

Inspirations



SUMMER 2007

Evolved learning
the future of education

Transpromo
changing the face of direct mail

Eco-manufacturing
good for business
great for the environment

Evolved learning

21st century education is bold. It is flexible, creative, challenging, and complex.

We now live in an increasingly diverse, globalised, and complex, media-saturated society. Education is no longer about facts and figures, but providing students (no matter their age) with the knowledge and resources to find out the answers, whether they reside in their internal landscape, on a business network or on the web.

The American Association of School Administrators (AASA) published a report in 1998 stating schools in the 21st century “will be laced with a project-based curriculum for life” aimed at engaging students “in addressing real-world problems, issues important to humanity, and questions that matter.”

It offers the following new definitions for “School”, “Teacher” and “Learner”:

Schools will go “from ‘buildings’ to nerve centers, with walls that are porous and transparent, connecting teachers, students and the community to the wealth of knowledge that exists in the world.”

Teacher From primary role as a dispenser of information to orchestrator of learning, and helping students turn information into knowledge, and knowledge into wisdom. The 21st century will require knowledge generation, not just information delivery, and schools will need to create a “culture of inquiry”.

Learner In the past a learner was a young person who went to school, spent a specified

amount of time in certain courses, received passing grades and graduated. Today we must see learners in a new context:

- “1) we must maintain student interest by helping them see how what they are learning prepares them for life in the real world.
- 2) we must instill curiosity, which is fundamental to lifelong learning.
- 3) we must be flexible in how we teach.
- 4) we must excite learners to become even more resourceful so that they will continue to learn outside the formal school day.”

The AASA is not revolutionary. It actually echoes turn of the century educational philosophies such as Dr. Maria Montessori’s (1870-1952), who said “My vision of the future is no longer of people taking exams and proceeding on that certification from the secondary school to the university, but of individuals passing from one stage of life independence to a higher, by means of their own activity, through their own effort of will, which constitutes the inner evolution of the individual.”

What it requires is a new way of understanding the concept of “knowledge”, a new definition of the “educated person”. The future of learning is not what is learnt, but how. It has a huge impact on schools, universities and industry as they all will be required to change their accepted parameters of ‘education’ in order to attract students and employees.

Today’s students are digital learners – they literally take in the world via the filter of computing devices: mobile phones, handheld gaming devices, PDAs, and laptops, plus the computers, TVs, and game consoles at home. A survey by the Henry J. Kaiser Family Foundation found that young people (ages 8-18) mainline electronic media for more than six hours a day, on average. Many are multitasking – listening to music while surfing the Web or instant-messaging friends while playing a video game. (*Synching Up with the iKid*, www.edutopia.org)

Greg Whitby, Executive Director of Catholic Schools in the Diocese of Parramatta, oversees the provision of quality learning and teaching in approximately 75 primary and secondary schools across western Sydney. He is passionate about creating personalised learning environments that support the use of multiple information and communication technologies. “Kids today don’t see technology as an enabler of knowledge. For them ‘myspace’ is simply a place to hang out in. That’s a fundamental shift. We need to re-examine the learning frameworks and build schools differently as a result.”

So how do you re-frame education in today’s world of collaboration, connectivity, access to information, flexible workspaces and wireless?

“The answer may not simply be laptops in schools – it may be mobile. There’s now talk about mobile learning (m-learning) and something like the iPhone is a major development. It may be that the work we did in building the LANs and WANs is on the way out with wireless,” says Whitby.



Feeling off-colour?

Is your print business experiencing too many reprints and wastage? When it comes to perfect colour, there's no room for error.

However, he is adamant that the educators will make the difference. "It is not just the tools or the environment, it is the ability of the teacher to engage students in the learning environment."

He encourages anyone involved to embrace Web 2.0. "Web 2.0 is about relational technologies. Teachers should look at replacing today's learning management systems, like blackboards, with Google, MySpace, Flickr, and Wikipedia."

As a strategic partner to the education industry, Fuji Xerox works with schools, universities and colleges in this changing landscape. Mass learning is switching to personalised learning, with just-in-time workbooks and personalised 1:1 information. Globally, Xerox and its partners are researching tools that shift content-based data into malleable, searchable knowledge repositories thanks to the semantic web.

"It is difficult to imagine students without textbooks, now, or in the future. However, a vast array of new technologies are now putting the role of the textbook in question, and it is the combination of digital and physical artefacts that are increasingly supporting knowledge and learning," said Andy Lambert, Managing Director, Fuji Xerox Australia. "As a technology provider, we analyse and understand the strategies, problems and processes within the education environment. Key challenges include knowledge creation, preservation and delivery, and managing resources effectively."

