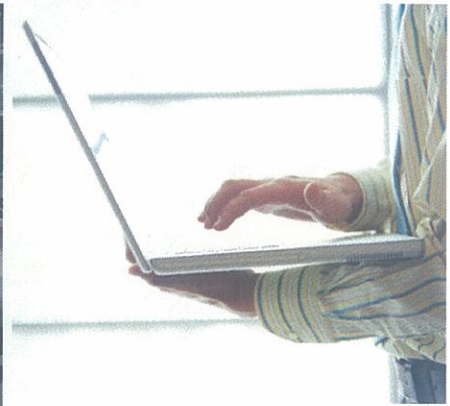


Direction of Fuji Xerox Solutions and Services

November 26, 2012

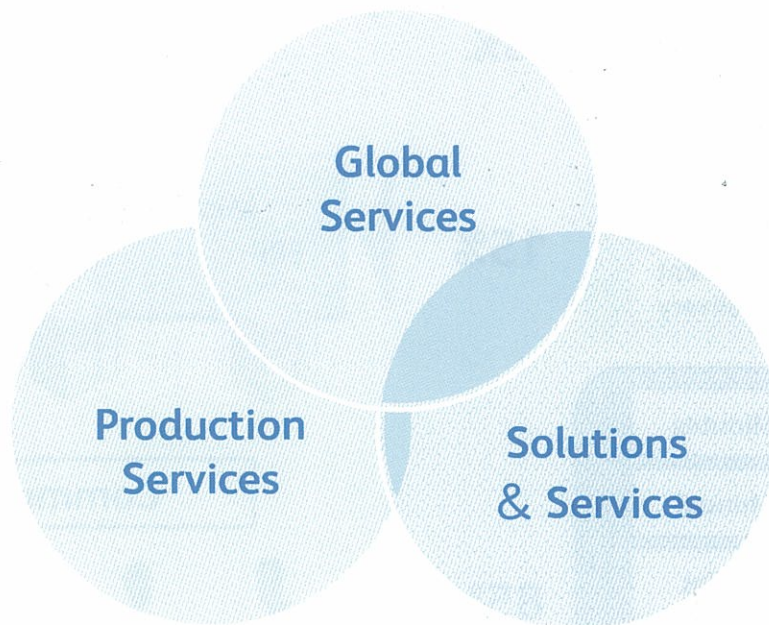
Keiji Somata
Corporate Vice President
General Manager
Corporate Market & Business Strategy
Fuji Xerox Co., Ltd.



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Fuji Xerox Solutions and Services



