Transformational Power
How Xerox is embracing artificial intelligence

by: Steve Miller, Xerox Corp.

In today's rapidly evolving landscape, the transformative power of artificial intelligence (AI) is reshaping industries at an unprecedented pace. From health care to finance, AI-driven innovations are revolutionizing traditional practices and redefining standards of efficiency and effectiveness. Within this dynamic milieu, the print industry is no exception; AI technologies are increasingly integrated to optimize processes, enhance output quality and elevate client experiences.

At Xerox, we are introducing innovative AI-powered solutions to enhance client service, streamline workflows and drive workplace productivity, focusing on realizing high value in generative AI and other AI use cases as part of our digital services growth strategy.

Recognizing the promising potential of AI in enhancing our offerings, Xerox and its partners prioritize security within the realm of AI, addressing multifaceted concerns such as data privacy, ethical considerations and regulatory compliance. This commitment is demonstrated through our AI Center of Excellence (COE), which develops comprehensive guidelines and provides ongoing training to ensure ethical AI practices. Positioned at the forefront of AI evolution in the print industry, Xerox is ready to shape its trajectory with a focus on security and responsible utilization.

At the core of Xerox's digital transformation is robotic process automation (RPA), orchestrating efficiency across departments. More than 600 live bots integrated into our applications navigate data, automating repetitive processes, which allows employees to focus on higher-value work. RPA illuminates pathways in our supply chain, amplifying troubleshooting precision. This internal success highlights automation's transformative power and efficiency.

Building on this experience, we launched an external offering dedicated to providing RPA as a service. Through RPA, clients optimize operations, boost efficiency and elevate satisfaction. Our journey from internal RPA utilization to external service reflects our dedication to excellence and understanding of automation's potential. AI tools automate manual tasks, benefiting partners with increased productivity, lower costs and enhanced competitiveness.

Xerox prioritizes AI integration to elevate client services, evident in our diverse range of AI-driven solutions. Leveraging internal technology, we develop innovative external offerings. We have placed significant emphasis on utilizing AI to enhance service delivery for our clients. For instance, our

Xerox Quick Resolve app employs predictive AI models to enhance remote solve rates and first-time-fix rates for field service technicians. Furthermore, the CareAR platform utilizes AI and augmented reality (AR), providing live visual remote assistance to field technicians, minimizing dispatches and improving diagnostic accuracy.

In managed print services, AI analytics drive deeper insights, simplifying processes and enabling predictive support, reducing downtime and enhancing security. Our Intelligent Document Processing automates workflows, while Xerox ConnectKey AI apps cater to paper-reliant industries, translating documents and converting handwritten notes into digital files. Finally, in the production printing market, our FreeFlow Core streamlines prepress tasks, saving time and costs.

Moreover, in today's fast-paced business environment, downtime for production presses or multifunction printers (MFPs) can lead to significant revenue losses and erode client trust. Recognizing the impact of unplanned device downtime, Xerox has developed a proactive solution harnessing AI to revolutionize maintenance strategies. Through our predictive AI offering, Xerox empowers businesses to shift from reactive to proactive maintenance, minimizing or eliminating unplanned downtime. Our web-based dashboard, driven by AI, enables users to monitor devices, access actionable predictive insights, enhance service performance and leverage real-time critical data. This enables businesses to maximize printer uptime, ensuring uninterrupted operations and maintaining client satisfaction.

With the implementation of seamless services, our priority of sustainability is evident. Xerox's MFPs exemplify this commitment by reducing their carbon footprints. By consolidating multiple functions into one machine, Xerox MFPs significantly decrease energy consumption, using approximately 50% less energy than the combined annual consumption of the individual products they replace. Furthermore, Xerox prioritizes energy efficiency in product design, ensuring optimal energy usage for image capture or projection. Additionally, Xerox Managed Print Services streamline print environments and processes, enhancing energy efficiency and minimizing environmental impact, aligning with our dedication to sustainability and responsible business practices.

AI has and will continue to have a profound impact on the office technology industry's future. Through its vast suite of solutions, Xerox envisions a landscape where routine tasks in the workplace are automated, AI-powered chatbots are ubiquitous and critical business decisions are augmented across all sectors. Embracing continuous learning is key to staying ahead in this rapidly evolving landscape. ∎

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As Xerox's chief digital officer, Steve Miller is responsible for developing and executing Xerox's global digital strategy, focusing on analytics, data, AI, robotic process automation and related commercial services to enable Xerox to be at the forefront of digital technologies. He works closely with internal teams, enterprise and SMB customers, and partners to generate innovative digital solutions for products, services, customer experiences, marketing channels and business models. Miller has more than 30 years of experience in the technology industry. Before joining Xerox, he held leadership roles at HP and DXC, gaining expertise in transformation, shared services, IT, major accounts and finance. Miller can be reached at stephen.miller@xerox.com. Visit www.xerox.com.