For Whitby, educators cannot deliver on this new vision of learning "without robust infrastructure and technology. Cyberspace & connectivity are necessary to making it happen, as are virtual solutions to storing, managing and retrieving information."

In response, Fuji Xerox has developed solutions including the digital curriculum – an Internet based document management service that brings the traditional 'classroom' into the Information Age by integrating electronic and traditional course material in a new collaborative work environment. It includes high quality scanning and storage of documents to enable key parts of the teaching and learning process.

It is just one of many steps towards supporting the urban community with lifelong learning at the core: offering embedded, seamless relational technologies, optimisation of shared resources, and allowing time and space to become more adaptable and flexible.

Big brands – think of Cadbury's purple or Coke's red – demand perfection and if your print technology isn't delivering, it's your profit and reputation on the line.

Responding to demand, Fuji Xerox has launched a new consultancy Colour Management Service (CMS) to help keep customers' colour on track. CMS teaches participants how to set up applications correctly for individual colour devices, and addresses internal calibration and colour profiling problems.

"Colour management isn't a five-minute job, but setting up their systems correctly means an organisation saves time and money in the long run through reduced print job errors and reprints," said Gordon Fogarty, manager of Colour Management Services.

"Typically, we train staff, update their colour knowledge, correct any calibration issues and work with the customer to implement workflow and colour management strategies for the future," said Fogarty.

Bradley Grainger, IT Manager at Kwik Kopy City Print – parent company of five Kwik Kopy franchises in the Sydney CBD – is in the initial stages of engaging CMS.

"I'm expecting it to resolve workflow issues, identify shortfalls and any skills shortages within the team. The first presentation demonstrated how digital technology and colour management has changed and really how sensitive the whole area is." According to Grainger "it is the sort of service we've been

needing for some years. It's a service that will hopefully assist us systemise, so workflow becomes a process that anyone can follow."

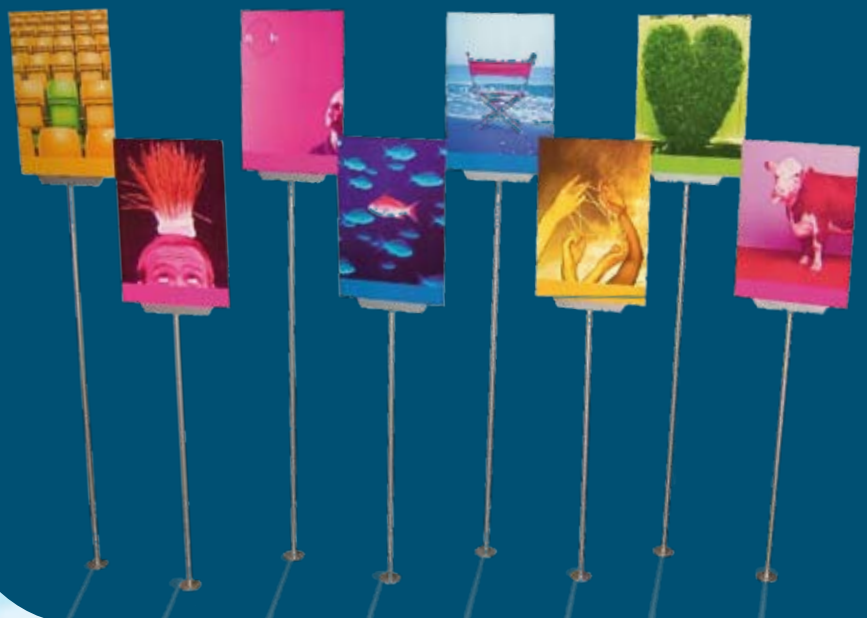
Snap Printing O'Connell Street has also engaged CMS to address colour inconsistencies between printers in the hub at O'Connell Street and across four satellite sites in Sydney city and the north shore.

"We would print a proof on the DocuColor5065 in one of the satellites, run the job on our iGen3 at O'Connell and, due to differing colour calibration across the sites, get different colour results," said Nik Ainley, IT Manager, Snap Printing O'Connell.

CMS is systematically colour-matching the printers across all the sites and helping educate staff and customers on colour management. "We've had great responses internally as CMS provided us with a depth of understanding about all the issues impacting on colour management that we hadn't identified before.

