

Summer 2010

realbusiness

The Xerox magazine for real business



The NY Mets: Getting Ready for the Business of Baseball

The Trident Group
Hits Home Run
with BlitzDocs®

A Down-to-Earth
Look at Cloud
Computing

We're about to change the way you see our company. And possibly your own.

Now more than ever, business requires your undivided attention. So Xerox is making some changes to help you be more successful. We just acquired Affiliated Computer Services, which means Xerox now has the resources to take on all your essential business processes. ACS is a Fortune 500 company and an industry leader in Business Process and IT Outsourcing, with global services that already touch millions of lives — from electronic health records, to automated toll transactions, to award-winning customer care centers in 140 countries. And now, with nearly 130,000 employees worldwide, we have a new vision at Xerox. One that's even more dedicated to innovation, service, and giving you the freedom to focus on what matters most: your real business.



Now a Xerox Company

Ready For Real Business **xerox** 





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Taming the Monsters of

Document Management

Universal Orlando® Taps Xerox Managed Print Services

“Creating and delivering compelling entertainment experiences for our guests is our top priority,” says Tracey Stockwell, CFO of Universal Orlando Resort. “But of course, we’re always looking for ways to be more effective with our business operations.”

Each year millions of guests visit Universal Orlando’s two amazing theme parks, Universal Studios Florida and Universal’s Islands of Adventure, to experience thrilling, world-famous attractions that combine pop culture’s most compelling stories and characters with groundbreaking rides and show technology.

Flagship experiences featured in the theme parks include “The Simpsons Ride,” “Revenge of the Mummy” and “The Incredible Hulk Coaster.”

In 2010, Universal Orlando will reveal the highly anticipated “The Wizarding World of Harry Potter” at Universal’s Islands of Adventure. Universal also honors its legacy of movie-making traditions by featuring iconic monsters such as Frankenstein, Dracula and The Wolfman, which have been a part of Universal’s history since 1923. These globally recognized characters entertain Universal’s guests throughout the resort’s shows and attractions.

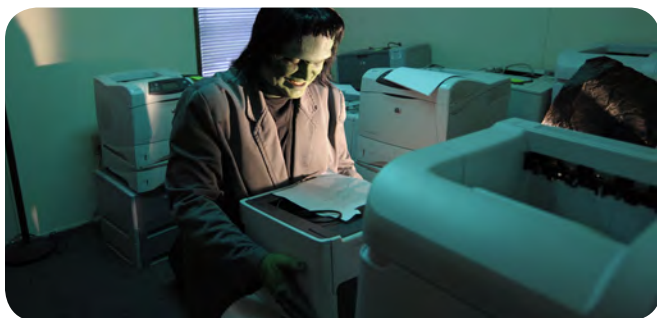
Yet a different kind of monster lurked behind the scenes in the back offices that guests never see.

Here, the same spirit of innovation that brings pop culture entertainment to life in the parks is expected to create a more productive and greener workplace to help Universal Team members do their jobs through a recent Managed Print Services (MPS) contract with Xerox.

Xerox has worked with Universal to study its work processes, and the costs associated with printing, sharing and updating scripts and proposals. Using Lean Six Sigma principles, Xerox did an assessment of Universal's document processes and costs, and uncovered document processes that had taken on a life of their own: Underutilized equipment that was wasting energy and was off-network and therefore invisible to IT.

"Print infrastructure is the last unmanaged and unplanned area where companies can still realize immediate cost savings and productivity gains, without a major capital investment," said Stephen Cronin, president, Xerox Global Services. "Now more than ever, businesses are calling on Xerox to proactively manage print output and spur growth by giving back valuable employee time."

"We presented an office environment that aligns to Universal's back office print budget targets, security policies and environmental sustainability goals," said Jerry Glenn, Xerox account client principal.



One of the first steps was to retire inefficient and underutilized printers.

Xerox also provided on-site training and change management tips to help Universal's team members adapt to the new technology and work processes.

According to Tracey, "The bottom line is machines don't come up with ideas. People come up with ideas. By collaborating with our corporate partner, Xerox, we were able to identify opportunities we expect will streamline our work processes related to managing document flow and printing.

"Our goal is to get the monsters out of our back office operations and out in front entertaining our guests."



"When our parks open each day, we have to be ready for business."

**– Tracey Stockwell
CFO,
Universal Orlando®
Resort**

To see more about the Xerox partnership with Universal, go to www.xerox.com/universal.

Survey Says: Managed Print Services A Smart Investment Despite Challenging Economy

Deploying managed print services (MPS) is a strategic priority for companies looking to uncover new ways to save money, according to a survey undertaken in the U.S. and Europe by research and analysis company Quocirca and co-sponsored by Xerox Corporation.

Nearly 70 percent of survey respondents say better management of their print infrastructure is a strategic imperative, with cost savings driving the MPS investment.

"The survey findings support the fact that the economic downturn is actually raising the profile for the cost savings potential that comes with MPS," said Stephen Cronin, president, Xerox Global Services. "Now more than ever, companies are calling on Xerox as the MPS market leader to proactively manage print output and spur growth by giving back valuable employee time."