To be the best partner of our customers

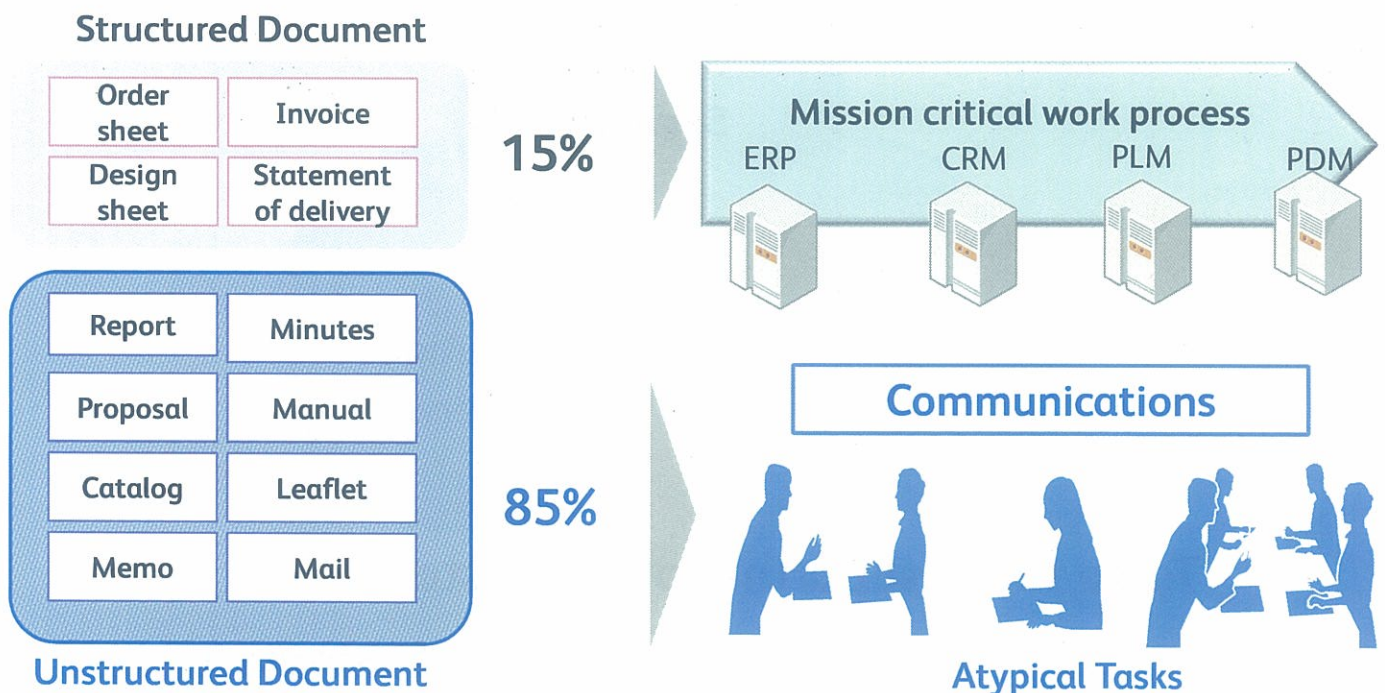
To support resolution of their business issues

