Delivering Document Services on the Net
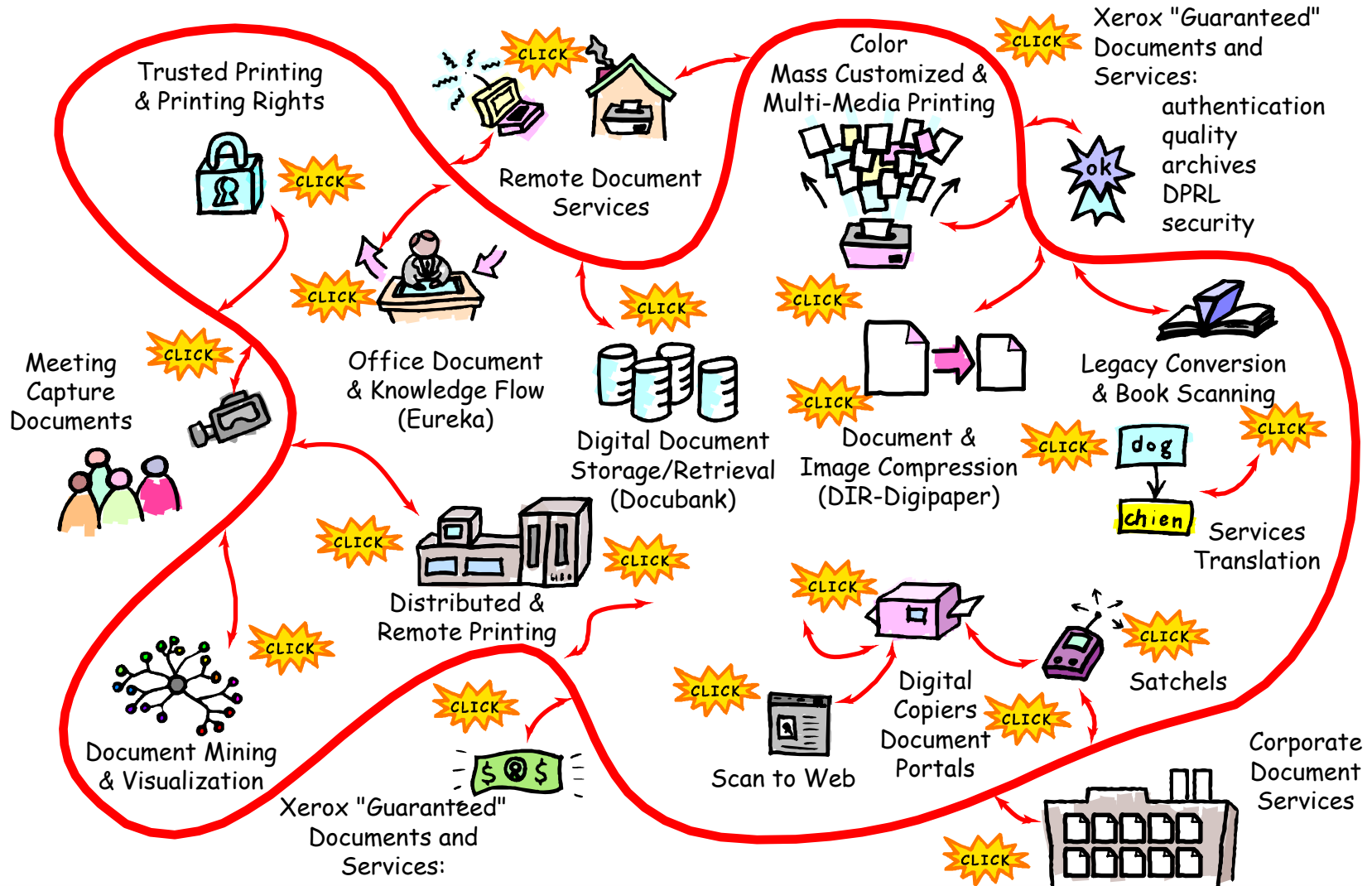
The Challenge

Background

- Context
  - Xerox 2005
  - Network Workscape
  - The intersect of these two trends indicates potential for a new channel -- the delivery of Document Services over the Internet.

