

Delivering superior customer value by streamlining your creative processes

Creating a difference with Fuji Xerox Global Services



Document creation is not only the first, but the most fundamental, phase of a document's lifecycle. It requires high levels of expertise and process management and yet is often subject to the least control and more often than not, conceals some of the highest and least challenged costs.

Challenging the cost of document creation

Document creation is an expense borne by every company and by almost every part of the business. The sales department needs presentations and sales tools. Finance produces reports. HR creates training and induction manuals. Marketing commissions brochures, direct mail, advertisements, websites and more.

The requirement for a broad range of design output has meant that a typical organisation will often develop a complex supply chain made up of design agencies, dedicated departments and many different staff, as illustrated in Figure 1.

Everyone is creating. Everyone is spending. Everyone is using different agencies and suppliers, or doing it themselves. Not only does this result in varied pricing for design and production but all too often brand assets (images, logos and files) are dispersed. Agencies, designers, printers, employees — all may hold assets and files locally which, at best, are hard to find and, at worst, are lost as relationships change.

Figure 1 Complex supply chain for design output



Delivered as a modular service that scales to your needs, Fuji Xerox Creative Services will empower your people to communicate in the most efficient and cost effective way.

Reduce the cost and complexity of document creation processes across your entire business

Staff and agencies can often waste time and money in an effort to recreate files and images, as well as continued ongoing charges from agencies to re-use and re-purpose files. Fortunately there is an answer.

Fuji Xerox Creative Services focuses on the management of the creative design of your documents from concept to delivery.

In addition to simplifying the supply chain and improving the process for design, we will work with each of your departments and agencies to make sure that their communications are created using the correct medium in the most efficient manner, to the highest standards and at the lowest cost.

Our approach is drawn from years of experience and delivers:

- Re-engineering of your design processes
- Central control for document creation
- Reduced direct and indirect costs
- Enterprise-wide adherence to brand integrity and values

- Shorter production lead times and a faster time to market
- Improved and consistently high quality output.

Responding to the challenge – bringing efficiency to your document design and creation processes

Fuji Xerox Creative Services will bring whole new levels of efficiency to the creative output of your organisation. From simple flyers to glossy corporate brochures. From compelling advertisements and direct mail to effective PowerPoint and Flash presentations, posters, banners, websites, exhibition stands and electronic communications. Whatever needs

communicating and whoever needs to communicate it, we'll be there to simplify and improve the whole process from start to finish.

Delivered as a modular service that scales to your needs, Fuji Xerox Creative Services will empower your people to communicate in the most efficient and cost-effective way. It brings an end to the confusion and duplication of effort caused internally as well as by working with multiple agencies and suppliers.

Fuji Xerox Creative Services will ensure that all your communications, from the simplest to the most complex, adhere to your corporate brand guidelines, and that every document reinforces your brand values.

What's more, we'll design, build and manage a centralised digital document repository for you to keep all your valuable brand assets, including images, logos and files in one place and make them instantly accessible.

Version control – making sure that everyone is using the latest information and designs becomes simple.

Cost reduction – no one in your company will have to waste time or money retrieving or recreating brand assets that have become widely dispersed across multiple agencies and departments. You own the digital assets, so you do not need to pay to re-use them!

The bottom line?

