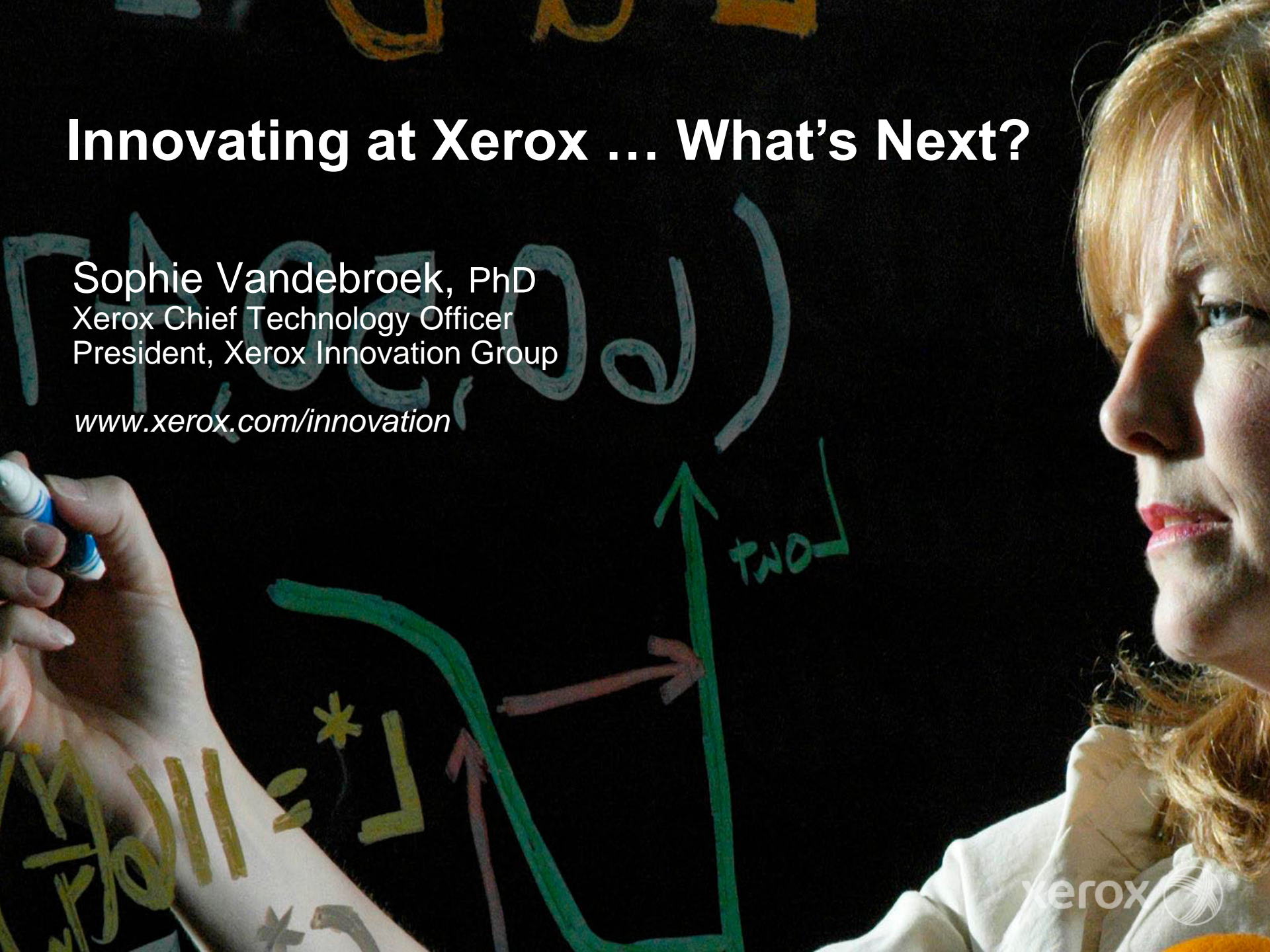


# Innovating at Xerox ... What's Next?

Sophie Vandebroek, PhD  
Xerox Chief Technology Officer  
President, Xerox Innovation Group

[www.xerox.com/innovation](http://www.xerox.com/innovation)



# Outline

- Innovation context
- Balanced portfolio
- Questions?