The Viewpoint of Fuji Xerox :Importance of the Documents

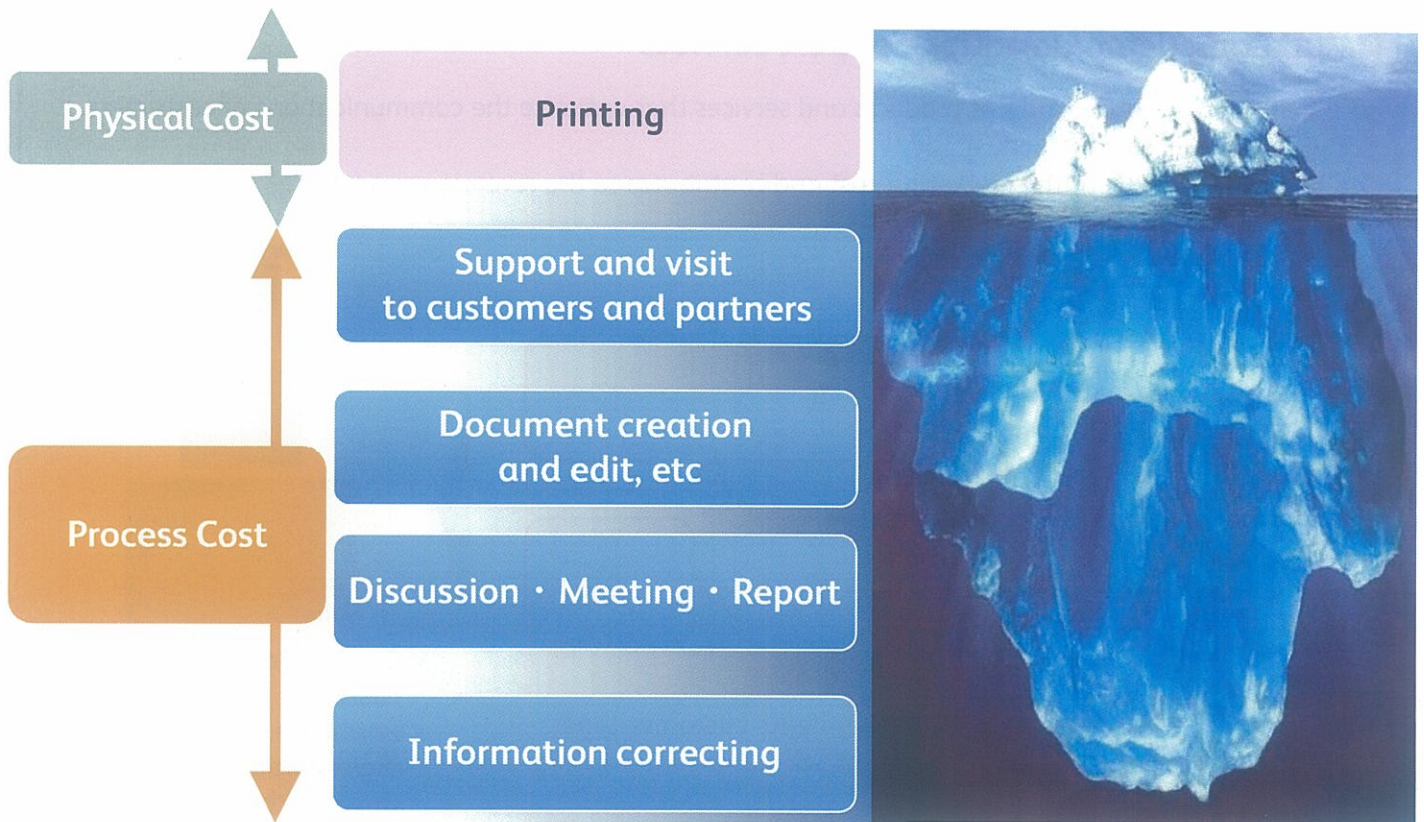


Business Documents

Customers communicate by the unstructured documents which account for 85%.



The cost of documents and communications



Fuji Xerox Global Services

■ Enterprise Print Services (EPS)

- >> EPS is the comprehensive outsourcing service to manage all cost and processes that relate to the print environment infrastructure of a whole enterprise.
- >> It visualizes an issue in the viewpoint of the cost and the process in the use conditions of the print environment. FujiXerox supports optimization of the print environment and the efficiency of the operations.



160 Countries
1.5 Million Equipments

Service Process



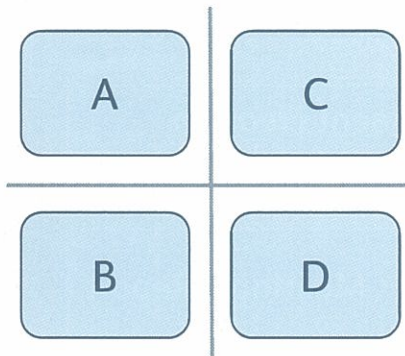
Production Services

Marketing Communication Support Services

- >> Provides the knowhow of products and services that optimize the communications of customers with their stakeholders.
- >> Visualizes ROI of the marketing cost and contributes to the revenue expansion.



✓ Conducts a survey with customers



✓ Segments customer types

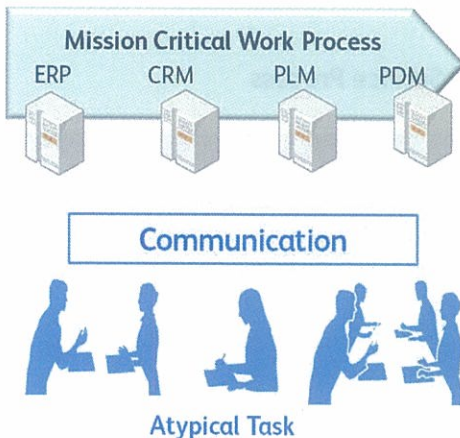


✓ Creates design a direct mail by customer type
 ✓ Prints the direct mail with a digital production system and delivers them.

