a tool we were looking for to control costs and get a better handle on how we manage printing impressions throughout the district,” explains Ron Webber, director, business and facilities operations, for the district. “The overall technology provided a tool for the teachers to save both time and money, and allow them to become better at what they do.”

Equitrac software generates monthly usage reports measuring individual use, total school volume, and annual volume allotment per school. This information provides fact-based support for further cost containment by the district.

The networked digital Document Centre systems allows users to print multiple copies in one step, saving time and money. By migrating laser and inkjet prints to Document Centre systems, the district will save at least \$2,280 for every 100,000 prints migrated.

With scanning and scan to e-mail capability, schools within the district can now scan jobs directly to the district Print Shop for instant delivery of large copy job requests, thereby reducing the turnaround time. Users can scan hard copy documents to their computer for editing and electronic archiving versus recreating documents which are manually filed.

## Portable Document Camera



The PDC software converts any digital camera into a document capture device. PDC carefully cleans up the camera images for analysis and to allow further processing through standard desktop applications.



# Enhancing readability in 401(k)

## The Customer

The Principal Financial Group (The Principal®) is a leading provider of a wide range of financial products and services for businesses and individuals globally. The Principal provides 401(k) solutions to more than 51,000 employers in the U.S. and serves more than 13.5 million customers worldwide.

## The Problem

The Principal Financial Group creates and mails millions of statements, or Benefit Retirement Plan Reports, for 401(k) accounts managed by the company's retirement and investor services business unit. The mailings contain information subject to regulatory requirements specifying when the statements must reach account holders. They needed to leverage this requirement, developing it into a one-to-one marketing opportunity. According to Daniel J. Houston, senior vice president at The Principal, the current Benefit Retirement Plan Reports were not

supporting his department's business goals: to retain current plan customers, to build loyalty and expand the customer base. "We knew from customer feedback that members wanted more than just their account balances," Houston says. "They wanted information to help them better understand and utilize their retirement benefits."

The Benefit Retirement Plan Reports were typically composed of five to eight black-and-white sheets of letter-size paper. They contained no graphics, were

heavily text-based and had a generic look that lacked impact. The statements had to be produced under very tight time constraints. Angela Ellis, second vice president, Retirement and Investment Services, explains there is a narrow window between the end of a reporting period and when the Benefit Retirement Plan Report must be in the hands of the customer. "We have 10 business days at the end of each quarter to mail," Ellis says. "Given the volume of statements we must print in that window, an efficient process with fast and reliable printing and insertion equipment is essential."

## Automatic Document Layout



Xerox's ADL research captures and codifies the expertise of professionals to automate tasks such as page layout and color selection for the creation of esthetically pleasing output. Using genetic algorithms, text, pictures, graphics and headlines will flow readily into documents, making variable information printing easy.

# reports in color

## statements for Principal Financial Group

### The Solution

After comparing options from multiple vendors, The Principal selected Xerox as its partner. "We embrace leading edge technology that better serves the needs of our clients," Houston says. "We look for business partners like Xerox that share the same vision – embracing technology as a way to deliver faster, better and cheaper service."

Technology and a consultative approach provided the solution. To gain a competitive advantage and improve communications with its customers, The Principal decided to convert from legacy work-

flows for black-and-white 401(k) statements to Adobe PostScript® color printing with full variable data. As part of that solution, Xerox worked closely with the creative team from The Principal Financial Group to develop the look and content of the new Benefit Retirement Plan Report.

They wanted to leverage their investment and personnel associated with their sophisticated Automated Document Factory, which Xerox helped set up a few years ago. Xerox installed nine DocuColor® 2060 digital color presses with EFI Fiery® color controllers and Bell and Howell® inserter tools

within the Automated Document Factory.

In the new Benefit Retirement Plan Reports, customized graphics and text are automatically created for each individual account holder. This personalized information, along with necessary generic text, is then printed into the statement template, creating a uniform look that is specific to each account holder. Additionally, a PDF file is generated and posted on The Principal's Web site where customers can go to view their personal statements.

### The Benefits

The more user- and reader-friendly statements have contributed to lower costs by helping reduce the number of calls to The Principal's Client Contact Centers. The new Benefit Plan Retirement Reports have generated very favorable responses from The Principal's customers – the members of 401(k) plans who receive the statements. The newly colorized and redesigned statement prompts people to review their benefits plan, and the easier-to-read format helps them to better understand the dollars they are saving for retirement. The overall results contribute to customer loyalty and retention.

### Variable Image Printing



The desire for customization is at the heart of our variable image printing research. Standard printing techniques work fine until each document needs to contain different information. Xerox uses new technology and special programmable processors to enable fast variable data performance.

# input



## DST Output – huge volumes of print on demand and

### The Customer

DST Output is a subsidiary of DST Systems Inc. and is a leading provider of paper and electronic statements and other documents to companies in the communications, video services, mutual funds, brokerage, banking, insurance, and other industries. DST Output designs, produces, and delivers statements and documents of unmatched quality and marketing impact. For more than 30 years the company has

been an innovator and a pioneer. The company has built its impressive market share and reputation for quality on a solid technological foundation – the company is one of Xerox's largest printing systems customers utilizing an array of Xerox devices.