Specific survey findings support the cost-savings opportunity offered by MPS:

- 60 percent of current MPS users are satisfied with the cost savings achieved since implementing MPS, with an additional 25 percent indicating that the cost savings exceeded expectations.

For the entire press release go to:
<http://www.xerox.com/news>



The Trident Group Hits Home Run with BlitzDocs®

Quick Implementation, Cost Savings and Efficiency

It Was Time to Cut Back on Paper Documents

As a multi-location, single-source provider of mortgage financing, title insurance, and property and casualty insurance, the Trident Group faced excessive printing, copying, shipping and storage costs. Paper files were often misplaced and staff lost time looking for them. “The [paper] process, at times, could be very chaotic, very inefficient and create lots of wasted time and energy,” said Christopher Rosati, senior vice president and chief operating officer at The Trident Group. In fact, the mortgage sector needed monthly “basement days” during which eight employees would move and organize files. Eventually, the boxes of files were transferred to a storage and retrieval facility, with costs at \$50,000 per year and rising.

The company looked to document imaging—specifically, to electronic mortgages—to save money and create efficiencies. According to Rosati, “We understood that you can’t get to e-disclosure or e-closing unless you have a baseline document management platform.” The company looked at six software providers—some offering generic capabilities and others specialized in the mortgage industry. Rosati quickly ruled out the generic solution providers, whose “from-scratch” configuration approach results in long implementation times. He then focused solely on solutions designed specifically for the mortgage industry and found the decision to choose Xerox was an easy one.

We didn’t find many strong players with a long track record in the mortgage process and document imaging, like BlitzDocs,” said Rosati.

Fast and Efficient Implementation

The Trident Group’s implementation began with post-closing and quickly eliminated overnight shipping and copying costs. Working with a dedicated account manager, who understood the company’s strategy, ensured a smooth implementation. “Our implementation was probably the best I’ve ever been involved with,” said Rosati. “In our process map session, the Xerox Mortgage Services representatives were organized, impressive and very knowledgeable about their software and the business.”

“We didn’t find many strong players with a long track record in the mortgage process and document imaging, like BlitzDocs,”

– Christopher Rosati
Senior Vice President and CEO
The Trident Group

After post-closing, BlitzDocs was implemented in loan origination, beginning with a pilot team consisting of a processor, two mortgage consultants, an underwriter and a closer. Following the one-month pilot session, complete with training and daily meetings, BlitzDocs was rolled out with all team members on the system—in less than five weeks.

“A Real Home Run”

Positive feedback came from everyone who used BlitzDocs. Results included cleaner offices and consistently organized files, securely housed in a single, easily accessible location. The company realized tremendous efficiencies for employees, who once spent 30 minutes looking for a file and now had immediate access to them. BlitzDocs’ software-as-a-service (SaaS) model provided immediate ROI with a variable cost model and top-notch security. In addition, the Trident Group leveraged BlitzDocs’ seamless integration with Harland E3, which reduced keystrokes and streamlined data validation.

“It’s hard to put your finger on all the efficiencies, but we see [BlitzDocs] working by how things get resolved on a day-to-day basis,” said Rosati. “I just know intuitively that this has been a real home run for our company.”

The numbers bear this out. With BlitzDocs, the company saved nearly 60 percent on paper and toner usage and approximately \$10.00 per loan on overnight shipping fees to investors. Trident’s sales and operations coordination has improved dramatically with simultaneous access to the e-folder. In addition, by eliminating paper files, the company has removed interim file cabinets and created significant new employee workspace.

With BlitzDocs, the company saved nearly 60 percent on paper and toner usage and approximately \$10.00 per loan on overnight shipping fees to investors.

Looking to the Future

To further extend inter-divisional efficiencies, the company is implementing BlitzDocs in its insurance, title and real estate divisions and expects to eliminate the printing and handling costs of nearly 6 million copies annually.

“Xerox Mortgage Services really wants to work with us to fulfill our vision of having a completely paperless real estate transaction... I think they’re on the right path, and we just hope to keep pace with the changes they make so we are ready as soon as the next big thing is available.”

For more information, visit www.xerox.com/mortgageservices

The Trident Group—Vital Stats

- An affiliate of Prudential Fox & Roach Realtors
- Sixth-largest residential real estate company in the United States
- 60 offices and 3,700 real estate agents throughout Pennsylvania, New Jersey and Delaware

BlitzDocs Results

- \$10.00 per loan cost savings in post-closing overnight delivery charges
- Reduced paper and toner usage by nearly 60 percent
- Integration with Trident’s LOS (Harland E3) streamlined data-to-document validation
- SaaS model provides variable cost, immediate ROI, security and redundancy
- Increased efficiencies by enabling parallel processing and improving interdepartmental coordination
- Rapid and smooth deployment with professional BlitzDocs service team

A Down-to-Earth Look at Cloud Computing

••• by Ken Stephens

Asking someone to describe enterprise Cloud computing is almost like asking someone to describe the color orange.

