

# Xerox Group 6

*TheCaseSolutions.com*



**Timeline**

August 2011: ACN shares  
January 2012: PDU shares  
May 2012: ACN shares

**The End of an Era**

- Anne successfully saved Xerox from bankruptcy
- Rebuilt the company product line and technology base
- Installed new management system
- Focus on client service
- Replaced by Ursula Burns

**2009-2014**  
The Era of Ursula Burns  
(Returning to Profitability)

**Previous Roles in Xerox**

Annex & Analytics	Ursula Burns
IT & Logistics	R. J. Anderson
IT & Analytics	R. J. Anderson
IT & Analytics	R. J. Anderson
IT & Analytics	R. J. Anderson
IT & Analytics	R. J. Anderson
IT & Analytics	R. J. Anderson
IT & Analytics	R. J. Anderson
IT & Analytics	R. J. Anderson
IT & Analytics	R. J. Anderson





**xerox**

[TheCaseSolutions.com](http://TheCaseSolutions.com)



# TheCaseSolutions.com

The screenshot displays the homepage of TheCaseSolutions.com. At the top, there is a navigation bar with links for "United States", "Account", "Log In", and a "Search Xerox" field. Below this is a secondary navigation bar with categories: "Services", "Products", "Supplies", "Support & Drivers", and "Contact".

The main content area features six distinct service tiles:

- Human Resources:** A pink tile with a laptop displaying a bar chart. Text: "How can Xerox simplify your business in ways you might not expect?", "Human Resources", "Attract and grow top talent while reducing employee costs", and a "start now" button.
- Customer Care:** A blue tile with a headset icon and speech bubbles. Text: "Guten Tag", "How may I help you?", "Hola", "Customer Care", "Want to increase the lifetime value of your customers?", and a "see how" button.
- Finance & Accounting:** An orange tile with a "PAID" stamp on a document. Text: "Finance & Accounting", "Discover how to transform your finance functions", and a "show me" button.
- Document Management:** A purple tile with a printer and scattered papers. Text: "Document Management", "Reduce your document-related costs by up to 30%", and a "start saving" button.
- Healthcare:** A light pink tile with a stethoscope and a tablet. Text: "Healthcare", "Simplifying the business of healthcare", and a "take a look" button.
- Transportation:** A green tile with a "TRANSIT TICKET" card. Text: "Transportation", "Innovative solutions improving public transportation", and a "see the future" button.



# Logo Evolution



(1906)



(1938)



(1948)



(1949)



(1958)



(1961)



(1968)



(1994)



(2002)



(2004)



Current Logo

*TheCaseSolutions.com*

# *Xerox Early Dominance*

The Xerox 914, first office plain paper dry photocopier

- Before it took hours to copy documents and was a very messy process
- Generated 60 million in revenue in first two years and 500 million in a decade
- Caused company to expand substantially
- Most successful product ever marketed in America
- Followed by more innovative copies such as Xerox 813



# Xerox Early Dominance

## The Xerox PARC

- Palo Alto Research Company lead innovation in the sixties and seventies
  - They invented the first true PC, Xerox Alto
  - Had revolutionary technology such as:
    - Ethernet networking
    - Graphical user interface
    - Icons
    - Bit mapping
    - Scalable type
    - Mouse
    - World's first laser printer
- Only spent ten million dollars on the program



## Financially ahead

- Xerox had all of the market share in terms of copiers and new computer technology
- Overflow of money from 914
- Protecting Patents
- Top innovators and inventors of the time
- What went wrong!?