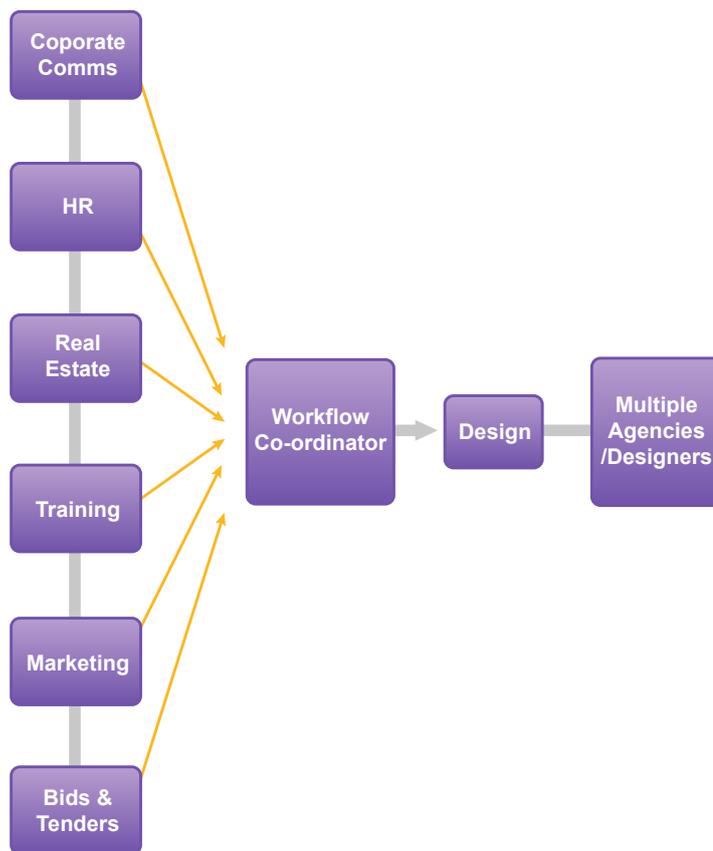
Fuji Xerox Creative Services gives you the people, the processes and the technology you need to:

- Simplify the complexities for creative design
- Bring control through a central point of contact, with access to many other service offerings (see Figure 2)
- Eliminate the confusion, duplicated effort and the associated waste of current practices
- Reduce the costs of commissioning multiple small agencies on an ad hoc basis
- Add impact to your written and visual communications, ensuring the right images and messages address the exact needs of your target audience
- Preserve and enhance your corporate brand values
- Empower everyone in your company to communicate professionally, appropriately and effectively

A world-class solution

The Fuji Xerox Creative Services team will replace existing fragmented or resource

Figure 2 Simplified design process



Key Benefits of Fuji Xerox Creative Services

- Elimination of expensive agency fees
- Improvements in output quality through quality control
- Hard savings (20% +)
- Central control of the creative process
- Transparent design costs
- Service Level Agreements
- Efficient load balancing
- A single supplier with access to other complementary Fuji Xerox services, Customer Communication Services, and Imaging and Archive Services.

hungry processes with an accountable, customer-facing service that's tailored to your precise business requirements.

The People

Our highly skilled and experienced creative team will bring your ideas to life. Our approach leaves your staff free to focus on the content of the message, while the Fuji

Xerox Creative Services team concentrates on design and production, taking full responsibility for every step of the process, from taking the brief through to final delivery. And because the service is scalable, we can respond to your needs as they change and grow, without burdening you with excess capacity.

In other words, Fuji Xerox Creative Services delivers the maximum possible value by defining, delivering and maintaining the optimum levels of resources and skills.

The processes

Everything we do at Fuji Xerox Global Services is measured. Our aim, always, is to deliver a cost-efficient, streamlined, quality driven service with measured results. In order for us to do this, the first thing the Fuji Xerox Creative Services team will do is to perform a current state analysis: a detailed consultative study of all key areas that serve as a platform for designing a bespoke solution based on hard evidence.

Our current state analysis tool gives valuable insight into the current state of your creative processes. It reveals the strengths and weaknesses of your existing strategy, helps

identify what is and isn't working for you and outlines the plan for taking full responsibility for delivering a cost-efficient, streamlined, quality-driven service with measured results.

As part of our commitment to meeting your requirements for efficiency, productivity and cost control, we also introduce best practice and quality assurance procedures that typically cover:

- Job ticketing/submission and brief taking
- Job allocation
- Proofing all documents
- Customer satisfaction surveys
- Management and monitoring of brand
- Service Level Agreements with agreed Key Performance Indicators.

Technology

Fuji Xerox Creative Services has developed a comprehensive software solution for workflow automation, metrics tracking, reporting, file management and load balancing between worldwide presentation and production centres.

This innovative tool is the backbone of the service offering and allows Fuji Xerox Creative Services to track, record, monitor and manage the lifecycle of a document. More than just a workflow management tool, it's a complete work process and management system for seamlessly connecting multiple geographies, allowing us to bring central control to the whole process of design production, whether onsite, offsite, offshore or any combination of these.

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