"Education is an ongoing process which we are committed to. CMS is providing us the tools to effectively improve our workflow and develop systems so that colour management becomes an automated process. Ultimately this investment will reduce waste and maintain consistent 'brand reproduction' for our valued clients," said Ainley.

For more information on Fuji Xerox's Colour Management Services, contact Gordon Fogarty on 02 9469 2371 or email gordon.fogarty@aus.fujixerox.com



TransPromo takes off

Transpromo is set to change the face of promotional direct mail. According to InfoTrends it will grow by 91% by 2010, increasing the US market worth to just under US\$4 trillion.

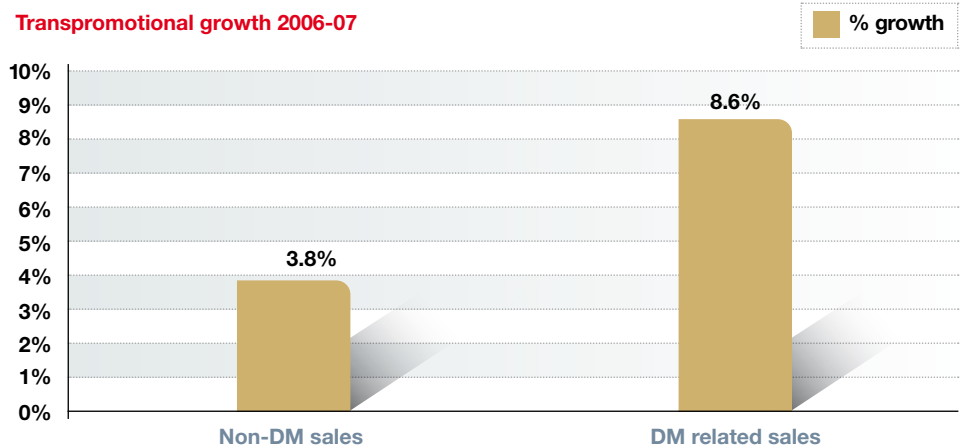
On average, a consumer will spend forty two and a half seconds reviewing a bill. However, two thirds of consumers rarely or never read the direct mail and leaflets that are included with these statements.

"If consumers are spending an average of forty two and a half seconds reading their bill, why not put marketing material on their bill? This is the basic principal of TransPromo," explains Nick Kugenthiran, general manager, integrated sales and marketing at Fuji Xerox.

TransPromo combines traditional transactional documents – such as bank account statements, business invoices, and credit card bills – with promotional direct mail pieces incorporating a call to action. "A combination of new technologies, postal changes and market conditions means that transaction documents like statements and invoices are proving effective at generating sales and long-term relationships," says Kugenthiran.

Due to the cost-effective use of digital colour printing and the quality now possible, pre-printed base stock is no longer required. All the elements of the document, including design, typography,

Transpromotional growth 2006-07



Source: *The Power of Direct Marketing 2007-2007 Edition* Direct Marketing Association

layout, colour, personalised variable data and targeted marketing is all created together at the data centre. When it comes to the print run, the paper goes in, and a fully customised, colour, TransPromo document comes out.

InfoTrends has produced a definitive whitepaper "The TransPromo Revolution: The Time Is Now!" available at its online store (US\$195).

Go to <https://store.infotrendsresearch.com/ProductDetails.asp?ProductCode=82828>

For information and examples of successful TransPromo applications email reto.ambuhl@aus.fujixerox.com

Sending smart and secure

With flourishing internet sales and the rise in data warehousing, how secure are your personal details?

The fast-adopted 'chip and pin' technology on banking and credit cards is testament to real concerns in the industry regarding identity theft and banking fraud. As part of the battle, Australia now has a new way for banks and financial institutions to send personal identification numbers (PINs) to customers in a secure and cost-effective manner.

As the only security device accredited by UK Payment Association APACS, the Xerox PIN Tab solution offers a highly secure method for delivering PIN data without the need for a 'safe receipt' telephone call to a customer service department. Additionally, the use of one tamper-proof carrier sheet means institutions can deliver PIN information in a single print run, opening up communication and marketing possibilities never before available.

How it works: the PIN is printed in specialised fonts against a random patterned tab and remains illegible until the tab is removed (pictured). Once removed, the tab cannot be reapplied, providing a tamper-evident method of delivering information on a single sheet.

"As the PIN can be separated from the carrier sheet, the carrier sheet itself can be used as valuable marketing 'real estate', unlike traditional delivery methods where the paper containing the PIN has to be destroyed for security reasons," explained product manager Malcolm Cartlidge.

