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## Document Advisor Services

Offering Brief

### Why Xerox Global Services?

As your needs for document management change, your provider should change with you. Xerox Global Services offers end-to-end, integrated document management—from services to help you engineer more effective communications and manage all office and large-volume print operations, to digitizing document-driven business processes. No other company has more comprehensive experience delivering total document management and results you can see and measure.



### Document Advisor Expertise

Document Advisor:	Capabilities:
<b>Enterprise Document Advisor</b>	<ul style="list-style-type: none"> <li>• Expert in providing recommendations for the use of personalization and versioning to target each recipient</li> <li>• Strategic document consultant to C-levels</li> <li>• Leads the execution of document-focused solutions</li> </ul>
<b>Transactional Communication Services</b>	<ul style="list-style-type: none"> <li>• Expert in the design and composition of transactional and promotional/transactional communications and mail (bills, statements, policies, etc.)</li> <li>• Leads integration efforts for data mining, cleansing, preparation and conversion as well as electronic presort mail and fulfillment initiatives</li> </ul>
<b>Document Production and Publishing</b>	<ul style="list-style-type: none"> <li>• Expert in developing new and innovative workflow and web submission solutions that automate processes, accelerate operations and reduce errors</li> <li>• Identifies applications that would benefit from conversion to digital platforms</li> </ul>
<b>Document Supply Chain Management</b>	<ul style="list-style-type: none"> <li>• Expert in managing and transforming documents through document redesign, print efficiencies, digital migration and inventory management.</li> <li>• Develops production strategies to decrease cost and increase efficiency and quality</li> </ul>
<b>Forms and Fulfillment</b>	<ul style="list-style-type: none"> <li>• Expert in forms design/redesign, automated document warehousing, kitting and fulfillment</li> <li>• Manages various process requirements, such as document production quotes, purchase orders, proof exchange and delivery date follow-up</li> </ul>

# XEROX® GLOBAL SERVICES

Technology | Document Management | Consulting Services

## Document Advisor Services

Offering Brief

Xerox Document Advisors leverage the value of the document as a key communications tool.

Optimize client responsiveness, process control and cost-efficiency of document-related communications.



*"We take a strategic approach to documents so your company can take full advantage of the latest technologies and techniques for reducing costs, driving improved response rates and building customer loyalty."*

John Oppy  
General Manager  
Document Advisor Program Office  
Xerox Global Services

### Cost reduction is just the beginning.

With document spend typically accounting for 5–15 percent of the revenue of an organization, it constitutes a significant opportunity to realize savings. More importantly, effective document management and maintenance of brand integrity can impact customer loyalty and profits.

Unfortunately, document ownership and spend are often fragmented between multiple lines of business and operational units, with document owners using different suppliers and different processes to produce similar documents. Absence of a well-managed document strategy creates a lack of visibility of end-to-end costs, loss of brand control and excessive, obsolete stock.

## THE RIGHT SOLUTION FOR YOUR CHALLENGE

### Challenge: Creating customer-relevant communications

Using the latest in design and behavioral science, Advisors help implement both paper and digital communications that work to dramatically improve mission-critical document effectiveness.

### Challenge: Moving an internal print-shop to digital

By remaining current on the latest production and publishing trends and processes, Advisors work with on-site Xerox professionals to develop and implement efficient and less-costly digital document solutions.

### Challenge: End-to-end management of all documents

Whether printed internally, externally or posted electronically, Advisors help achieve cost savings through effective use of technology and appropriate conversion of applications to digital.

# Xerox Document Advisors

## Total cost of documents

An independent IDC survey revealed that, even with a centralized document process, 90 percent of C-level managers could not estimate how much they spend on documents. The survey showed that those costs could be as high as 10 percent of a company's revenue.\* If annual revenue is over \$750 million, imagine spending \$75 million of that on documents alone.

Additionally, by taking into consideration that an average of 45 percent of executives' time is spent on document-related activities, the cost of document management is actually much larger.

\* 2003, IDC, Documents—The Lifeblood of Your Business.

## The need for an integrated approach

The rising cost of documents is largely attributed to a lack of knowledge around the actual lifecycle—and management—of a document. Xerox has found that in most companies there are typically six silos of spend in this lifecycle:

- Office print, copy and fax
- Central copy/print center
- Data center/outgoing print and mail
- Commercial print
- Mail and distribution
- Warehouse and distribution forms

Document Advisors are experts in bringing optimal control, cost-efficiency and client responsiveness to document-related communications needs of organizations. Located on-site, they help provide maximum value to the document management processes by integrating previously individual service areas—aligning processes, spend, technology and people resources under one central team of industry experts.

## A smarter process

Involved from concept through delivery—across all six silos—Document Advisors are able to check documents for quality, design, impact, production method and cost. They take the lead in identifying new opportunities to streamline workflows throughout the entire organization. And develop plans to achieve and measure the real value that Xerox delivers. The end result is an intelligent, efficient end-to-end document management process that drives enterprise-wide cost savings. And strengthens the bottom line.

# Dedicated on-site document experts who deliver measurable results

## Document experts

Document Advisors are highly knowledgeable communications experts who work directly with not only document owners, suppliers and users, but creative departments and agencies as well. By applying Lean Six Sigma methodologies and using the latest software, Advisors are able to streamline end-to-end processes for each document. The result is documents that are aligned to business goals, delivered on time, produced using the right technology to the right standards—in a controlled and measured environment.

Areas of specific advisor expertise include:

- Document Production and Publishing
- Transactional Communications
- Document Supply Chain Management
- Forms and Fulfillment

If document needs extend beyond one specific area, we also have Enterprise Document Advisors who are trained and experienced in establishing a document management strategy throughout the entire organization.

## The technology behind the service

Document Advisors are highly trained and equipped with best-in-class platforms and partners to help realize improved flexibility and cost-efficiency through:

- Optimal deployment of digital production equipment to automate processes, accelerate operations and reduce errors.
- Transition to e-forms and print on demand to improve the efficiency of both internal and external communications and cut waste and warehouse costs.
- Digital document repository to facilitate increased efficiency and quality, and decrease cost.
- Document composition innovations to significantly improve customer communications response rates.

## A new business model

Xerox Document Advisors provide critical resources at enterprise and functional department levels. Working directly with marketing and sales, creative agencies, operations and customer service, they utilize processes that centralize document-related operations.

Document Advisors review each application, seeking to create an integrated, strategic approach that will coordinate and manage communications and graphic standards. The result is consistent regulatory compliance and stronger brand integrity, increased customer loyalty through a better brand experience, and a positive impact on profits.



This checklist will help you consider some basic questions about your company's document management. If you answer "No" to any of these, a Xerox Document Advisor might be a good fit to help address any of your document management challenges.

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	1. Has our true cost of documents been determined?
<input type="checkbox"/>	<input type="checkbox"/>	2. Do current document processes fit our overall business strategy?
<input type="checkbox"/>	<input type="checkbox"/>	3. Are the most important document tasks receiving enough attention and resources?
<input type="checkbox"/>	<input type="checkbox"/>	4. Do our documents work together across all business and operational units?
<input type="checkbox"/>	<input type="checkbox"/>	5. Do our people have the most up-to-date knowledge for effectively managing document processes?