There are as many elements, pigments, chemicals, shades, emotions, likes and dislikes that surround our personal view of orange. While it's hardly anyone's favorite, any child will tell you that a box of crayons just isn't complete without the orange one.

Generally, Cloud computing is computing available at will, by a variety of devices, wherever and whenever it's needed. From an end-user perspective, Cloud computing enables computing services without requiring a comprehensive understanding of the necessary technology. For a company, it brings consumer and business applications in a simplified way. Flexible scale and improved quality give users the infrastructure for rapid innovation and decision-making. It's also a service acquisition and delivery model for IT resources.

Cloud Benefits

Today, CIOs are considering private, public and shared Cloud computing options for their many immediate benefits:

- Business agility and alignment of computing resources with ever-changing business requirements
- Lower costs through server virtualization
- Enhanced network and data security in a multi-customer Cloud

With multiple benefits, the market for enterprise Cloud computing is poised for significant growth in the next few years.

How to Use It

For many CIOs, participating in a shared (multi-customer) Cloud is a good option. It offers the many benefits of a private Cloud—such as business agility, enhanced network and security—as well as lower costs.

If used correctly within an overall strategy, Cloud computing can help improve business performance

Creating a Dialogue with Customers

There's no time like the present to begin to understand the possibilities of Cloud computing. It's important to ask three basic questions:

- 1. Will Cloud computing help create and deliver innovative services to achieve greater competitive differentiation?** Cloud computing can enable greater innovation through collaboration, rapid deployment and lower costs. Future innovations will integrate application and information services from others (suppliers, third parties, clients, business partners and government) that may be built as Cloud-based services.
- 2. Are there sustainable competitive advantages gained by using Cloud computing?** Enterprises taking the lead in harnessing the power of Cloud computing may gain competitive advantage through more rapid innovation, massive scalability (up and down) to optimize resources and costs, and access to resources otherwise not readily available.
- 3. Will Cloud computing enable a quicker path to achieving goals for IT optimization, cost savings and faster time to market?** Cloud computing is about the "industrialization" of IT infrastructure, including the data center, to reduce costs while improving quality and time to delivery. It provides a set of core services or building blocks that can be rapidly assembled into higher level business services for quick deployment.

and control the costs of delivery in a manner where information technology (IT) will become viewed as business technology (BT). Basically, clients don't own the infrastructure; they access it and rent it, much like an all-bills-paid apartment, with shared walls and shared common grounds. It frees businesses from having to constantly maintain expensive infrastructure and personnel, becoming a potential cost-saving measure.

Market Signals

Many flavors of Cloud computing are emerging. Microsoft's radical Ozzie has a mission to wholly change the company's business model to deliver software through Cloud computing. IBM is dedicating entire centers to Cloud computing in North America, Europe and China. Some have gone so far as to suggest that HP's purchase of EDS was done to gain the critical infrastructure mass to enable Cloud. These efforts are not surprising, as IDC expects Cloud computing to grow from its current market size of about \$16 billion, to \$42 billion by 2012¹.

Embarking on the Future

Cloud may not change everything, but it will have an impact on everything. New independent software vendor solutions will emerge that are only available in the Cloud. New multi-tenant platforms will offer high levels of productivity along with reduced costs, and elastic resources will reduce the costs and risks of spikes, becoming a requirement for most IT organizations conducting business on the web.

If you're interested in learning more about how ACS Enterprise Cloud can help you accelerate your journey to the Cloud, visit www.innovateit-acis-inc.com or contact us at itcommunications@acs-inc.com.



Ken Stephens is an IT strategy and innovation expert focused on driving innovation in the tech industry. He is responsible for providing strategic direction and driving change throughout the client's organization to accomplish its business goals. Stephens has more than 20 years of experience in technology, business development, delivery and strategy development.

¹ IDC, October 2008.

Helping the NY Mets...

“We want to make sure our fans have a great entertainment experience when they come to a Mets game at Citi Field,” says Craig Marino, New York Mets Vice President, Guest Experience. “We work behind the scenes with Xerox to make sure that important information about our entertainment activities—from a Mr. Met Dash to a special concession stand treat—is easy for us to share.”

For the uninitiated, the “Mr. Met Dash” is a popular Citi Field postgame event in which fans 12 and under have the chance to run the bases led by Mr. Met himself—the team’s official mascot. For 46 seasons, the 6’10,” baseball-headed wonder/club ambassador has been famous for entertaining and engaging fans, spreading team spirit and cheering on his fellow Mets.

Mr. Met is just one of the reasons millions of New Yorkers love to come out to the ballpark. From the Mets’ lovable, underdog beginnings in 1962, to their World Series Championships of 1969 and 1986, their return to the postseason in 2006 and their move into beautiful Citi Field, the Mets have always held a special place in their fans’ hearts.

