1 Xerox, the Document Company

The Document Company, Xerox, will be the leader in the global document market, providing document solutions that enhance business productivity.

A global company in the document processing business, Xerox Corporation offers the widest array of products and consulting services in the industry: publishing systems, copiers, printers, scanners, fax machines and document management software, along with related products and services. All Xerox products and services are designed to help customers manage the flow of information from paper to electronic form and back again. The Xerox customer is anyone who uses documents: Fortune 500 corporations and small companies; public agencies and universities; and home businesses.

Xerox started the office copying revolution with the introduction of its 914 copier in 1959. Today, Xerox stands poised for the continued expansion of the global document processing market, a large and growing market. Xerox Corporation’s revenues in 1997 were US$18.2 billion. Fuji Xerox, whose revenues are unconsolidated with Xerox Corporation, had revenues of US$7.4 billion yielding a combined US$25.6 billion in revenues for the Xerox Group. Fuji Xerox, a 50/50 joint venture between Xerox and Fuji Photo Film Company, Limited, is the hub of Xerox operations in Japan and the high-growth markets in the Pacific Rim.

Business Operations
Xerox Corporation has five business groups organized around the five broad segments of today’s document processing marketplace. The business groups work closely with each other and with Xerox customer operations around the world to guarantee an integrated marketing strategy (Fig. IV.1.1 and IV.1.2).

The Production Systems Group focuses on the high-end printing and publishing needs of large enterprises. The Office Document Products Group handles the company’s broad line of office copiers, the products that were once synonymous with

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Xerox and which today remain a core Xerox business. Also within this group are Document Center Systems, the new family of digital networked multifunction devices for work groups, and the Xerox line of full-color digital copiers/printers.

The Channels Group focuses on retailers, resellers and distributors, where a growing number of customers are turning for their small office/home office needs. The Document Services Group delivers a broad range of document services, all designed to help customers harness technology to improve document production, from creation and storage to distribution and printing. The Supplies Group was created to meet increasing demand for various document products, including paper, toner, inks and cartridges.

**Customer Operations**
Customer Operations, organized geographically, are responsible for the marketing, sales and servicing of Xerox products and services throughout the world (Fig. IV.1.3).

United States Customer Operations sells and services Xerox products and supplies to major accounts and other commercial customers throughout the United