

Outline from Oral Presentation: Xerox

I. Company Overview

- a) Year founded: 1906 as The Haloid Photographic Company
- b) Headquarters: 45 Glover Avenue, P.O. Box 4505, Norwalk, Connecticut
- c) Company Size: 53,600 Employees worldwide as of year 2009
- d) History:
 - i. 1906 - founded as The Haloid Company; named Haloid Xerox in 1958; named Xerox Corporation in 1961 .
 - ii. 1959 - introduced Xerox 914, the first plain paper photocopier using the process of Electro-photography later known as xerography.
 - iii. 1963 - Xerox introduced the Xerox 813, the first desktop plain-paper copier.
 - iv. 1969 - Xerox researcher Gary Starkweather modified a Xerox copier in which he made the first laser printer.
 - v. 1970 - Xerox opened the Xerox PARC (Xerox Palo Alto Research Center) research facility.
 - vi. 1973 - Xerox PARC created the Xerox Alto, a small minicomputer.
 - vii. 1979 - Xerox open its doors to anyone in the industry and press.
 - viii. 1980s and 1990s – xerox was going bankrupt.

II. Key Financials

- a) 2009 Revenue: \$15.2 billion
- b) 2009 Net Income: \$485 Million

III. Products

- a) The Xerox company sells their many products through sales forces, the company's agents, dealers, resellers, system integrators, and through the internet. When it goes through one of the networks listed above this list, it goes straight to the anticipating customers.
- b) The Xerox company specializes in making, and selling document systems and services for business. The company distributes a range of color, and black-and-white multifunction devices; and printers, copier fax products, and document related software solutions. The corporation also offers technology information services.
- c) Overview of Xerox Production
 - i. Technical and commercial machinery and computer gadgets
 - ii. Electronics and other electrical equipment and components.
 - iii. Electronic computers
 - iv. Telephone and telegraph devices
 - v. Printing and writing paper
 - vi. Prepackaged software
 - vii. Computer integrated systems design
 - viii. Stationery and office supplies

IV. Key Competitors

- a) Well- Known Competitors
 - i. Canon

- ii. Hewlett-Packard
- iii. Ricoh Company
- iv. Brother Industries
- v. Eastman Kodak
- vi. Fujitsu
- vii. Lexmark
- viii. FUJIFILM
- ix. Heidelberger Druckmaschinen
- x. Epson

V. SWOT Analysis

a) Strengths

- i. Powerful American Company
- ii. Xerox operates in more than 160 countries.

b) Weaknesses

- i. Xerox will soon go bankrupt for the terrible American economy.

c) Opportunities

- ii. Providing the world with new technology solutions and equipment.

d) Threats

- iii. Xerox is losing market shares with other companies such as Eastman Kodak with their NexPress SX series lines of presses.

VI. Recent New, important Acquisitions, Mergers

- i. Xerox acquire XLWorld in 9/21/2011, Education Sales and Marketing (ESM) date 7/20/2011, and Miller Technology Solutions these couple of months ago.
- ii. No mergers in companies history.
- iii. Profit Jumps 28% at Xerox, Helped by Its Business Services
- iv. ACS, a company which Xerox acquired in February 2010, offers extensive business process outsourcing and IT outsourcing services.

References

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