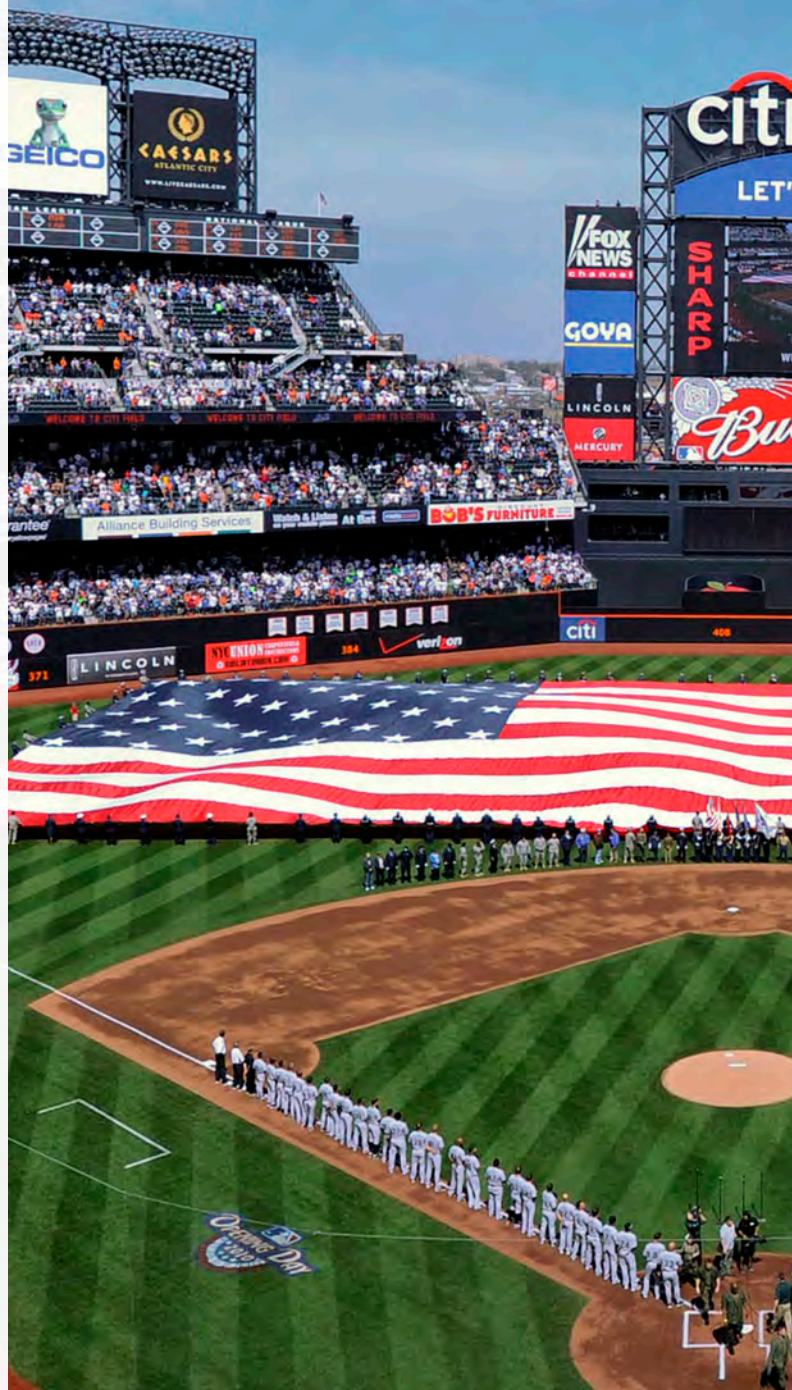
Providing the world-class baseball experience that defines the Mets franchise is a tremendous undertaking. According to Dave Howard, Mets Executive Vice President of Business Operations, “We’re a business like most businesses. We have many challenges in terms of efficiencies, data information management, and communication both internally and externally.”

David Newman, the team’s Senior Vice President of Marketing & Communications, expands on this thought: “We’re in a highly competitive market... there’s no shortage of fun things to do in New York. For the Mets to be among the top choices, we have to be more creative, more nimble and more responsive in terms of connecting with our fans.”

Xerox worked with multiple departments to study the Mets’ document processes and costs associated with printing, sharing and updating everything from fan communications to game notes and restaurant menus.



Dave Howard,
Mets
Executive
Vice President
of Business
Operations





...Get Ready to Play Ball.

Xerox applied its 1:1 direct marketing software, technology and expertise to help create a customized campaign aimed specifically at group ticket sales.

The Xerox-Mets affiliation, now in its second year, goes beyond sponsorship, according to Paul Asencio, Mets Senior Vice President of Corporate Sales and Partnerships. "This is a very unique relationship... much more than just a sponsorship, Xerox is a true business partner of ours. They've really helped us run more efficiently."

In working with any client, a key objective for Xerox is to give them the freedom to focus on the core competencies in their field of business. As Dave Howard concludes, "Our main goals are to win baseball games and make sure our guests have a great experience. Xerox works behind the scenes to keep us organized and efficient so we can focus on baseball and what we do best."