Fuji Xerox supplies the specialised security fonts required by the print provider, along with a blank or pre-printed stock designed to the customer's specifications. "This is a completely customisable solution, from pre-printing and weight of sheet, to



the size and position of the tab. Even the text around the tab itself can be custom branded," added Cartlidge.

Applications for the PIN Tab include credit card PIN's, mobile phone PUK's, internet passwords for tax returns, online banking and voting. It can also be used for delivery of competition or prize draws, account activation codes and discount vouchers.

For further examples of the PIN Tab's use in secure data direct mailing or to enquire about its cost-benefits, email malcolm.cartlidge@aus.fujixerox.com

EDS Australia partners with Fuji Xerox for a lean, mean, green solution

Global technology services group EDS is slashing its greenhouse gas emissions in Australia and New Zealand in a wide-ranging program called **Go For Green**.

The program targets energy use across the business and addresses three key areas: mechanisms to minimise employee carbon usage; internal initiatives to increase productivity and efficiency whilst reducing EDS' carbon footprint; and implementation of a set of service offerings that allow EDS and its customers to reduce their impact on the environment.

"EDS took an initial inventory of emissions in areas such as travel, technology and power use, and analysed where savings could be made and waste cut," said Chris Mitchell, Managing Director for EDS Australia.

"Many companies are now measuring their carbon 'footprint', but we are taking the needed steps to immediately reduce inefficiencies in areas of greatest energy use, in order to cut our carbon emissions and operational expenses in the long term." In fact, through the Go For Green Program, EDS Australia aims to slash its greenhouse emissions in Australia and New Zealand by 25% by 2010.

One of the first changes made toward the realisation of this goal was to cut EDS' printer footprint by 72% using a green-friendly Managed Document Output Services offering, developed with Agility Alliance partner Fuji Xerox.

To begin the transformation, EDS installed the latest fleet of Fuji Xerox networked multi-function devices to reduce the number of personal, multi-vendor printers in use.

Next, Fuji Xerox's Global Services division created a new print infrastructure for each business unit within EDS, enabling the company to pro-actively manage all its document devices with detailed use analysis and reporting, integrated help-desk support and on-site technical services.

Finally, EDS has also reduced its paper consumption with a print policy that includes duplex printing, usage tracking and direct billing, as well as added device functionality through scanning and secure printing on Fuji Xerox devices.

"With the energy savings from consolidation of our print fleet on a Fuji Xerox platform and our reduction in electricity, paper and other consumables use we have cut the carbon emissions from our printing operations by as much as 79%," said David Yates, Service Delivery Executive for EDS Asia Pacific.

As an added bonus, EDS has seen major print cost savings of over 20% due to its ability to better measure, control and manage printing throughout the organisation – while minimising IT investment, downtime costs and increasing access to its print infrastructure.

"There is no doubt Fuji Xerox has played a key role in helping EDS achieve its sustainability objectives," added Yates. "Fuji Xerox has proven to be a valued partner not only in improving our business efficiency but also in enhancing our environmental performance and that of our customers."



Speed and style for Snap Printing Collingwood

Since 2003, Rod and Ann Giddings have continued the Snap Printing Collingwood legacy that began when the business first opened 20 years ago.

"The success of the business is built on the premise that we are capable of producing absolutely anything for our customers using digital or offset printing," said Rod Giddings.

A typical week in the Snap Printing Collingwood premises would see the production of full colour catalogues, postcards, business cards, weekly newsletters, training manuals and price lists.

In addition to its digital capabilities, the company operates as an offset hub for other Snap franchises in the area.

Significantly contributing to the company's long-term success is its commitment to ensuring its print technology is up to date and can perform advanced printing and publishing functions with maximum efficiency and quality.

When Snap Printing Collingwood began the search for new digital printing resources in late 2006, the key criteria was speed, outstanding colour capabilities and versatility.

"Quick turnaround is all-important; it's how we win a large percent of business and how we keep our customers loyal. Fast, reliable production systems are a priority," said Giddings.

"Additionally, due to the high quality standards of office printers now available, it is imperative that we demonstrate to our customers the value in outsourcing their production printing services. To do that, we need to consistently deliver excellent quality printing with noticeably sharper text, images and stronger colours."

The Xerox DocuColor 5000 Digital Press was selected to help Snap Collingwood operate competitively and to ensure future growth while Xerox FreeFlow DocuSP was chosen from four different colour server management options.