### The Problem

Last year alone DST Output produced more than 2 billion customer communications, or nearly 9 billion images. Many of the country's largest financial services, communications, insurance, and health care companies rely upon DST Output to print, mail, and electronically distribute their most important customer communications – bills, statements, compliance documents, and marketing materials.

DST Output has re-positioned itself as the premier provider of customer communications solutions. "When we peer into the near future,"

explains Charlie Schellhorn, the company's president and CEO, "we see a growing opportunity for companies to develop stronger, longer-lasting, and more profitable relationships with their customers through leveraging the unfolding power of digital communications. For example, that means integrated print-and-electronic billing and print-on-demand to target and personalize communications. It also means offering the full gamut of color. In a nutshell, we must be able to take any number of data feeds and produce a cornucopia of options for our clients and their customers."

askOnce®



Xerox askOnce® software makes customers more productive by finding information from the Internet, corporate Intranet, subscription services, private databases and more and integrating the output into a single stream.

# from Output



## personalized documents

### The Solution

DST Output has already taken big strides in that direction. Operating three production megacenters across the country, DST Output harnesses the power of a full range of Xerox products. "We have more than 140 high-speed cut-sheet Xerox DocuPrint® devices," reports Jim Reinert, executive vice president of operations. "Those Xerox workhorses generated about 2.6 billion images in 2002." The

company uses a fleet of more than 25 Xerox continuous-feed printers to achieve the phenomenal throughput required for its high-volume billing applications. DST Output is expanding their business and has installed a number of DocuColor® iGen3® Digital Production Presses.

### The Benefits

DST Output has seen significant benefits with all of their Xerox technology. With the Xerox continuous feed, their printer output is faster and their productivity is soaring. Full color has allowed them to personalize and customize all elements in their customer communications affording them flexibility and maximum effectiveness. Color is a key offering for DST Output. "The lines between traditional production printing and marketing collateral are blurring more and more every year. We are committed to working with Xerox on the latest color

technology," notes Charlie Schellhorn. DocuColor iGen3 offers DST Output more flexibility to do short runs with fast turnaround and the ability to make every page customized and personalized. It enables the printing of books, catalogs, brochures, direct mail, inserts, flyers, and more, on demand, and in brilliant graphic arts quality.

HiClass



HiClass will solve a long-standing document management problem, how to structure large existing collections of documents. Using services available through Xerox Document Centre products, HiClass will automatically search, analyze and categorize documents for easy retrieval.



## The Customer

Telecom Italia provides 27.1 million fixed lines and 24.6 million mobile lines to customers throughout Italy. It also provides Internet services with almost 2 million active ISP users. The Group's international operations span 19 nations.

## The Problem

Like many of its counterparts worldwide, Telecom Italia (TI) is facing aggressive competition in a post-monopoly environment while trying to retain customers and earn their loyalty by providing high-quality service. In addition to handling typical questions about accounts, pricing, coverage, contracts and billing, TI's call-center operators field inquiries about mobile phones and Internet services and how to configure and troubleshoot ISDN lines and ADSL modems. Information

about these digital services is constantly changing. Customer call centers are notoriously busy, noisy and stressful places to work. Employee burnout and turnover are typically high as operators cope with large call volumes, demanding customers and the need to access many sources for constantly changing information about complex new products, services and technologies.

TI call-center operators used at least three different online databases and multiple steps to obtain the information they needed to answer customer questions, and in many cases they had to wait as long

as 90 seconds for an answer to a query. As a workaround, many operators kept paper cheat sheets and folders at their desks to keep track of shortcuts to the electronic information and paper-based product and service updates. The system just didn't have the speed, depth, consistency or flexibility to handle users' needs. Operators were burnt out, and TI risked losing customers.

## Redefine

DataGlyph®



DataGlyph® technology is subtle, esthetic marks that contain digital information. Barely visible, these marks can contain information on the origins and authenticity of a document. In some applications they can also be used to recreate a document when portions of it have been destroyed or modified.

# on the line

## Integrated database helps Telecom Italia respond quickly and effectively

### The Solution

Xerox Global Services has managed the solution with five European partners to improve working conditions for the call-center operators while improving customer service. The solution, called Angelo, is a sort of electronic "angel" designed to look over the shoulders of its users and give helpful guidance, assistance and information.

Xerox worked with a joint team including members from its Palo Alto Research Center and Xerox Research Center Europe to embed the Angelo knowledge base into Telecom Italia's work environment. The joint Xerox team interviewed call-center operators and carefully observed their work practices. Based

on an understanding of the way the operators typically worked, the new tools were integrated with TI's call-center software and customer-relationship-management and online training systems. Information about TI's customers' accounts was integrated from a mainframe-based legacy system.

