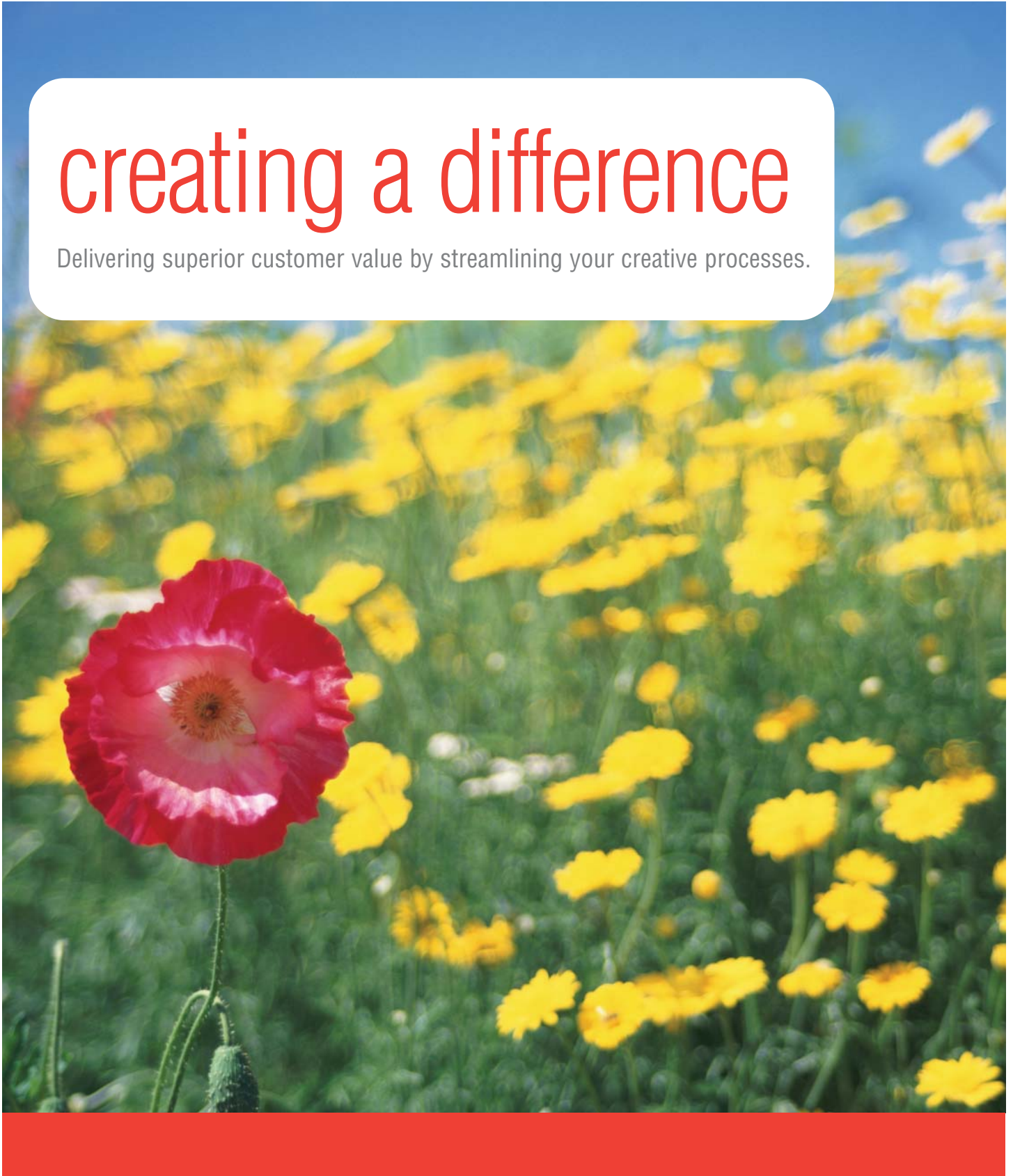


creating a difference

Delivering superior customer value by streamlining your creative processes.