Winning the Communications Game

Xerox provides the Mets with a wide range of solutions:

- Personalized direct mail to fans: Using XMPie technology, photos showed recipient's name on a Mets jersey.
- Redesigned game notes: Optimized the process of providing crucial information to the media—introducing color, streamlining data presentation and reducing costs.
- Greener communications: Scanning and e-mailing the team's "Plan of the Day" to hundreds of front-office staff reduces paper consumption, speeds game-day preparation and supports the Mets' commitment to the environment.
- Enhanced dining experience: Xerox® solutions support more efficient tracking of inventory, menu and label printing, to speed the delivery of fresh, delicious ingredients to concessions and restaurants.

To learn more about Xerox and the Mets, go to www.xerox.com/mets

Xerox + ACS = A New Class of Solutions Provider



Ursula Burns and Lynn Blodgett

Xerox's portfolio of document technology and services now includes the BPO capabilities of ACS.

In first quarter 2010, Xerox acquired Affiliated Computer Services, Inc., the world's largest diversified business process outsourcing firm. The acquisition unites the technology, brand and global reach of Xerox products and services with the business process and IT outsourcing capabilities of ACS, making Xerox the world's leading enterprise for business process and document management.

"Our customers and shareholders will benefit from the powerful combination of two companies with complementary, industry-leading expertise... companies that operate in markets that increasingly cross paths...and companies that share a common goal to leverage world-class innovation and service expertise to simplify the ways real business gets done."

– Ursula M. Burns,
Xerox chief executive officer

A Powerful Combination

Customers increasingly are seeking service providers that offer a full range of solutions—from document technology and services to the management and automation of work processes in their back and front office operations. Larger enterprises require capabilities and account management on a global scale. By acquiring ACS, Xerox has aligned its business with an evolving demand in the marketplace.

ACS's expertise is in managing paper-based work processes and providing specialized business process outsourcing and information technology services. Their customers include a range of industries from telecommunications, retail and financial services to healthcare, education and transportation. Add that to Xerox's document management consulting and outsourcing services, and the industry's broadest portfolio of color and black-and-white document systems and related supplies, and you have a global leader in comprehensive document and business process management.

“By combining Xerox’s strengths in document technology with ACS’s expertise in managing and automating work processes, we’re creating a new class of solutions provider,” said Ursula M. Burns, Xerox chief executive officer. “Xerox will integrate its intellectual property with ACS’s services to create new solutions for end-to-end support of customers’ work processes.”

Who is ACS?

If you are not one of the thousands of businesses and government agencies currently doing business with ACS, you may not be aware of their capabilities. That’s because they are a “behind-the-scenes” player in enabling everyday transactions for business and government. So even though you may not recognize ACS, chances are you have been touched by the company. In fact, ACS:

- Processes over 1 million credit card applications annually;
- Processes \$3 billion in electronic toll collections annually, including the popular E-Z Pass system in the U.S.;
- Handles insurance claims for 36 million people annually;
- Processes \$170 billion in student loans each year; and
- Handles 1 million phone calls a day to provide support in areas like H.R., administration and customer service.

“We’re proud of our significant profitable growth over the past 20 years and our ability to manage our clients’ operations with a global infrastructure and workforce,” said Lynn Blodgett, ACS president and chief executive officer. “We recognized that for ACS to expand globally and differentiate our offerings through technology, we needed a partner with tremendous brand strength and leading innovation. Xerox offered that and more. The combination brings our business to the next level while strengthening theirs.”



A **xerox**  Company

Xerox Corporation

- World’s largest technology and services company specializing in document management
- 2009 revenue: \$15.2 billion
- Employees: 53,600 worldwide
- Geographic scope: 160 countries
- History: Founded in 1906 as The Haloid Company; named Haloid Xerox in 1958 and Xerox Corporation in 1961
- Fortune 500 ranking: No. 147
- CEO: Ursula M. Burns
- Headquarters: 45 Glover Avenue, Norwalk, CT 06856-4505
- Contact: 800-ASK-XEROX; xerox.com