Snap Printing Collingwood also invested in the Xerox DocuColor 250 Colour Printer/Copier entry production system to complement the DocuColor 5000. "Fuji Xerox has always been the preferred print solutions provider of Snap Printing Collingwood throughout its 20 year history," said Giddings. "While we considered other



Rod Giddings, Snap Printing Collingwood

production systems from competing vendors, in my experience, the quality of the solutions from Fuji Xerox has always outperformed everything else on the market.

"The service is excellent; the technicians undeniably offer the industry's fastest response times and it helps immensely that we have always had a good rapport with Fuji Xerox account managers who are genuinely interested in our business and regularly give us opportunities to learn new growth strategies."

Since the installation of the Fuji Xerox equipment, Snap Printing Collingwood and its customers have enjoyed a huge improvement in the quality of print as well as a faster and more reliable service.

"Customers have actually commented on the enhanced quality. There is never any

streaking," reported Giddings. "They've also provided feedback on the speed – expressing surprise at just how fast we can turn work around."

As well as its colour management benefits, the DocuSP solution has enabled Snap Printing Collingwood to integrate the workflow of its digital and offset devices, which has resulted in further gains in productivity.

The complementary features of Snap Printing Collingwood's two new high calibre production units provide ideal backup for one another; if one unit needs servicing, it is very easy to switch to the other.

"Our new production systems from Fuji Xerox have reduced our running costs so that our digital business unit competes easily against rival print providers as well as offset production options."

Looking for a perfect workday?

“I can’t print.” “Where’s the toner for this printer?” “Why can’t IT fix it?” Sound familiar?

In offices across Australia, staff find themselves reacting to print equipment needs: whether it be simple maintenance, like replenishing consumables, to calling the IT help desk because they are unable to print. In fact, Gartner reports that 40 – 60% of IT help desk calls pertain to issues with print output. Worse, these activities reduce productivity and take employees’ attention away from core responsibilities.

Imagine a workday where your documents print smoothly. Paper in the tray. Toners and inks topped up. Print devices well maintained. No need to call the help desk, freeing them to focus on true IT support.

Leveraging Fuji Xerox experience in managing over 5000 print devices in 30 different organisations, Office Services

Select can help deliver your perfect workday. Supporting Fuji Xerox and other vendors’ print technology, Office Services Select suits small to mid-size organisations looking to reduce support and administration costs, improve reliability and increase the efficiency of staff.

Preventative maintenance and proactive break-fix services ensure your print environment functions at its best. Remote diagnostics and trouble shooting capabilities maximise device uptime. The Fuji Xerox Help Desk is automatically alerted to – and often resolves – technical issues before end users and IT departments experience them.

A customised, asset-tracking database allows you to see how much is being

printed, and where. Access to such detailed information allows you to make informed decisions that improve your output environment and reduce costs. Office Services Select determines when supplies are required and actions replacement and re-ordering, along with gathering meter readings.

On and off-site support is available: a unique priority number gives direct contact to skilled support staff, your single point of contact for all office needs. Optional on-site services include trained staff performing preventative and on-going maintenance, rapid response problem resolution and user support and training.

If you’re ready for the perfect workday, call Office Services Select on 13 14 12.

Talking semantics

For the past decade, organisations have focused upon information technologies to assist with the creation, storage and sharing of knowledge. Utilising repositories such as Xerox DocuShare, businesses globally have developed means to harness their digitised knowledge assets.

Today, knowledge management is entering the next stage. The opportunity is there to start mixing and matching knowledge coming from a multitude of environments, to facilitate interoperability between different systems and to search for information in a manner akin to the application of human intuition. Imagine the productivity realised by simply being able to type into a search engine and find precisely what you want without the usual myriad of other links that constitute irrelevant information.

Fuji Xerox Australia and RMIT University’s “Semantic Technologies Research Project” has been locally funded by Fuji Xerox Australia with assistance from the Australian Commonwealth Government through an ARC Linkage Grant. It will assess the impact that the emerging Semantic Web, and related semantic technologies and standards, may have on industry; and conversely, assess the role that industry, government and standards bodies should play in the development and deployment of these technologies.

“This research is quite leading edge, but reflects what is being undertaken globally by Xerox Corporation and is an essential element of our desire to drive innovation in the document management and digital publishing arena” explained Andy Lambert, Fuji Xerox Australia’s Managing Director. “The work the project team and their collaborators globally are doing has potential to add real value to customers in the longer term as they attempt to deal with ever-growing volumes of data and information whilst simultaneously trying to integrate new technologies and legacy systems. It represents our commitment to actually developing the future of document management systems aligning to real customer needs.”