Challenging the cost of document creation



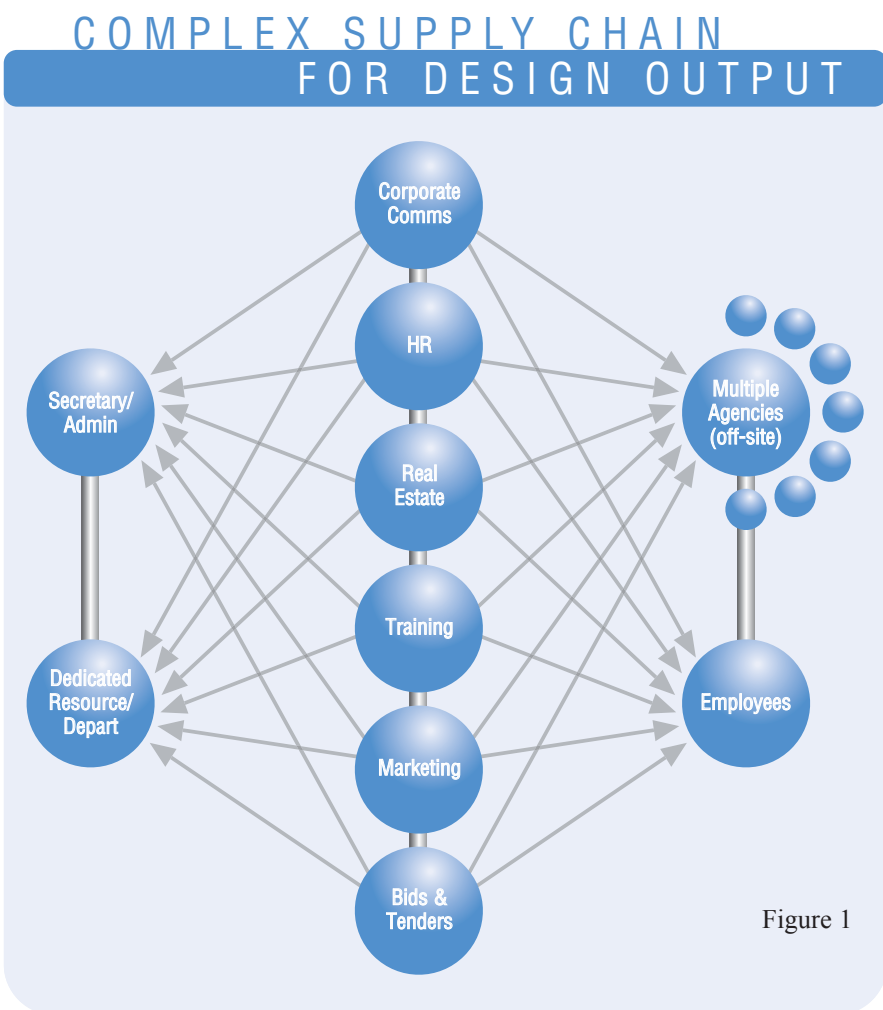
Document creation is not only the first but the most fundamental phase of a document's lifecycle. It requires high levels of expertise and process management and yet is often subject to the least control and more often than not conceals some of the highest and least challenged costs.

It 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.

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

The requirement for a broad range of design output, has meant that a typical organisation will have developed 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.



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.

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

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, e-everything. 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, 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 both internally as well as by working with multiple agencies and suppliers.