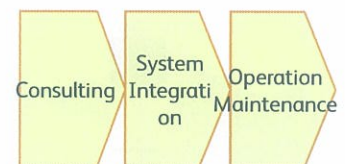
Solutions & Services

Business Process Solutions (BPM: Business Process Management)

- >> According to customers' business type, offers solutions that streamline their business process.
- >> Contributes to the productivity improvement and the cost reduction of customers.



- ✓ Analyzes business process
- ✓ Proposes to digitalize or automate atypical tasks.

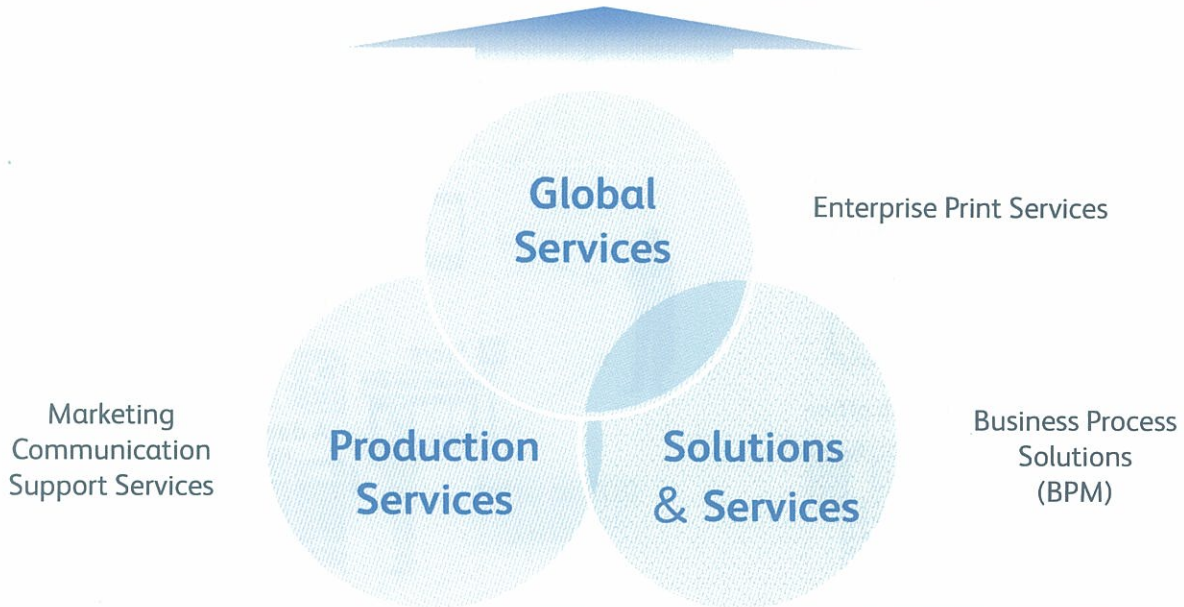


✓ Provides by one stop from consulting to maintenance

