

# Analysis of fuji xerox co joint venture



**ASSIGN  
BUSTER**

Fuji Xerox Co., Ltd. is a joint venture between the Japanese photographic firm Fuji Photo Film Company which holds approximately 75% of the stake and the American document management company Xerox 25% to develop, produce and sell xerographic and document-related goods and services in the Asia-Pacific region.

Fuji Xerox was established in 1962 as a 50: 50 partnership with Rank Xerox and the latter was absorbed into Xerox Corporation in 1997.

Originally only distributors of Rank Xerox products, Fuji Xerox later began to research and work on its own xerographic machines and other devices, starting with the 2200 photocopier in 1973. Today the company is responsible for the innovation and manufacture of most of the colour printing devices sold by Xerox Corporation. Their innovation also includes the world's first multifunction printer/copier, the “ Xero Printer 100”, launched in 1987.

Fuji Xerox expanded to Australia, New Zealand, Singapore and Malaysia in 1982 by purchasing distribution rights from Xerox Corporation; it established a subsidiary company Fuji Xerox Asia Pacific Pte with its headquarters in Singapore. Fuji Xerox Australia Pty Ltd is Australia's No. 1 Document Printing and Copying Company in the country and is also the highest performing Fuji Xerox subsidiary in Asia. The company's first dealership was NQBE in Mackay, North Queensland.

In 1991, the company introduced the tag-line “ The Document Company” which became incorporated into its logo in 1995. This remained a feature of the logo until 2008 when this tag-line was dropped from the logo as part of the company's shift towards a more customer-centric corporate identity.

Xerox Corporation transferred its China Operations to Fuji Xerox in 2000 and Fuji Photo Film Co. raised its stake in the venture to 75% in 2001.

Its recent achievement is that, Xerox Corp. and Fuji Xerox Co., Ltd. are leading in Document Process Outsourcing (DPO) according to the 2009 Black Book of Outsourcing, an annual guide that evaluates the costs and benefits of outsourcing. Further, it is ranked No. 3 in Best Managed Global Outsourcing Vendors out of 4, 839 global outsourcing supplies of various service lines and locations. Compiled by Brown-Wilson Group, Black Book produces a yearly ranking of outsourcing companies based on survey responses from more than 24, 000 executives globally.

### **BUSINESS OBJECTIVES AND STRATEGY:**

Fuji Xerox globally develops and markets digital colour/monochrome multifunction devices for offices. Major products include the ApeosPort series (digital multifunction devices that connect with mission-critical business systems), the DocuCentre series (digital multifunction devices that offer high performance and high quality) and DocuWide series (wide-format digital multifunction devices for the engineering market).

It also offers various types of software, including DocuWorks which is document handling software that helps users to handle scanned paper documents and electronic documents easily on a personal computer. Using such software together with multifunction devices, the company offers a variety of solutions, services for document management and as well as mission-critical systems.

In April 2007, Fuji Xerox consolidated Fuji Xerox Printing Systems Co., Ltd in order to strengthen its integrated manufacturing system covering all processes from technological development to product development, production and sales. Through this merger, it aims to enhance the competitiveness of the office printing systems business and expand the business further worldwide.

Based on the Xerography technology, Fuji Xerox is also developing its colour/monochrome laser printer business. The flagship colour laser printers incorporate compactness, high performance, high image quality and shipments to overseas have been strong. Approximately 70 percent of all colour laser printers shipped during FY2006 were shipped to international markets. In particular, shipments of colour laser printers to the Asia-Pacific market, including China, nearly trebled over the past three years, and shipments to the European and North American markets, which include provision through original equipment manufacturing (OEM) to Xerox Corporation and other companies, almost doubled during the same time frame.

In the Japanese market, the company is making proactive efforts to solve customers' management issues by offering network-compatible colour scanners as well as software that enables IC card authentication. It is also developing its production services business globally, focusing primarily on on-demand printing systems and workflow support services for the digital printing market and as well as continuous-feed and cut-sheet printers to output data from mission critical systems.

Xerox iGen3® 110 Digital Production Press is a state-of-the-art publishing system that realizes high image quality comparable to that of offset printing as well as superior print productivity and meets the need for printing diversified, short-run jobs. It also opens up new possibilities for digital printing, including one-to-one marketing that provides personalized information tailored to the individual preferences of the buyers.

Meanwhile, in order to support its customers globally, Fuji Xerox has opened Executive Print Innovation Centres, or “ epicentres,” in Tokyo, Sydney, Singapore and Shanghai to work closely with customers in order to create new business models and applications for digital printing.

In June 2006, Fuji Xerox established the Color Centre in its “ epicentre” at Shinagawa, Tokyo, in order to maximize the utility value of documents and help customers to create new businesses in the general realm of digital printing from upstream processes to downstream processes.

In April 2007, Fuji Xerox reorganized the Office Services Business Group into the Fuji Xerox Global Services based in Singapore with the aim of further reinforcing its system of providing customers with services centred on outsourcing of document-related operations in Japan as well as in other countries.

In today’s business activities and other company ventures, documents are positioned as an increasingly important managerial resource. In order to develop business more efficiently, actively and swiftly, it is important to efficiently manage a series of documentation processes, including creation, storage, output and use of documents. In an effort to assist customers in

solving these issues, Fuji Xerox provides comprehensive services in which they undertake overall document management operations starting with consulting, thereby assuring customers of genuine benefits including reduction in operational costs as well as higher productivity, so as to contribute to the growth of their businesses.