The three-year project commenced in 2006. Thus far, the Research team has set up a virtual “community of practice” with Xerox researchers around the world, together with RMIT University, NICTA (National ICT Australia), senior members of government and corporate organisations and other interested stakeholders.

Research is already showing that the future of publishing is being driven by the web and, from “the creator” to “the consumer”, content now needs to be developed quickly and accessed and stored across platforms and systems. “Our objective is to understand these new waves of technology, how organisations are trying to apply them, and then to educate and inform the market generally of their potential” explained Anni Rowland-Campbell, Fuji Xerox Australia’s Manager Innovation who is leading the program.

The project team will undertake interviews, develop case studies and present published papers and workshops to assist organisations in their strategic technology planning and to maximise the alignment of semantic technologies with both business processes and organisational learning.

To download a copy of ‘Talking Semantics’, the first report from Fuji Xerox Australia’s “Semantic Technologies Research Project” go to www.fujixerox.com.au/innovation

Good for business, great for the environment

Fuji Xerox Eco-Manufacturing efforts result in recycling and reuse of over 99% of resources from end-of-life products gathered across the Asia-Pacific region

Dan Godamunne, the General Manager for Fuji Xerox's Eco-Manufacturing operation in Australia is standing in the distribution centre for remanufactured print and copier parts in Sydney, surrounded by countless boxes and crates containing parts that may have been just scrap not so long ago.

Last year 220,000 parts were remanufactured at this state-of-the-art facility, saving Fuji Xerox in the order of \$13m in new part costs and creating revenue of \$5.4m in exports. This innovation at Fuji Xerox Australia has made good business sense and the benefits for the environment are clear.

At a group level similar things are happening. In its manufacturing centres in China last year the Fuji Xerox Group manufactured 14,000 products with reused parts, avoiding 15,500 tons of carbon dioxide and reducing the requirement for new raw materials by some 2,000 tons.

These achievements are evidence of a longstanding commitment to environmental responsibility. Fuji Xerox adopted a design for the environment philosophy in the 1990s, that is enabling over 99% resource recovery from end of life equipment and parts now.

"Fuji Xerox environmental responsibility starts at the early design stages of product development, where we apply a series of policies that later support re-manufacturing and recycling," says Godamunne.

"This includes the standardisation of parts, the use of high-rigidity materials, incorporation of long-life parts, adoption of designs that will facilitate later separation and disassembly of parts, and the use of materials in our products that can be easily recycled or remanufactured."

The Zetland-based Eco Manufacturing Centre is a state-of-the-art engineering facility for the remanufacture of parts and sub-assemblies removed from equipment during service.



More recently it has become a complete waste management centre, accepting old equipment, parts and packaging from all Australian customers for remanufacturing and recycling.

While parts are remanufactured at this centre, end-of-life equipment and cartridges are sent to Fuji Xerox Company Limited's Asia Pacific Integrated Recycling Centre based in Chonburi, Thailand.

Now in its third year of operation, the Thailand centre has recovered approximately 9,000 tons of resources, and has recycled about 55,000 units of used products. These have been dismantled, typically into 60-70 components for recycling, to recover iron, aluminium, glass, copper and various plastics. More complex components like printed circuit boards and Ni Cad batteries are exported to specialist re-processors overseas.

"The Thailand centre has the capacity to process up to 30,000 units of equipment and 500,000 toner cartridges per year," says Godamunne.

The facility is currently achieving a 99.2% resource recovery rate, and is targeted to achieve 99.6%. It has received full ISO certification under the International Environmental Standard, and procedures are in place to ensure the local environment is not impacted by the resource recovery facility.

Construction of a similar Fuji Xerox Eco-Manufacturing Centre in Suzhou, China is also underway, with operations set to commence in January 2008. This facility will recycle or remanufacture equipment and cartridges from the domestic market in China.

Its disassembly and recycling capacity will cover up to 15,000 machines and 500,000 cartridges per year, and will aim to achieve a 95% resource recovery rate for products including copying machines and printers, and a 99.9% percent recovery rate for cartridges at the site.

In an industry-first effort, Fuji Xerox has a goal to achieve 'zero landfill,' 'no pollution,' and 'no illegal disposal' at the Suzhou centre, contributing to environment and resource conservation in China.