Solves customers' business issues by solutions and services

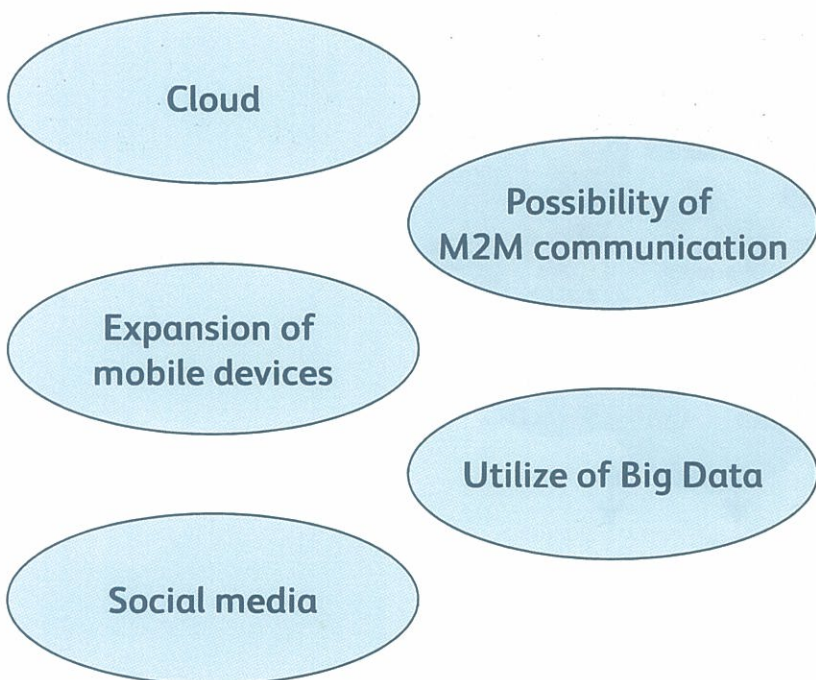


Solves customers' business issues



ICT trend and its influence over the business

ICT Trend

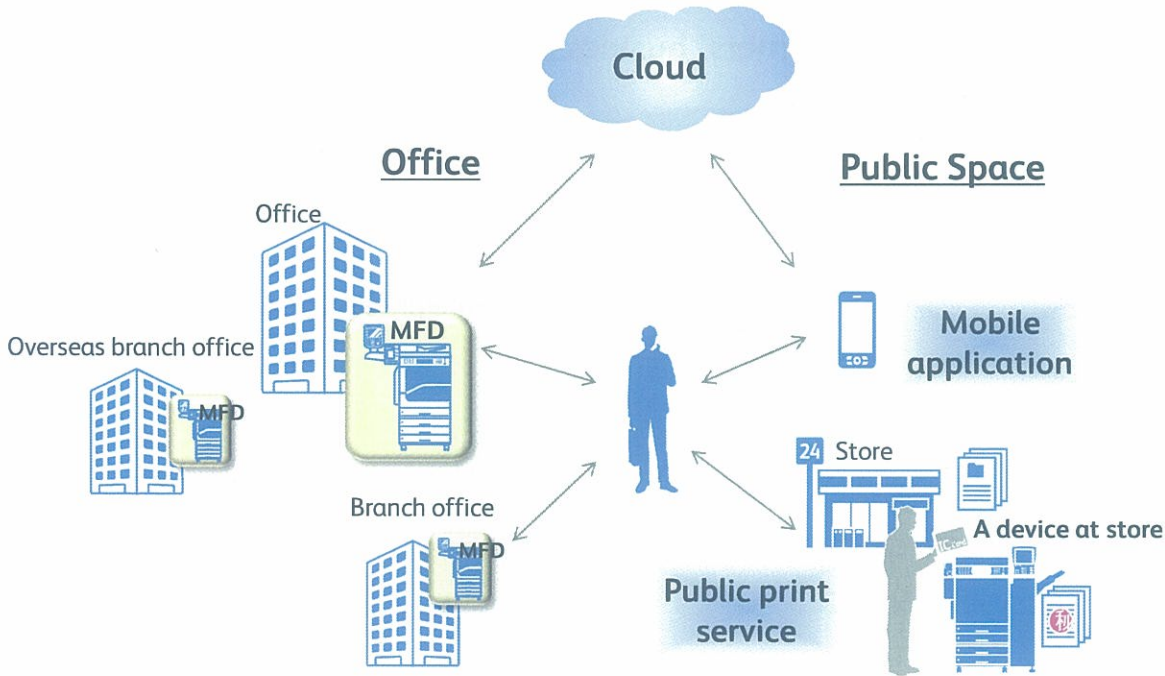


Influence over the business

- Utilization of cloud and mobile expands utilization of documents.
- Diversification of ways of communication increases information. Companies accelerate utilization of such information for business activities.