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?
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

SIMPLIFIED DESIGN PROCESS

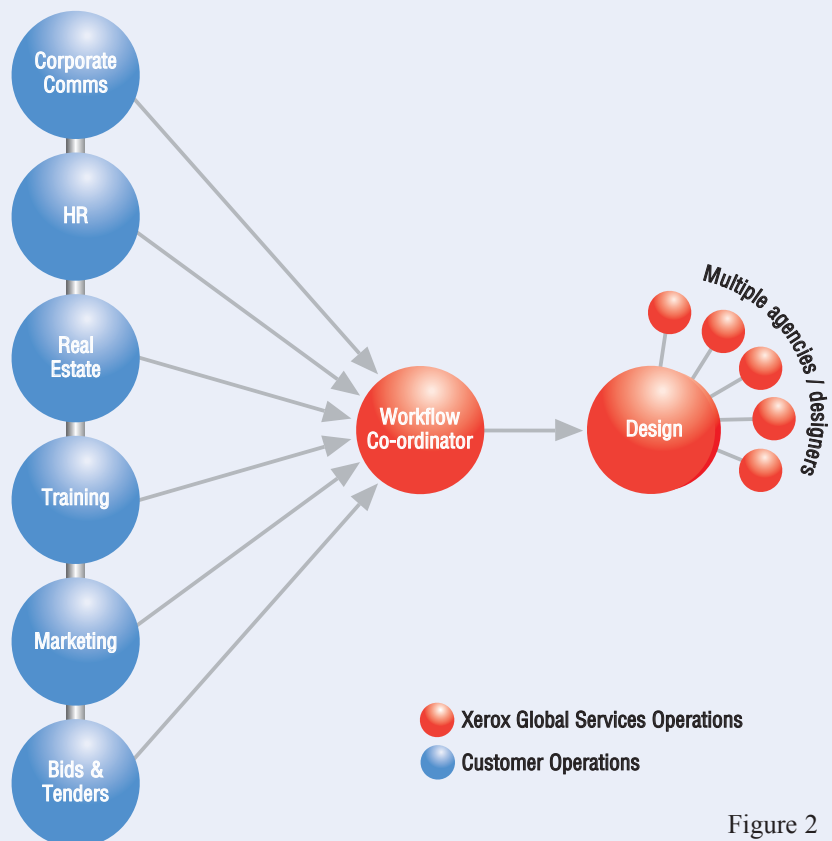


Figure 2

Effective creativity

A world-class solution

“At Xerox, we are committed to providing world-class products and services for our customers, and a world-class work environment for our employees... That means, we must attract and retain world-class people.”

Anne M. Mulcahy, Xerox Chairman & CEO

The people

Xerox has had a strong commitment for performance excellence training across all business units since inception in 1948.

With over 1,000 on-line courses, Xerox actively promotes development through training and self-learning. Specific training in creative services is also provided through personal development plans.

Xerox has developed training for:

- Customer service
- Software skills
- Quality management & proofreading
- Standard operating and best practice procedures
- Deadline negotiation
- Dealing with customers
- Customer communication & satisfaction

The Xerox Creative Services team will replace existing fragmented or resource-hungry processes with an accountable, customer-facing service that's tailored to your precise business requirements.



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 Xerox Creative Services team concentrate 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, 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 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 Xerox Creative Services team will do is to perform a Current State Analysis: a detailed consultative study of all key areas that serves as a platform for designing a bespoke solution based on hard evidence.

Our Current State Analysis tool gives a valuable insight into the current state of your creative processes. It reveals the strengths and weaknesses of your existing strategy, helps identify what is working

