Cloud solutions from Xerox.
The choice is yours.
You have to cut costs and increase productivity. Your workforce is more mobile and virtual. And making sound investments in technology, solutions and services is a lot more challenging.

No matter what size your business or what industry you are in, you depend on technology, services and solutions to help it run efficiently. You want to expand your capabilities, boost your productivity and all the while continue to reduce cost. But the technology curve is moving fast and it’s not easy to keep up.

Traditional IT software and solutions that you own and maintain on-site can help you meet some of your daily challenges. But for others, there may be better choices.

Especially in light of the changing nature of how work gets done. Wi-Fi enabled smart-phone and tablet computers are quickly becoming the norm for a more mobile, virtual workforce. In fact, 330 million smartphones and 90 million tablets were sold worldwide in 2011 alone!

In the office, the production print room and on the road, people want their work to be at their fingertips whenever they need to get things done. Welcome to the cloud-enabled workplace.

You get to shift responsibility for your IT to a provider of your choosing. You don’t buy, own, maintain, or upgrade IT infrastructure. You let experts do it for you. Your cloud provider keeps you up-to-date with the most current server technology, platform tools and software releases. And the cloud is a secure, web-based computing environment. Your business communications, transaction data and records are protected with the most current authentication, authorization and encryption methods... the same methods used to secure trillions of dollars of global e-commerce each year.

As you can see, while the Infrastructure and Platform tiers of the cloud are growing incrementally, the Software layer is growing exponentially.

The Cloud: Fuzzy name; clear benefits.

There’s no shortage of cloud definitions. But your focus shouldn’t be on what the cloud is; it should be on what the cloud can do for you and your organization.

The cloud makes IT a service that you can outsource. That means that if you’re not great at IT – infrastructure, platforms, software applications and people – or if you are looking for ways to save capital expenditures – you can rent it from someone who is expert.

IT becomes like electricity or water, a metered utility that you pay for based on actual usage.

… nearly $150 billion will be spent on cloud services per year by 2014!“

– Source: Gartner, Inc.
What is in the cloud for me?

There’s a reason that Gartner projects that nearly $150 billion will be spent on cloud services per year by 2014. The fact is the benefits of the cloud extend across the organization:

<table>
<thead>
<tr>
<th>CIO/CFO</th>
<th>IT Managers</th>
<th>Workgroups</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost Savings</strong></td>
<td><strong>Enhance Security</strong></td>
<td><strong>Bring Your Own Device</strong></td>
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<tr>
<td>Pay per use costs less than buy and maintain.</td>
<td>Leading cloud providers offer industry standard protections.</td>
<td>Access cloud applications from any web-connected PC, laptop, smartphone or tablet.</td>
</tr>
<tr>
<td><strong>Operating Expense Versus Capital Expense</strong></td>
<td><strong>Deploy New Applications Globally in Minutes Instead of Weeks</strong></td>
<td><strong>Work Anywhere, Anytime</strong></td>
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<td>The cloud turns IT into a utility bill.</td>
<td>Make applications available to your entire organization including mobile/virtual workers using their own devices, effortlessly.</td>
<td>Get vital work done no matter where you are.</td>
</tr>
<tr>
<td><strong>Access to a Vast Number of Applications</strong></td>
<td><strong>Unify Workflow Across Multiple Sites and Users</strong></td>
<td><strong>Access Enterprise Solutions</strong></td>
</tr>
<tr>
<td>Explore new solutions, empower mobile workers, support multiple devices with minimal expense.</td>
<td>Reduce training costs, simplify support and increase daily productivity.</td>
<td>Powerful CRM and ERP systems are at your fingertips.</td>
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<tr>
<td><strong>Ability to be More Strategic</strong></td>
<td><strong>Scale Up or Down as Needed</strong></td>
<td><strong>Collaborate More Effectively</strong></td>
</tr>
<tr>
<td>Shift your IT focus to innovation and value creation instead of licenses, maintenance, and upgrades.</td>
<td>Meet peak daily or seasonal demands.</td>
<td>Work in real time managing projects, sharing and publishing documents.</td>
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<tr>
<td><strong>Agility</strong></td>
<td><strong>Fewer IT Headaches</strong></td>
<td><strong>Always Have the Most Current Software Version</strong></td>
</tr>
<tr>
<td>Move quickly to capitalize on emerging market opportunities and respond to competitive pressures.</td>
<td>Reduce daily IT workloads.</td>
<td>No more chasing new releases or upgrades.</td>
</tr>
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</table>

330 million smartphones and 90 million tablets were sold worldwide in 2011 alone!  
– Source: IDC, Inc.
Xerox in the cloud.

The cloud is often visualized as a three-tier stack (based on the National Institute for Standards and Technology definition) – Infrastructure, Platform and Software. Here’s how we deliver cloud solutions from Xerox.

**SaaS Software as a Service**

This is the layer that gives your people the software apps they need to get things done; the fastest growing layer of the stack.


**PaaS Platform as a Service**

The tools that provide security (Authorization and Authentication); e-commerce, and interoperability with other clouds and applications.

**Xerox solutions are** built on cloud-ready platforms with SDKs and APIs that enable our software developers, our Cloud Consortium and Business Innovation Partners to produce a steady stream of innovative solutions.

**IaaS Infrastructure as a Service**

The foundation of the cloud is virtualized servers providing basic needs like computing power, network, bandwidth, or storage.

**Xerox and our partners** provide a full range of state-of-the-art cloud infrastructure services.

Lighten your workload.

Together with our Business Innovation and Cloud Consortium Partners (more than 200 strong), we’re already in the cloud doing what we do best – giving people better ways to work with information. This is a dedicated group of leaders in the document management space; teams of software engineers working together to deliver highly integrated Workflow on Demand solutions that solve real problems in today’s information-driven workplace.

We are building on our heritage of workplace innovation and extending our value to the cloud so we can offer you a choice that best meets your needs. Whether on-premise, cloud-based, self-serve or managed, you can count on Xerox to simplify your workday, expand your workspace and lighten your workload.

Want to get more done with less work and more flow?

We’re ready when you are.

For more information on Xerox® Workflow on Demand and other cloud solutions from Xerox visit www.xerox.com/cloudsolutions