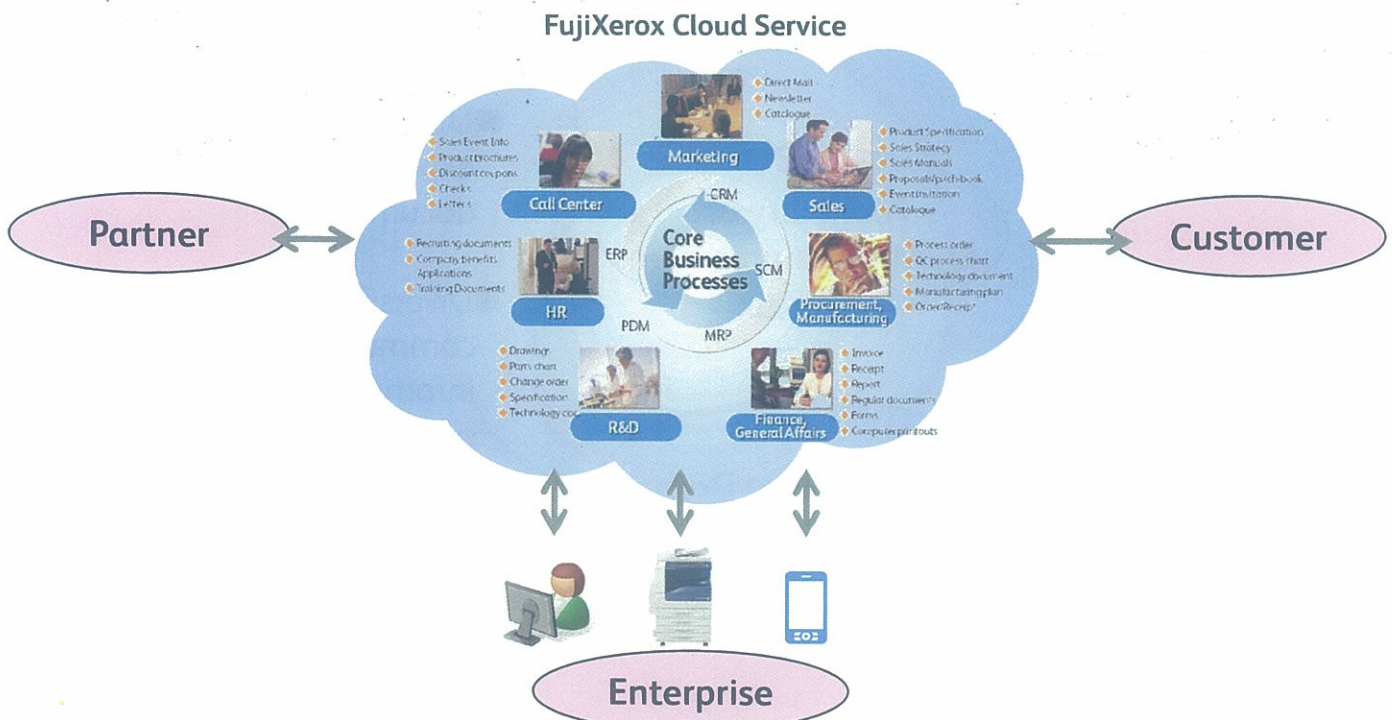
An environment that enables to work anytime, anywhere

- Offers the solutions and services that enable to utilize necessary information anytime and anywhere.