- The Opportunity
  - Document Services
    ...Delivered to
      ...Customers on the Net

Status

- Document Service Delivery Platform
  - architecture, demonstration
  - Research prototype
- We have some TTM MPSV Elements
  - A vision for delivery of services via the net
  - Business case 0.9
  - Needs DSG market study, strategy development and plan

The Networked Document Workscape

Trusted Printing & Printing Rights

Remote Document Services

Color Mass Customized & Multi-Media Printing

Xerox "Guaranteed" Documents and Services:
authentication
quality
archives
DPRL
security

Meeting Capture Documents

Office Document & Knowledge Flow (Eureka)

Digital Document Storage/Retrieval (Docubank)

Document & Image Compression (DIR-Digipaper)

Legacy Conversion & Book Scanning

Services Translation

Distributed & Remote Printing

Digital Copiers Document Portals

Satchels

Document Mining & Visualization

Xerox "Guaranteed" Documents and Services:

Scan to Web

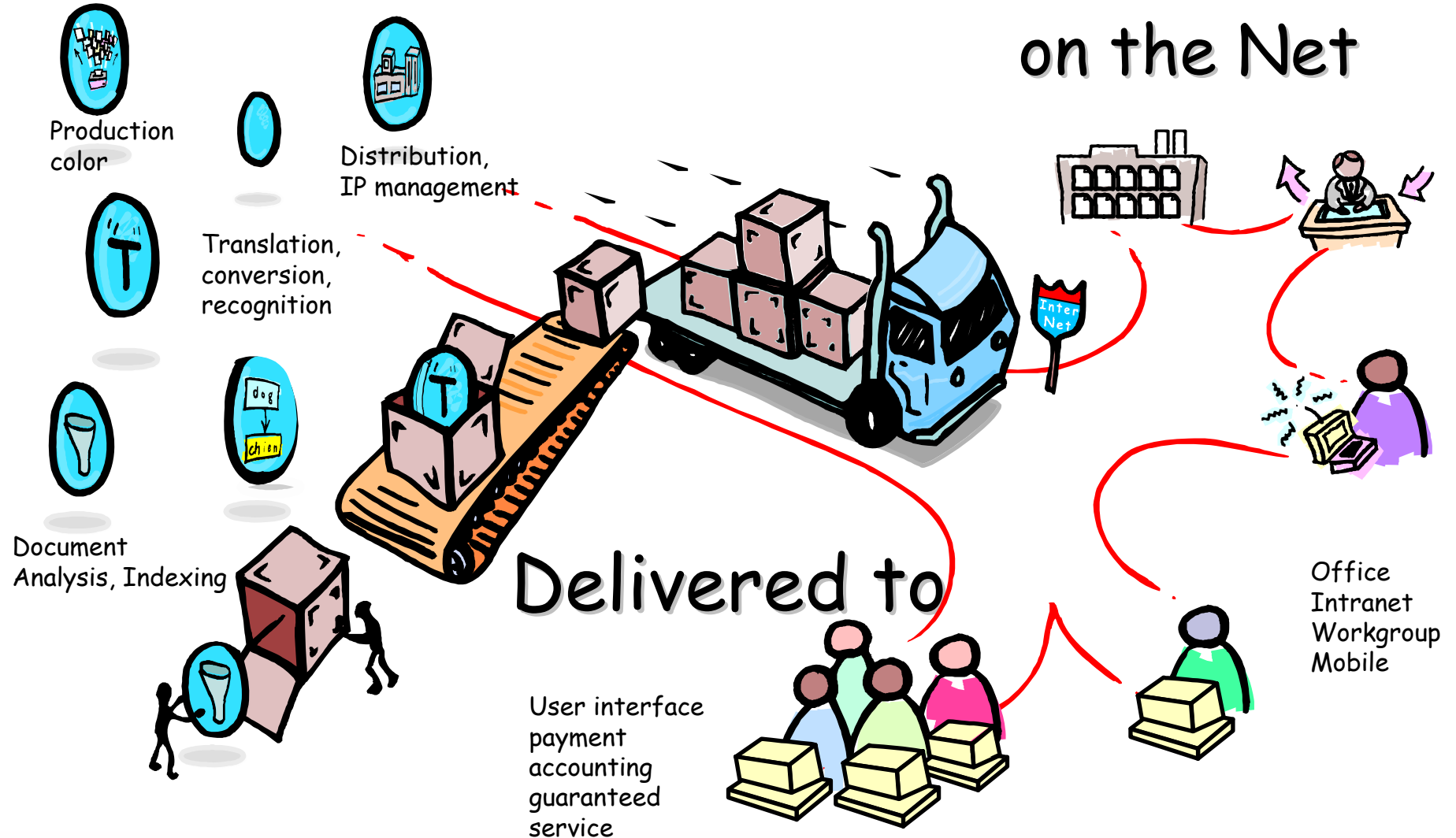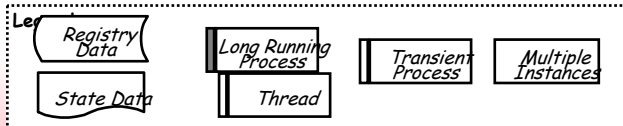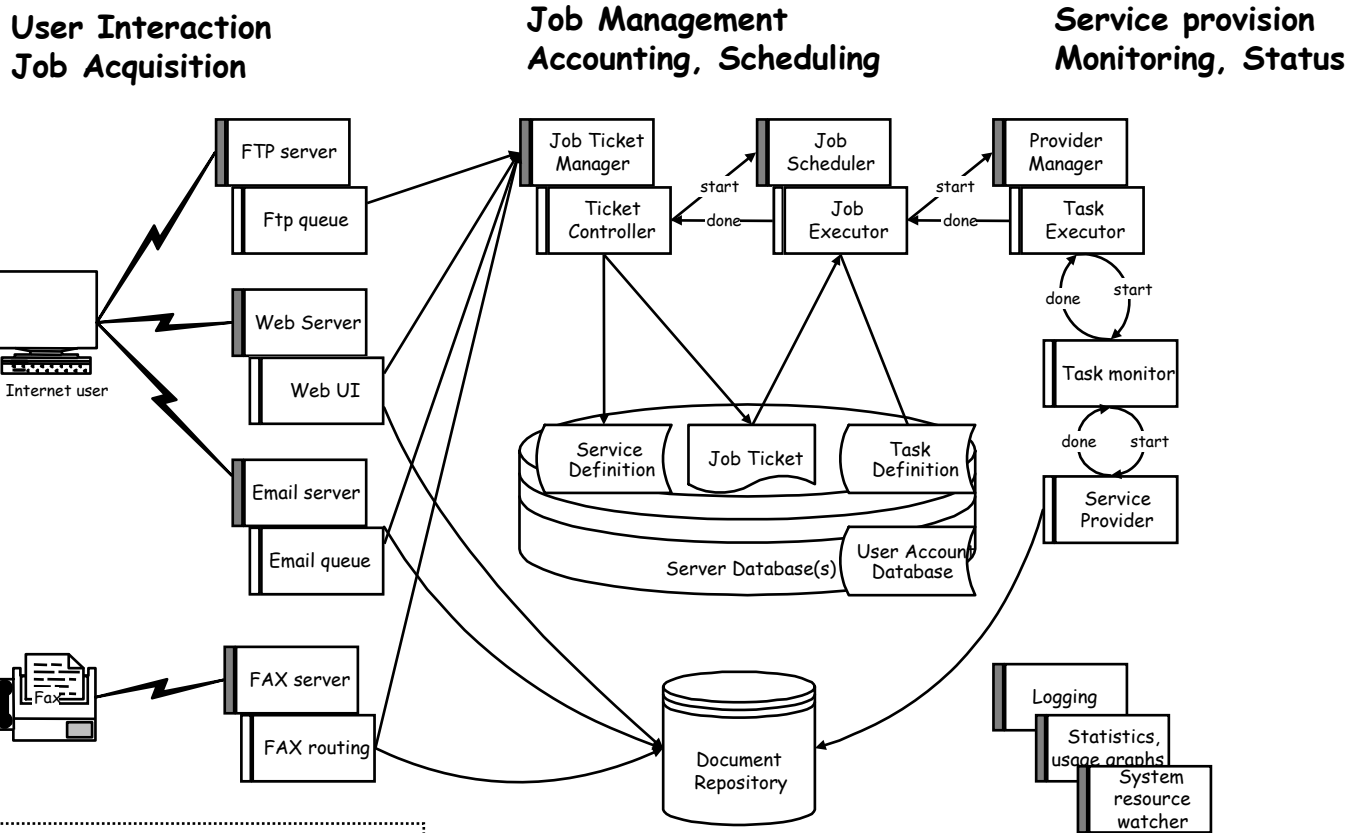Corporate Document Services

