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What is the company's primary business?

- The Xerox company sells their many products through sales forces, the company's agents, dealers, resellers, and through the internet.
- 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.

Headquartered

- Xerox is headquartered in 45 Glover Avenue, P.O. Box 4505, Norwalk, Connecticut
- But Xerox largest population of employees is based in and around Rochester, New York which the company was founded in

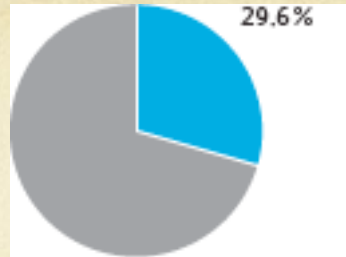


What is the size of the company and its revenue from the previous year?

- **2009 Revenue:**
\$15.2 billion; approximately \$22 billion with ACS
- **2009 Net Income:**
\$485 million
- **Employees:**
53,600 worldwide as of year 2009; 133,000 worldwide including Affiliated Computer Services, Inc. (ACS)

○ Production

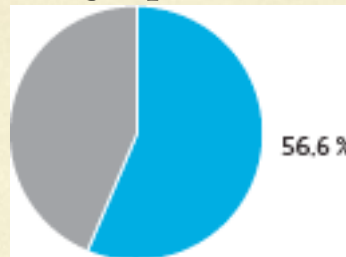
\$4.5 Billion



Production section provides digital monochrome and color systems designed for customers in the graphic communications industry

Office

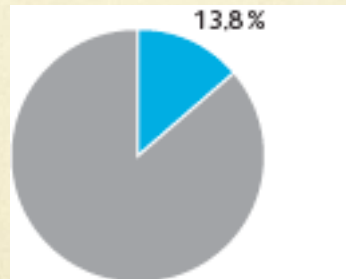
\$8.6 Billion



Office selection serves global, national and small to mid-size commercial customers, as well as government, educational and other public sector customers.

○ Other

\$2.1 Billion



Other selection includes revenue from paper sales, wide-format systems, value-added services and Global Imaging Systems network solutions and electronic presentation systems.

Key events in Xerox history

- 1906 - founded as The Haloid Company; named Haloid Xerox in 1958; named Xerox Corporation in 1961 .
- 1959 - introduced Xerox 914, the first plain paper photocopier using the process of Electro--photography later known as xerography.
- 1963 - Xerox introduced the Xerox 813, the first desktop plain--paper copier.
- 1969 - Xerox researcher Gary Starkweather modified a Xerox copier in which he made the first laser printer.

- 1970 - Xerox opened the Xerox PARC (Xerox Palo Alto Research Center) research facility.
- 1973 -Xerox PARC created the Xerox Alto, a small minicomputer.
- 1979 - Xerox open its doors to anyone in the industry and press.
- 1980s and 1990s - xerox was going bankrupt.

Who are the company's primary competitors?

- Canon
- Hewlett-Packard
- Ricoh Company
- BrotherIndustries
- Eastman Kodak
- Fujitsu
- Lexmark
- FUJIFILM
- HeidelbergerDruckmaschinen
- Epson

Xerox Products and Services

- Technical and commercial machinery and computer gadgets
- Electronics and other electrical equipment and components
- Commercial computers
- Telephone and telegraph devices
- Printing and writing paper
- Prepackaged software
- Computer integrated systems design
- Stationery and office supplies