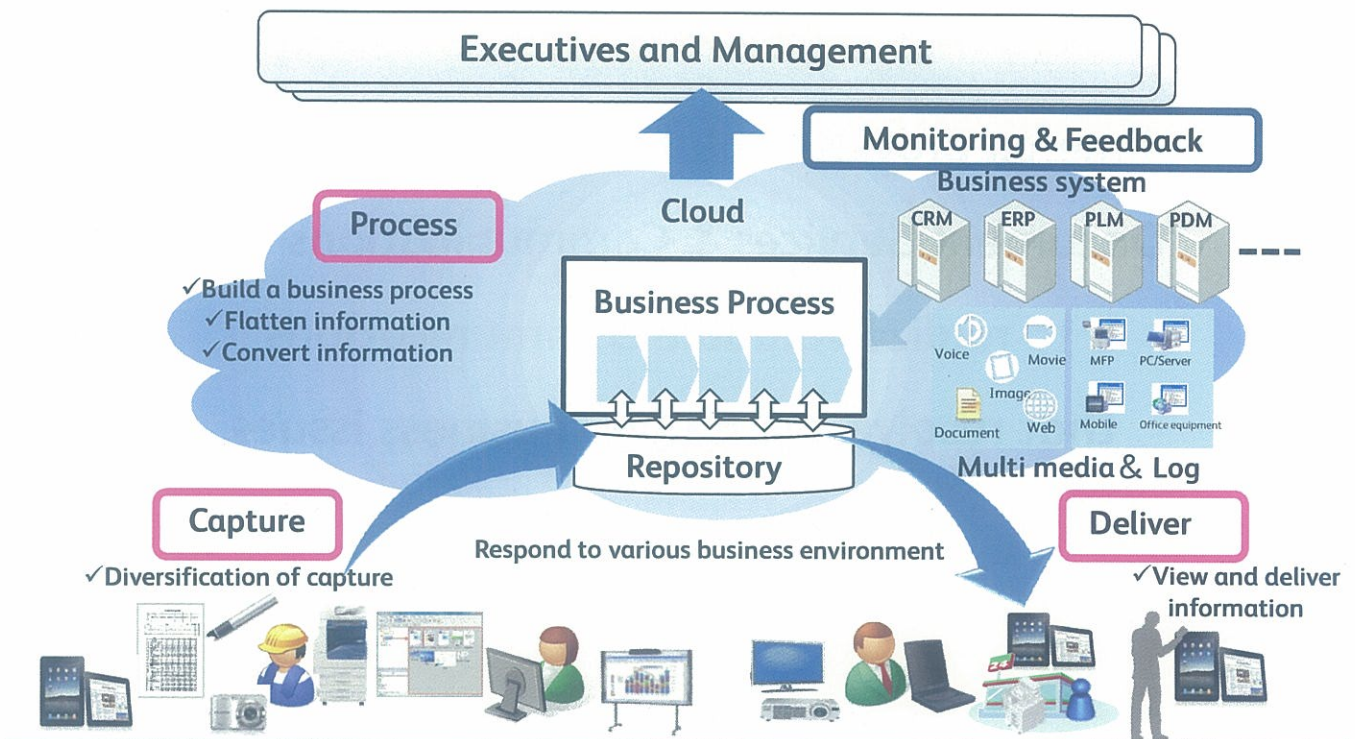
Utilization of accumulated information on the cloud

- Improves customers' business processes by visualizing the flow of accumulated documents on the cloud



“The environment for the creation and effective utilization of knowledge”

- To help resolve customers’ business issues, Fuji Xerox provides an environment where “the necessary information can be utilized in the necessary form anytime, anywhere“, which supports customers’ value creation and communications.



The new solutions & technologies to introduce today

Demonstration of New Solutions

- ✓ Working Folder (Cloud)
- ✓ Mobile Integrated Application (Mobile)
- ✓ Solution BOX (Value-added MFD)

Introduction of New Technologies

- ✓ Scan Translation Service (Cloud)
- ✓ Mobile Confidential Viewing (Mobile)
- ✓ TalkMiner (Video search by text data)

**Fuji Xerox provides solutions and services in the
“Document Services & Communications” field
to realize valuable communications
that resolve customers’ business issues.**