Information about the company's products, services, and calling rates was integrated from the TI Intranet. The new knowledge repository contains troubleshooting tips as well as shortcuts to content in the other databases.

### The Benefits

A single user interface acts as a portal to all the other information in the system. A core software component called Angelo Knowledge integrates all of the information sources including e-mail and web browsing history. Call-center operators have one window through which they can search for answers to customers' questions, solve problems, ask for help, communicate with each other and gain information about their working environment and performance. The call-center operators can also share best practices with their co-workers. Tips and ideas, after being approved by a supervisor, are added to the database.

Operators like the flexible, single-point access to multiple information sources, the quality and timeliness of the knowledge, the near-immediate response (it is three times faster than TI's Intranet and legacy systems) to their inquiries and the ease with which they can contribute tips. Employee and customer satisfaction levels have gone up 30% during the installation of Angelo, while call completion time productivity was increased by 30-60% as a result of best practice sharing.





# Moving offset jobs to iGen3™ reduces production

## The Customer

Royal Impressions is a leading provider of sales and marketing communications. Industry-leading companies and agencies rely on Royal Impressions for their knowledge and expertise in creating, managing and delivering sophisticated marketing and corporate communications projects. Based in New York City, Royal Impressions offers a

comprehensive range of services to meet client needs, from initial concept through measuring return on investment. With a reputation for offering customers the best in service and quality, Royal Impressions consistently outfits themselves with the latest leading-edge production technologies available in the industry.

## The Problem

Recognizing the market growth in color, on-demand and personalized communications, Royal Impressions wanted to enhance its capabilities with the fastest and most cost-effective hardware and software available in the market. Its sophisticated client base knew that in order to capitalize on opportunities, and to retain customers, unique solutions were needed. Royal Impressions wanted to expand its ability to offer customized one-to-one marketing campaigns, powered by variable data printing to deliver exceptional results and return on investment.

## The Solution

Royal Impressions turned to Xerox, who had already supplied them with a number of DocuColor® 2060 digital production printers. Xerox installed the DocuColor iGen3™ Production Press and established Royal Impressions as an “alpha test” site for the new production press. The DocuColor iGen3™ met their requirements by offering speed, flexibility, cost-effectiveness and expandability. With iGen3, Royal Impressions is now capable of producing personalized communications that incorporate variable

Gyricon™



Gyricon Media, a Xerox subsidiary is commercializing our SmartPaper® technology in retail signage applications. Distributed through a retail store, and connected wirelessly to the central point of sale system, Gyricon displays provide shoppers with accurate pricing and product information.



# great impressions

## time for Royal Impressions NYC

### The Benefits

images and copy, data-driven charts and continuous tone images. They can deliver complex output, such as 64-page personalized booklets with multiple stocks that include both black and white and full color pages. "The press offers the ability to produce dynamically assembled content while maintaining consistent output at the highest rated speed on the market," stated Christopher DeSantis, President of Royal Impressions.

Partnering with Xerox has allowed Royal Impressions to combine its unique skills and expertise with the most innovative technology in the world. And the benefits have been enormous in terms of growth for both Royal Impressions and its clients. In a shrinking market, business has expanded significantly. They have added several new, high volume clients to their

roster of satisfied, industry leading companies, including Prudential Investments. They realized significant revenue enhancement with a 10% growth in clients served. In addition, iGen3 has also allowed them to enter into a new market for short run offset projects. This has allowed Royal Impressions to move some traditional offset jobs to iGen3. Moreover, they have increased their on-demand printing horsepower by 200%, providing

the ability to address the tightest customer deadlines and most demanding color print projects. Christopher DeSantis adds, "From a price standpoint, iGen3™ has the lowest per-copy rate in the industry. It's a volume-based system, so you must do the throughput to achieve these economies of scale."

### Printed Organic Electronics



Combining Xerox printing and organic electronic materials expertise, POE research promises to enable cheap flexible semi-conductor devices for applications such as smart cards, displays and other electronic products.

# Why Choose Xerox?

Lots of reasons.

Like our product line that's the broadest and deepest in our industry. And our worldclass technology that gets better every day. And our deep understanding of the way work gets done by real people in a real world. And our worldclass sales and service organization that can take care of your needs in every corner of the globe. And our eagerness to work with you not as a vendor, but a partner. And because we can help you simplify your business through our unique combination of people, process and technology.

Or the simplest and best reason of all: We can help you be more successful. Period. And save money in the process. Exclamation point.

We've completed hundreds of "document assessments" for customers around the world. And we've found that we can help our customers save up to 40 percent of their document costs.

You do the math:

- Between five and fifteen percent of your revenues are spent on documents. Take 10 percent as a reasonable assumption.
- Now take 40 percent of that and you've got your potential savings.

For a \$1 billion company, that's a very healthy \$40 million a year. Interested in seeing what we can do for you? Contact us.

We welcome the opportunity to help *you* find better ways to do great work.

# How to Reach Us

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## Additional Information

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