Production Products

- Digital Printing Presses

Xerox iGen4



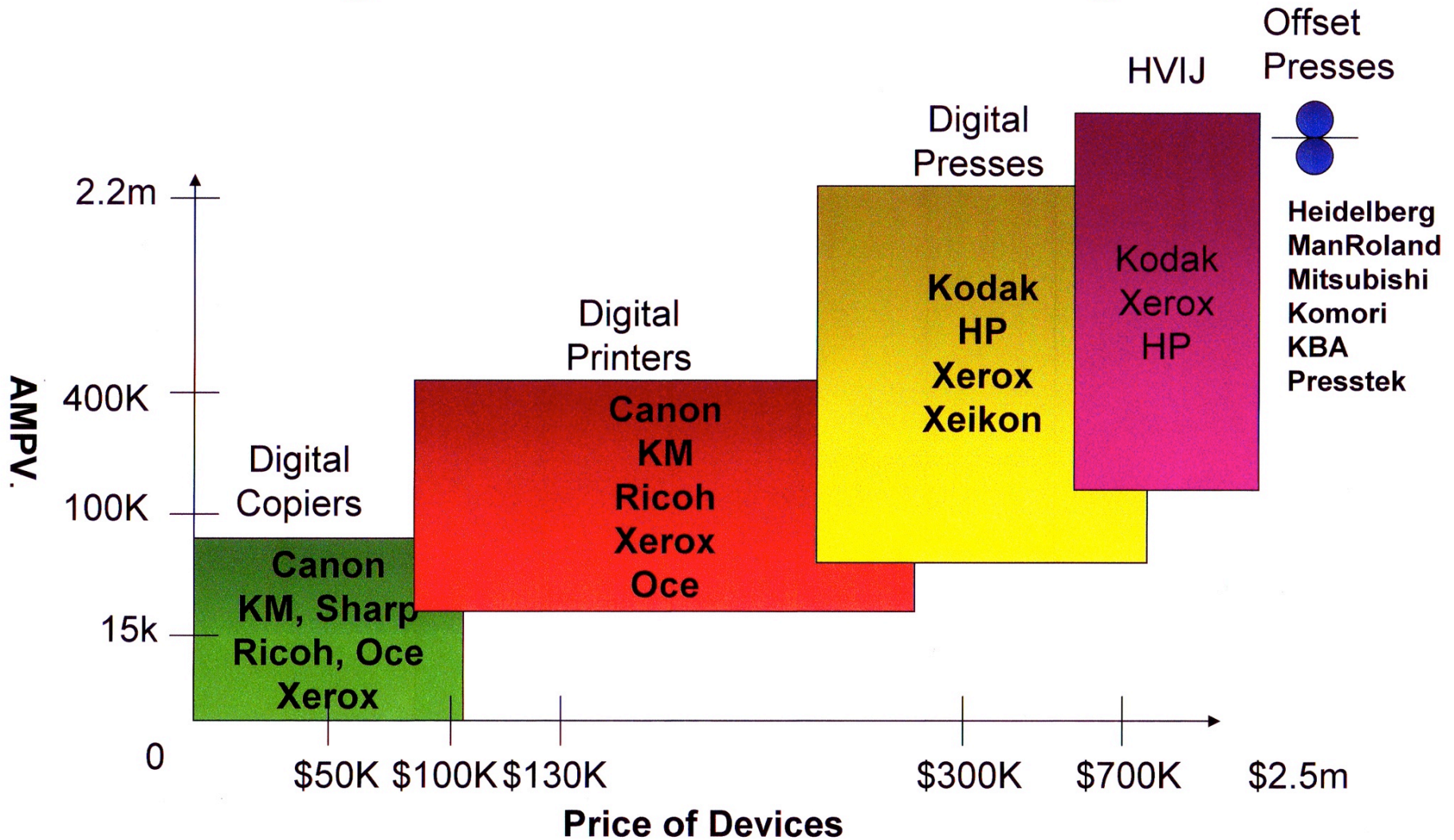
Color 800/1000 Presses



Xerox 770 Digital Color Press



Digital Device Landscape



Xerox iGen4 Specifications

- Rated speed
Range depending on paper size:
from 120 ipm for 7" x 7" to 40 ipm for 14.33 x 26"
- Resolution
4800 × 600 × 1-bit
- Recommended average monthly volume
200,000 - 3,750,000 pages per month
- Line Screens
150, 175, 200, or 300 lpi, all utilizing 256 gray levels
- Printed Sides
Duplex
- Print Engine
Digital Color Press Xerography

Paper Handling

- Paper sources
Up to 6 feeder modules, each with 2 trays
- Standard paper capacity
30,000 sheets
- Maximum paper capacity with options
80,000 sheets
- Auto Duplex
Automatic duplex with wide radius inverter for second side imaging
- Media Dimensions - Minimum
7 x 7 inches
- Media Dimensions - Maximum
14.33 x 26 inches
- Media Weight - Minimum
16 lbs
- Media Weight - Maximum
130 lbs
- Media Type
sCoated: gloss, matte, dull, silk
Uncoated, textured, specialty stocks
Recycled, perforated, tabs, transparencies, a wide variety of labels, synthetics
DocuCard™, NeverTear, DuraPaper™
Mixed-stock jobs supported at rated speed
No drying time before coating

Input and Output

- Tray 1
2,500 sheets
- Tray 2
2,500 sheets
- Optional High Capacity Feeder
Lasermax Roll Systems DocuSheeter™ iG: 50,000 sheets
- Other Input
Devices Xerox Tiltatron/Stackatron/DocuCard Solutions
- Output Capacity
Two carts per stacker; stacker cart holds 12" (3,000 sheets) 80 lb.
coated text - up to four stackers available

Finishing

○ Flats

GBC Delta Laminator

GBC Hi Tac Laminate Film

D&K Super Stick Laminate Film

Epic CTi-635 Inline Coating System

○ Stitched Sets

Xerox Squarefold Booklet Maker

CP Bourg BDFx Booklet Maker

Duplo System 5000 Inline Booklet Maker

Duplo SCC Nearline Booklet Maker

○ Lay Flats

GBC Fusion Punch II

GBC DigiCoil Binder

○ Tape Bound

Xerox DB120-D Document Binder

- Case Bound
On Demand Machinery

- Perfect Bound
Xerox Manual + Book Factory
CP Bourg BB3002 Perfect Binder
Standard Horizon BQ270 Perfect Binder

- Booklet Making
Xerox Squarefold Booklet Maker
CP Bourg BDFx Booklet Maker
Duplo System 5000 Inline Booklet Maker
Duplo SCC Nearline Booklet Maker

- Other Finishing Options
Xerox Finishing Interface Kit

S W O T Analysis

○ Strengths

Powerful American Company

Xerox operates in more than 160 countries.

○ Weaknesses

Xerox will soon go bankrupt for the terrible American economy.

○ Opportunities

Providing the world with new technology solutions and equipment.

○ Threats

Xerox is losing market shares with other companies

Recent New, important Acquisitions, Mergers

- 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.
- No mergers in companies history.
- Profit Jumps 28% at Xerox, Helped by Its Business Services
- ACS, a company which Xerox acquired in February 2010, offers extensive business process outsourcing and IT outsourcing services.

References

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