# BusinessWeek

June, 1975

Office of  
the Future



**Dr. George Pake,**  
co-founder Xerox PARC



## Pre 1975 Prototypes at Xerox PARC




## Products in 2015



*“The best way to **predict** the future is to **invent** it.”*

*Alan Kay, PARC researcher in the '70s*

A man with dark hair, wearing a suit, is shown in profile, looking thoughtfully at a whiteboard. He has his hand near his chin, holding a white marker. The whiteboard behind him is filled with handwritten numbers and text in blue and black ink. The numbers include '7', '13,376', '5,000', '9', '3,510', and '66'.

## Our innovative spirit and passion continue to drive us

- Jointly with Fuji-Xerox we invest \$1.3B R&D/year of which most is in the technology business
- 60,000+ global patents since founding, 30 US patents/week
- Launching many new products, solutions and services

**Customer or Partner  
Pain points &  
Dreams**



**Xerox  
Vision &  
Capabilities**



**Breakthrough  
Top & Bottom Line  
Growth**

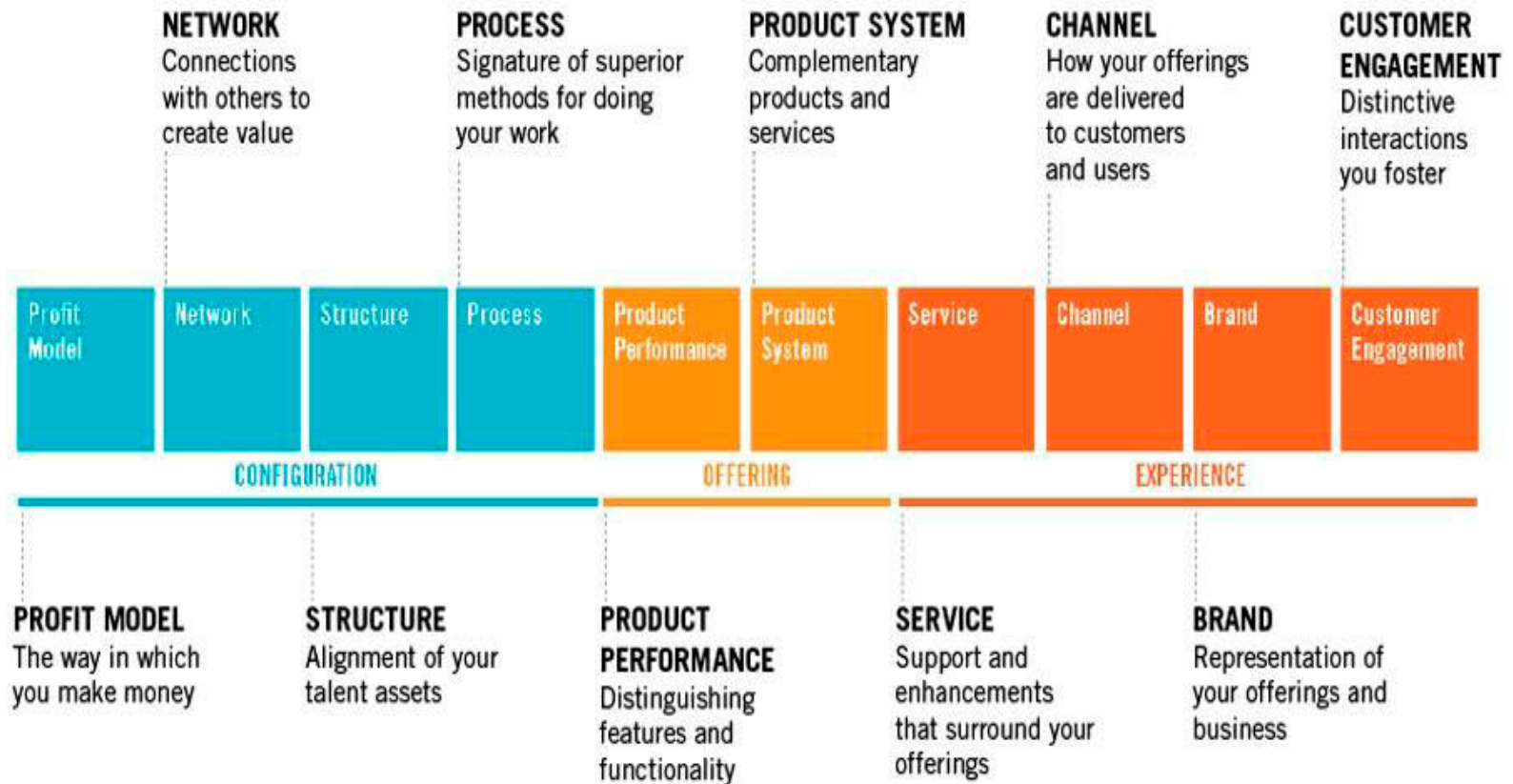
**Innovation = Creating differentiated customer value**