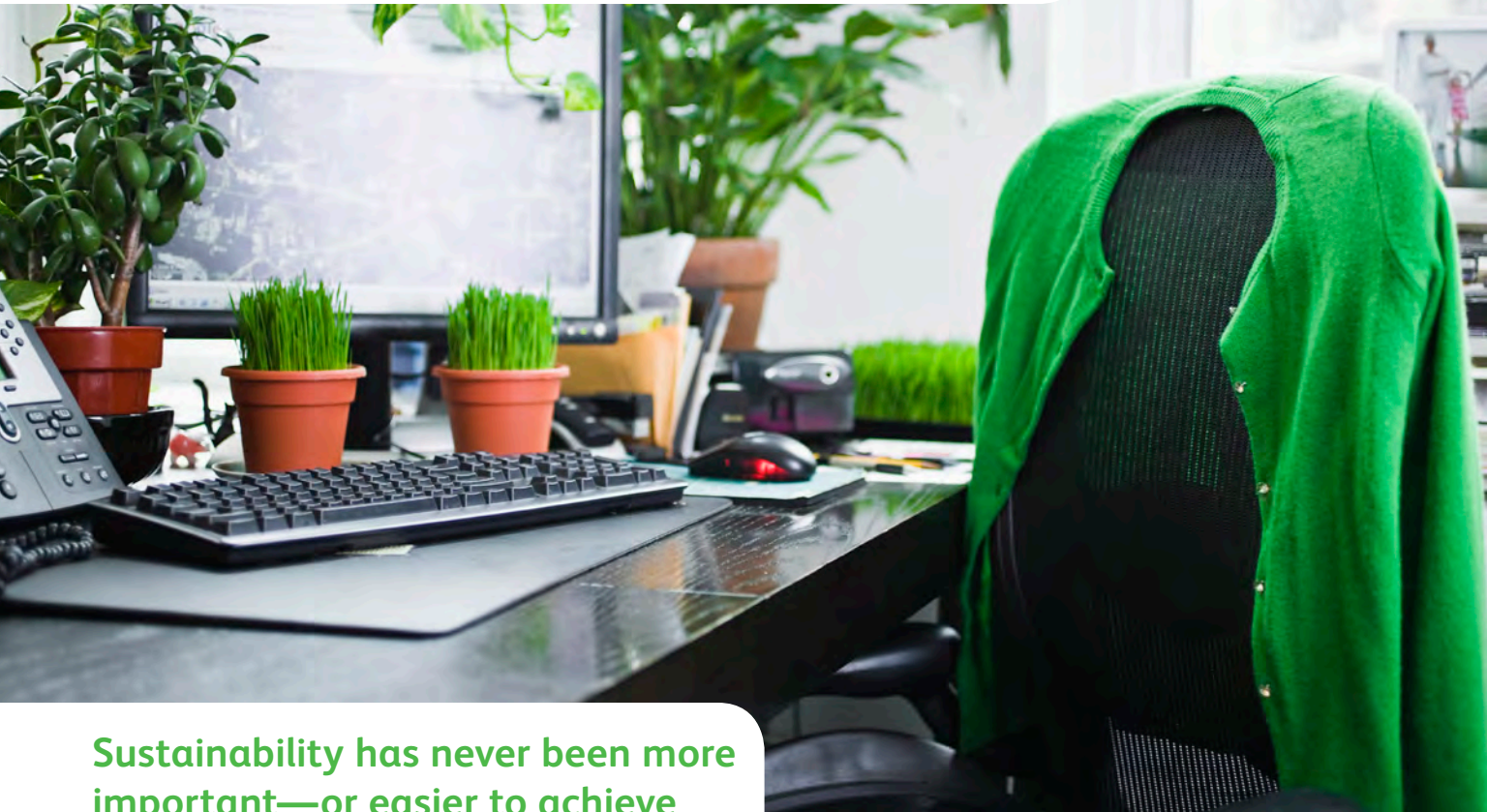
Affiliated Computer Services, Inc.

- Global leader in business process, outsourcing and information technology services
- 2009 revenue: \$6.2 billion
- Employees: 76,000 worldwide
- Geographic scope: 100 countries
- History: Founded in 1988
- Fortune 500 ranking: No. 401
- CEO: Lynn Blodgett
- Headquarters: 2828 North Haskell, Dallas, TX 75204
- Contact: (214) 841-6111; acs-inc.com

Xerox + ACS

- World’s leading enterprise for business process and document management
- Global delivery network
- Best-in-class document technologies and services
- End-to-end support of work processes

Color Your Office Green



Sustainability has never been more important—or easier to achieve

Today more than ever, attention everywhere has turned toward being green. Protecting the environment and saving money are top-of-mind concerns, and it's no different for your day-to-day business operations.

Environmental sustainability can be achieved through conscious conservation practices, and with products that help promote a more environmentally—and economically—sound way of running a business. The Xerox ColorQube™ 9200 series multifunction printer offers customers a cartridge-free, energy-saving option to reduce environmental impact while meeting high-demand printing needs.

No Cartridge: A Solid Improvement

The Xerox ColorQube uses compact solid ink sticks with no cartridges, requiring fewer resources from manufacturing to assembly, packaging, transportation, storage and disposal.

Compared to its laser ink counterparts, the Xerox ColorQube generates 90 percent less waste with cartridge-free inks. The waste generated from laser printers in four years amounts to more than 815 pounds; Xerox solid ink multifunction devices produce a mere 88 pounds of waste in the same amount of time. (Total waste produced from printing 22,000 pages per month for four years.)

Even before the end waste product, the reduced packaging requires fewer boxes to break down or throw away and less storage needed, reducing shipping costs and environmental pollution.



Compared to laser ink, the Xerox ColorQube generates 90 percent less waste with cartridge-free solid inks.

Easy to Be Green

The Xerox ColorQube produces 90 percent less waste than comparable laser machines.

How? Cartridge-free solid ink sticks avoid the excessive packaging of toner cartridges. There are no boxes to throw away or recycle locally.

And the list goes on...

- There is only one customer-replaceable component—a long-life cleaning unit—which means fewer spent consumables.
- Intelligent Ready technology minimizes energy use without making you wait for a print. It learns your workgroup's usage patterns and moves to low power mode when you're less likely to need it.
- It produces a smaller carbon footprint than comparable laser devices.
- The Xerox ColorQube earned the 2009 ENERGY STAR® certification for reduced power consumption.

