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## Thought Leadership Document Outsourcing



Sometimes, the best ideas come out of nowhere.

About 18 months ago, I was meeting with Xerox's Global Document Outsourcing Vice President of Strategy & Marketing for the U.S., Julie Meyers. We were working on a presentation about the business value of document outsourcing. As our PowerPoint deck grew larger, Julie said, "Someone should write a book about this."

I agreed. To the best of our knowledge, no one had ever chronicled the critical role of documents in today's enterprises. By "documents," I mean all forms—hard copy printouts, digital files, mobile documents, videos and so on. They are at the core of virtually every business process, yet their power and impact are frequently overlooked.

I started thinking more about it—someone really *should* write a book. Why not Xerox, the global leader in the document management space? So working with the greatest team in the business, I got started.

I'm pleased to say that the book, entitled *Between the Lines: Tapping the Potential of 21st Century Documents*, is now available online. You can download it to your desktop system, laptop, e-reader, tablet PC or smartphone at no cost by clicking [here](#).

### Why a Book on Documents?

It's no coincidence that for years, Xerox was known as "The Document Company." But document management isn't a Xerox-centric issue. It's as important to your enterprise as it is to ours.

The proof is in the headlines we see every day. Think of the foreclosure crisis, which was exacerbated by insufficient document controls. WikiLeaks war files? Poor document management. Stolen retail customer data? Ineffective document security.

A limited view of documents and their processes can undermine an enterprise. Conversely, a deep understanding of document power can have a revolutionary impact (just ask Egypt). *Between the Lines* examines both sides of the coin.

Throughout the book, you'll find ways to apply the themes you see in the *Wall Street Journal* every day: Compliance and risk avoidance. Cost reduction and revenue generation. Knowledge worker productivity and enterprise security.

These critical topics are brought to life through the stories of Xerox customers in a wide range of industries. Target, Dow Chemical, Procter & Gamble, Owens Corning, Marriott and the New York Mets are just a few of the organizations that share their successes.



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In addition, you'll come across tips, checklists and other tools you can use to exploit the hidden potential of your enterprise documents. You'll expand your perspective and begin to easily recognize, evaluate and leverage document-related opportunities that you may have missed in the past.

### Real-World Insights, Not Theories

I hope you will view *Between the Lines* as a valuable resource, not only while reading it, but afterwards. It offers a real-world approach to document management, with information that includes:

- 3 document-related steps you can take to drive revenue
- The major causes of excessive print spend and how to avoid them
- The most common document security weak spots—and their remedies
- 12 important questions to ask potential Managed Print vendors
- Tips on pinpointing document areas that improve time to market
- Strategies for leveraging documents to strengthen customer loyalty

Plus tools like a Sustainability Calculator for quantifying the impact of environmental change within your enterprise.

It is time to give documents their due. Whether heralding their role in history or envisioning their influence on the future, *Between the Lines* is my effort to do just that. I hope you will find it enjoyable to read and beneficial as a business tool.

Please click [here](#) to download.

Sincerely,

A handwritten signature in black ink that reads "John M. Kelly". The signature is written in a cursive style with a large, looping initial "J".

John M. Kelly

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