# Whose job is it to innovate?

## Innovation is required everywhere...

Figure 5. Ten Types of Innovation®



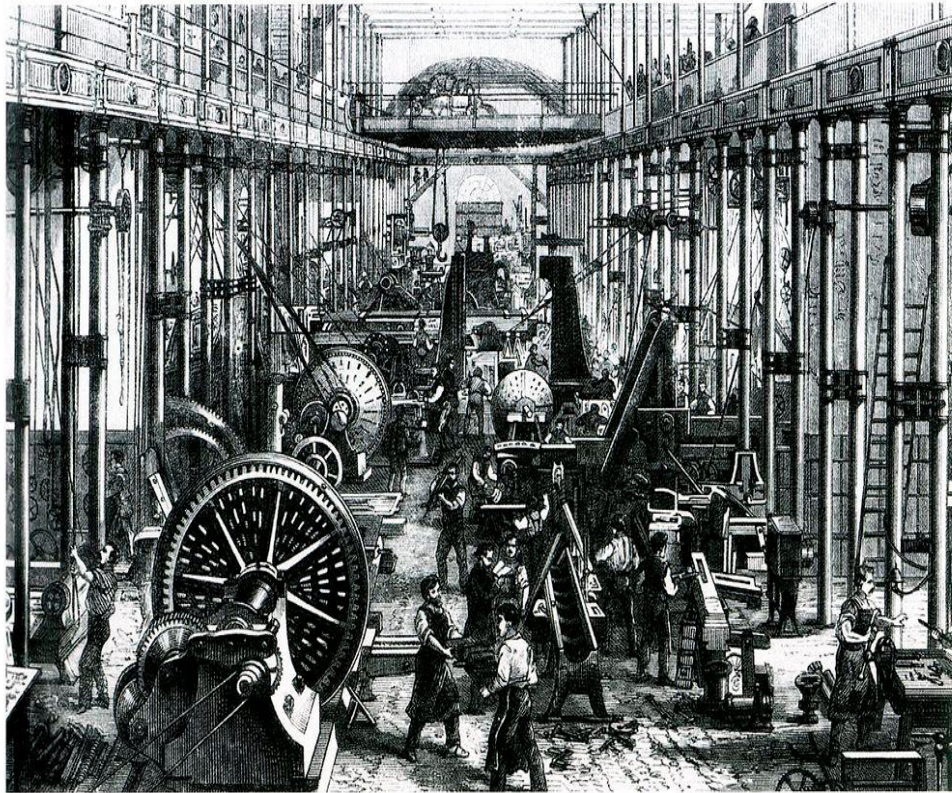
Source: Larry Keeley, Ryan Pikkell, Brian Quinn, and Helen Walters, *Ten Types of Innovation: The Discipline of Building Breakthroughs* (Hoboken, New Jersey: John Wiley & Sons, 2013).