Innovative solutions

Best practice best technology, best of all

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

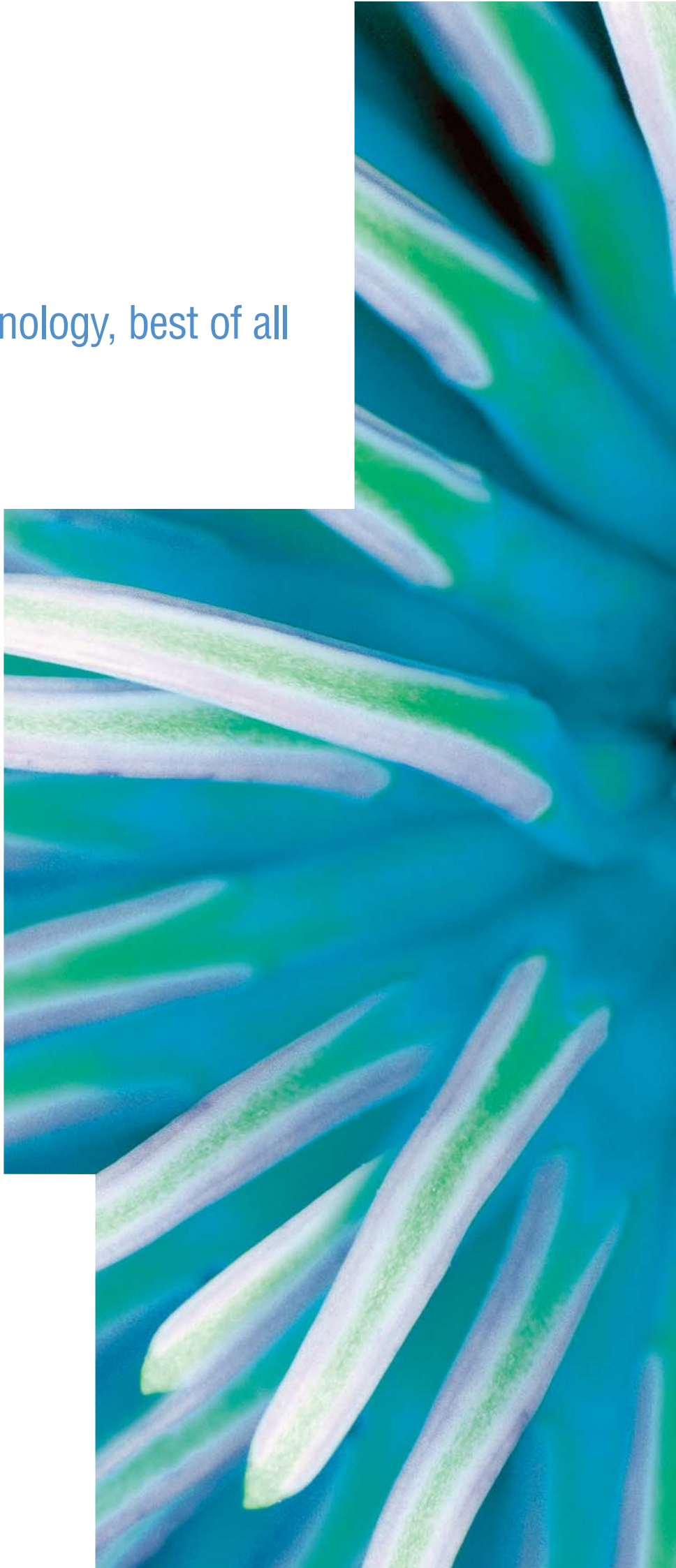
As part of our commitment to meeting your requirements for efficiency, productivity and cost control, we would also introduce best practice and quality assurance procedures that typically cover:

- 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

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 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.



Xerox Creative Services – delivering the competitive edge

For further information on the advanced solutions and services that Xerox Global Services can provide, visit www.xerox.co.uk/globalservices or call **0870 871 0100** to speak to your local Xerox representative.



Key Benefits of Xerox Creative Services

Xerox Creative Services delivers major cost savings to enable our customers to gain a competitive advantage, win new business and increase revenue through:

- 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 Xerox services: ePrintsourcing, Xerox Office Services, Customer Communication Services, and Imaging and Archive Services.

ABOUT XEROX GLOBAL SERVICES

Xerox is the global leader in document management, offering the widest array of products, services and solutions in the industry. Xerox Global Services, one of the three main business units of Xerox, offers a broad portfolio of services including outsourcing, consulting, systems integration, imaging and content management.

We work with our clients to improve and manage their document intensive business processes – everyday processes like customer communications, billing, training, or records management. Xerox Global Services are worldwide leaders in document outsourcing.