A Printer That Keeps Up with the Pace of Everyday Business

The solid ink sticks are shaped to fit easily and cleanly into the correct slot, requiring less time from office staff—so they can get back to work.

A true multifunction printer, it's one machine that can handle all black and white and color, along with scan to e-mail, scan to mailbox, copy and fax. Multiple print modes give you the flexibility to choose how fast you need your prints. And when it needs help, it demonstrates with videos and an internal illuminated paper path, kind of like an onboard navigation system.

Heralded as game-changing by technology analysts, this is true innovation. The intuitive, intelligent advanced features of the Xerox ColorQube are a result of developing technology that meets customer needs:

- Affordable—with breakthrough color page pricing.
- Easy to use
- Environmentally responsible

All with the heritage of Xerox quality behind it.

Solid ink waste vs. laser waste:
Cartridge-free solid ink is a true consumable—no empty toner cartridges to dispose of or recycle. The Xerox ColorQube™ produces 90 percent less packaging waste than a comparable laser device.



Solid Ink—88 lbs.

Laser—815 lbs.

Great Color x 62% Cost Savings x 90% Less Waste x Easy to Use = Xerox ColorQube®

For more information online (including an interactive virtual demo) visit:

www.xerox.com/FinallyColorIsLessRBL

Mediaware Helps Microsoft Windows 7 Do More, Wait Less.

One of the first customers to install Xerox's Automated Packaging Solution powered by Stora Enso Gallop™, Mediaware is helping Microsoft to bring Windows 7 to market faster . . . by Philippe Laude



“Do more, wait less” is what Microsoft promises users of its latest operating system, Windows 7. The phrase also neatly sums up the highly responsive print service provided by Mediaware Digital, which produces packaging for the new software. The company’s end-to-end production line was developed in conjunction with Xerox to deliver the flexibility, high throughput and fast turnaround times Microsoft needed to keep

pace with market demand. But the solution has also put Mediaware in a strong position to grow its digital print business in other sectors looking for a leaner manufacturing approach.

Based in Dublin, in the Republic of Ireland, Mediaware Digital is a new venture in short-run digital contract packaging. The business was born out of an existing digital printing and supply chain business, with experience working with global software and IT companies.

Mediaware Digital is one of the first customers to install Xerox’s Automated Packaging Solution powered by Stora Enso Gallop. The customized system is at the heart of an integrated packaging production line that prints, coats, stacks and die cuts before gluing and despatch.

Adaptable and Agile

The company primarily uses the setup to produce short-run, on-demand packaging for Microsoft’s Windows 7. It chose the Xerox solution initially because it was uniquely able to satisfy Microsoft’s requirements, particularly in terms of image quality and consistency, sheet size and stock. Mediaware Digital then worked with Xerox to enhance the system in order to meet Microsoft’s specific needs. This included the addition of Xerox Printcise®, a supply chain workflow integration and automation tool, as well as other customized software that seamlessly integrates the solution into Microsoft’s supply chain from order receipt to despatch.



Commenting on the business impact, Ronan Phipps, Director of Business and Strategy at Mediaware Digital, said:

“The Xerox solution gives us tremendous agility in terms of our manufacturing capability. We can handle a mix of several hundred orders a day, as opposed to manufacturing just 20 or 30 high-volume orders a day. Turnaround times have improved too. We can produce 5,000 to 6,000 fully finished units and have them cartoned up and ready to ship in an hour and a half to two hours.”

Flexible, One-stop Shop

Microsoft wanted to streamline its manufacturing approach for Windows 7 by minimizing stock holding and reducing waste and transport costs. The Xerox Automated Packaging Solution is instrumental in achieving that, according to David Williams, Microsoft’s Director of Manufacturing, EMEA, Entertainment and Devices Division.

“We looked at various solutions, but when it came down to it, only the Xerox solution gave us the full end-to-end capability, from digital printing in four colors through to varnishing and die cutting and to the finished box. And because the technology was all in one, it gave us a kind of one-stop shop that would meet our needs.

“Given the breadth of the region we’re dealing with, and the multiple languages involved, it’s very difficult to predict product demand. So, the way we deal with that is to have an agile supply chain, which can react very quickly to those demands. As the design of the Windows 7 packaging has evolved, the digital print solution has allowed us to develop a rapid response within our supply chain. Whereas in the past, supply could take weeks, today we’re down to days—and even hours in some cases—which gives us that flexibility to meet the market needs.”

Expanding Opportunities for Mediaware

Being able to respond to short lead times (sometimes only 24 hours in advance) was crucial to Mediaware Digital’s Windows 7 packaging contract. Its chairman, Simon Healy, recognizes the same trend across the IT and pharmaceutical industries and is optimistic that the company’s speed and agility can open more doors as it seeks to grow its packaging business.

He said, “The solution that we’ve developed here has much wider relevance, in that it can be used globally by like-minded people. We see ourselves working very closely with Xerox to explore that opportunity and deliver success elsewhere in the market.”