documents.com

- Services from (almost) anywhere
  - Color Demand Print
  - OCR
    - paper to electronic
  - Format change
  - Language translation
  - Formatting

- Delivered to (almost) anywhere
- PC, Mac, Workstation
- Web, email, fax
- Portals
- Satchels
- Kinko's

Document Services

Customers on the Net

Production color

Distribution, IP management

Translation, conversion, recognition

Document Analysis, Indexing

Delivered to

User interface payment accounting guaranteed service

Office Intranet Workgroup Mobile

Inter Net

Platform for Document Services Delivery

**User Interaction
Job Acquisition**

**Job Management
Accounting, Scheduling**

**Service provision
Monitoring, Status**

documents.com will...

- Create or source the software platform and necessary components:
  - User Interfaces
  - Job Submission, Control, Monitoring, Management
  - Repositories
  - Property Rights Management
  - Services Intermediation (Gateways)
  - Other electronic infrastructure in support of the flow of information, promotions, pricing, and payments

documents.com will...

- Innovate new services for which there is no back-end software, and so sponsor or develop that software

- Customize software required to deliver new services
  - The group shall invest in necessary customizations for an initial set of core services in the near term
  - In the long term, the degree of customization required represents one criterion of selection for vendors or strategic partners that supply the software or the back-end service

documents.com won't…

- be responsible for the back-end service or software:
  - The back-end service or software remains in the originating business group
  - These products and services are not inherently Internet products
  - These products and services rely on other channels for distribution as well as the Internet
  - Responsibility for back-end services imposes severe business risks upon the group

Who's building documents.com?

- Multi-disciplinary team
  - Graphic and website design
  - User Interface Design
  - Internet Applications

  - Document Services
  - Customer Feedback
  - Standards
  - Security
  - Journalism
  - Marketing
  - Tiger team for sales engagement

Why a focused team?

- The problem and solution is cross-divisional
- The problem is exacerbated in that it is cross-functional -- a channel with a heavy dose of technology
- The technology is particularly challenging
- The investment is of a size that no individual business division under their ongoing financial controls can achieve the project
- The solution generates revenue and profits
- After the initial capital investment, future investments can scale up or down with the market opportunity
- The solution is well underway and can be piloted and deployed this year

Principles

- **Broad ranging** -- one stop shop, one interface for a broad range of document service needs
- **Cost effective** -- variety of service levels to ensure customer value. No equipment to maintain, update, invest in, etc.
- **Accessible** -- over the ubiquitous Internet. Accessibility may be enhanced through other means as well to multiple media -- mediated information delivery
- **Available** -- services are provided anytime

- **Reliable, high quality** -- from automated to human provided services
- **Easy to use** -- leading edge UI
- **Responsive** -- variety of turnaround times available from immediate to latent time transactions
- **Convenient** -- any document input or output, delivered to one or many, locally or around the world
- **Current and evergreen** -- latest formats

Strategic Objectives

- The documents.com site will be the leading "place" on the Internet for securing document services.

- documents.com will match the growth rate for Internet Commerce on the Internet, and exceed the growth rate for Document Services

- documents.com will globally deliver leading edge document and asset management services, offering a variety of services at various levels of price and service.

- documents.com will achieve profitability within three years.

- documents.com will maintain the leading technology in infrastructure for the delivery of services, and provide access to leading edge technology in its services.

- documents.com will provide a "nervous system" for services.