Philippe Laude is vice president of Photo and Packaging for Xerox Europe. He can be reached at Philippe.Laude@xerox.com

Health Information Technology Meets Innovative Business Process Outsourcing



Affiliated Computer Services, Inc., A Xerox Company, joins hospital and health information technology vendor in successful HIT deployment and implementation . . .

Cooper University Hospital in Camden, N.J., is the leading provider of health services, medical education and clinical research in southern New Jersey and the Delaware Valley. It is the clinical campus of the University of Medicine and Dentistry of New Jersey, Robert Wood Johnson Medical School at Camden, and

boasts six centers of excellence. They include Level I Southern New Jersey Regional Trauma Center, Cooper Cancer Institute, Cooper Heart Institute, Cooper Bone & Joint Institute, Cooper Neurosciences Institute and critical care medicine.

To continue providing high-quality, efficient medical care, this 550-physician hospital needed to upgrade its electronic medical records system. To ensure a well-organized, effective implementation with very little downtime, Cooper University Hospital turned to Affiliated Computer Services, Inc. (ACS), A Xerox Company.

HIT Implementation Challenges

Implementing a new clinical information system across a large health system that includes a hospital, academic center, physician offices and ambulatory care facilities requires a high level of organization and support to manage workflow and execution. Administrators at Cooper University Hospital understood the complexity of implementation and the importance of a smooth transition to ensure continuous, quality medical care for the health system's hundreds of providers and thousands of patients.

ACS's position as the world's largest diversified business process outsourcing (BPO) firm and its relationship with Epic, the integrated software vendor, allowed the company to successfully address Cooper's implementation challenges.

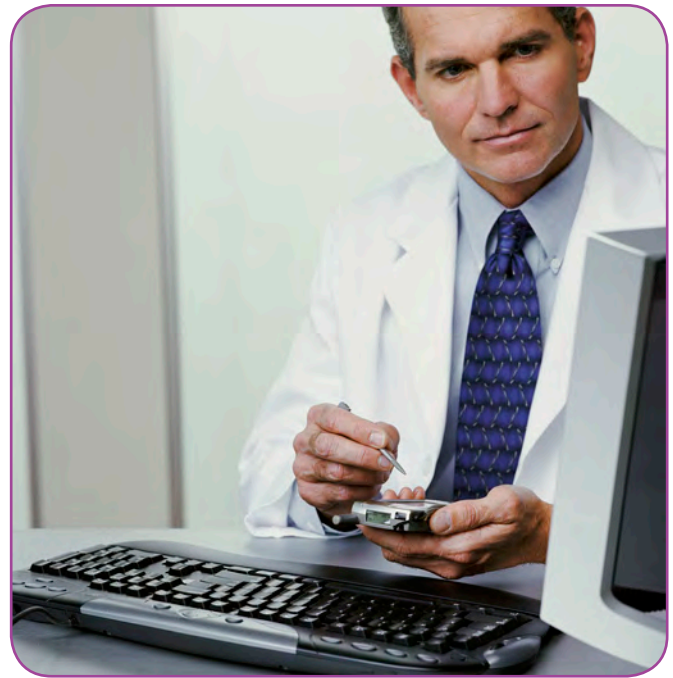
End-to-End Expertise

ACS has extensive experience in automating work processes and providing BPO and IT outsourcing services. The company's client portfolio spans across healthcare, HR services and credit/financial services. Xerox acquired ACS to expand its client offerings to include business process outsourcing that helps simplify document-driven work.

ACS employs hundreds of skilled healthcare information technology consultants and outsourcing professionals with experience in operations, workflow, project management, implementation and technical support. Before working with Cooper University Hospital, ACS already had extensive experience with Epic health information technology applications and had played a key role in many successful implementations around the country. Cooper's deployment, facilitated by ACS and Epic, helped to realize strategic clinical and financial efficiencies and advance the quality of care the health system could provide.

Improve Patient Care by Maximizing Efficiency, Minimizing Downtime

It was up to ACS consultants to coordinate an efficient, effective transition to the Epic electronic medical record system. Cooper University Hospital providers needed to continue to provide patient care with very minimal system downtime, and the system needed to seamlessly



integrate into current hospital workflow and processes.

ACS provided Epic and Cooper with end-to-end application deployment, hosting services, consulting and 24/7 technical application support services. ACS also developed advanced recovery solutions tailored to Cooper's requirements that minimized downtime and maximized the availability of the electronic medical records and connected systems.

In addition, ACS is continuing to provide abstracting services to Cooper University Hospital within physician offices and ambulatory care settings. It will abstract an estimated 126,000 charts that will be documented in the Epic electronic medical record system, helping to provide more informed patient care throughout the health system.

"This partnership has proven to be effective. ACS not only had the required infrastructure up and running at least 6 – 9 months sooner than CUH could have done internally, but the availability and performance have been steadfast as well."

**—Michael Sinno
Vice President & Chief Information Officer
Cooper University Health**



That's the thing about decisions. Even the small ones add up.

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