*Customer dreaming* sessions:  
understanding clients **pain points** and **dreams**



# The history of work: computers were humans





# Today: automation & real-time insights

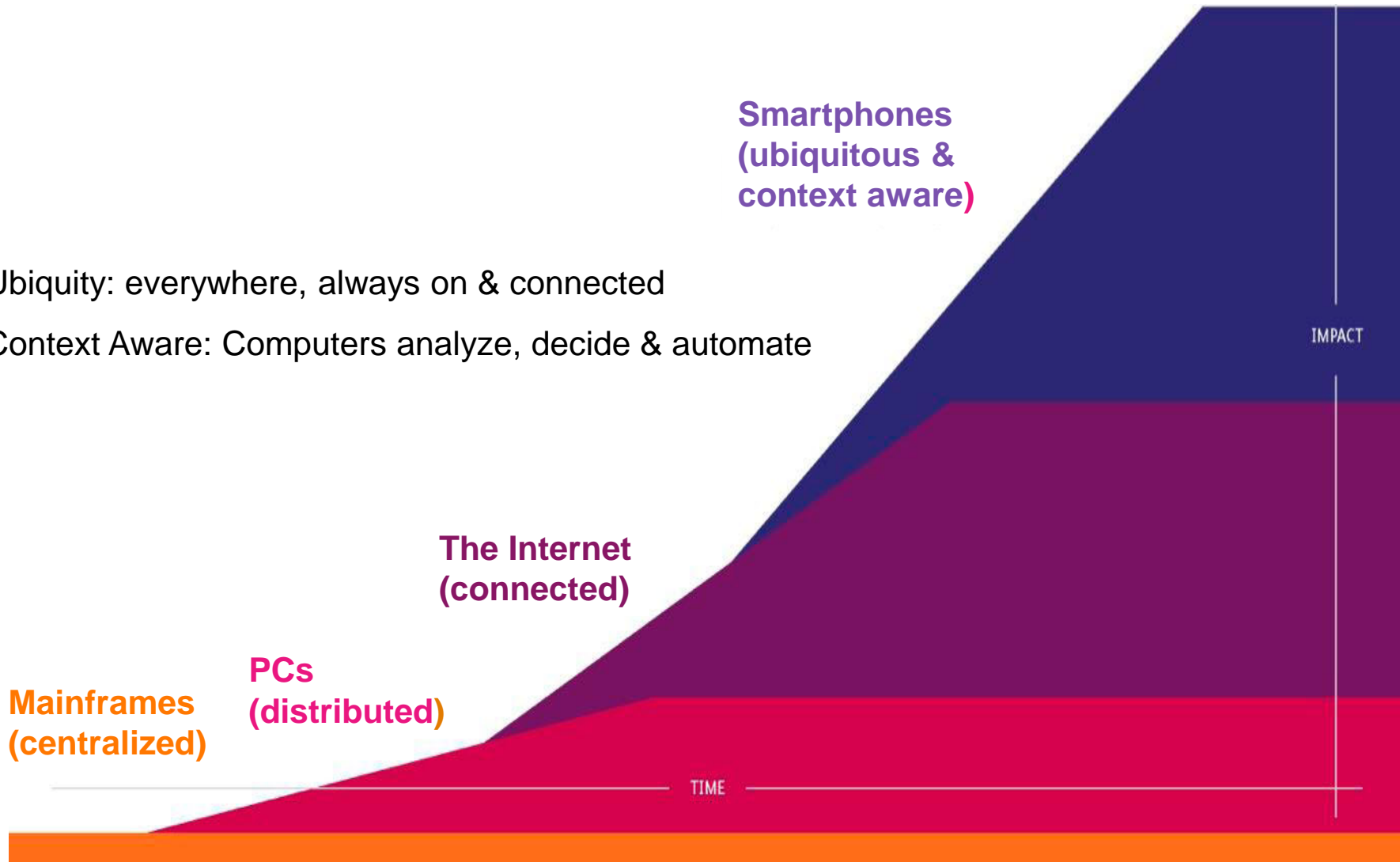


Computing and networking changed everything about how work gets done



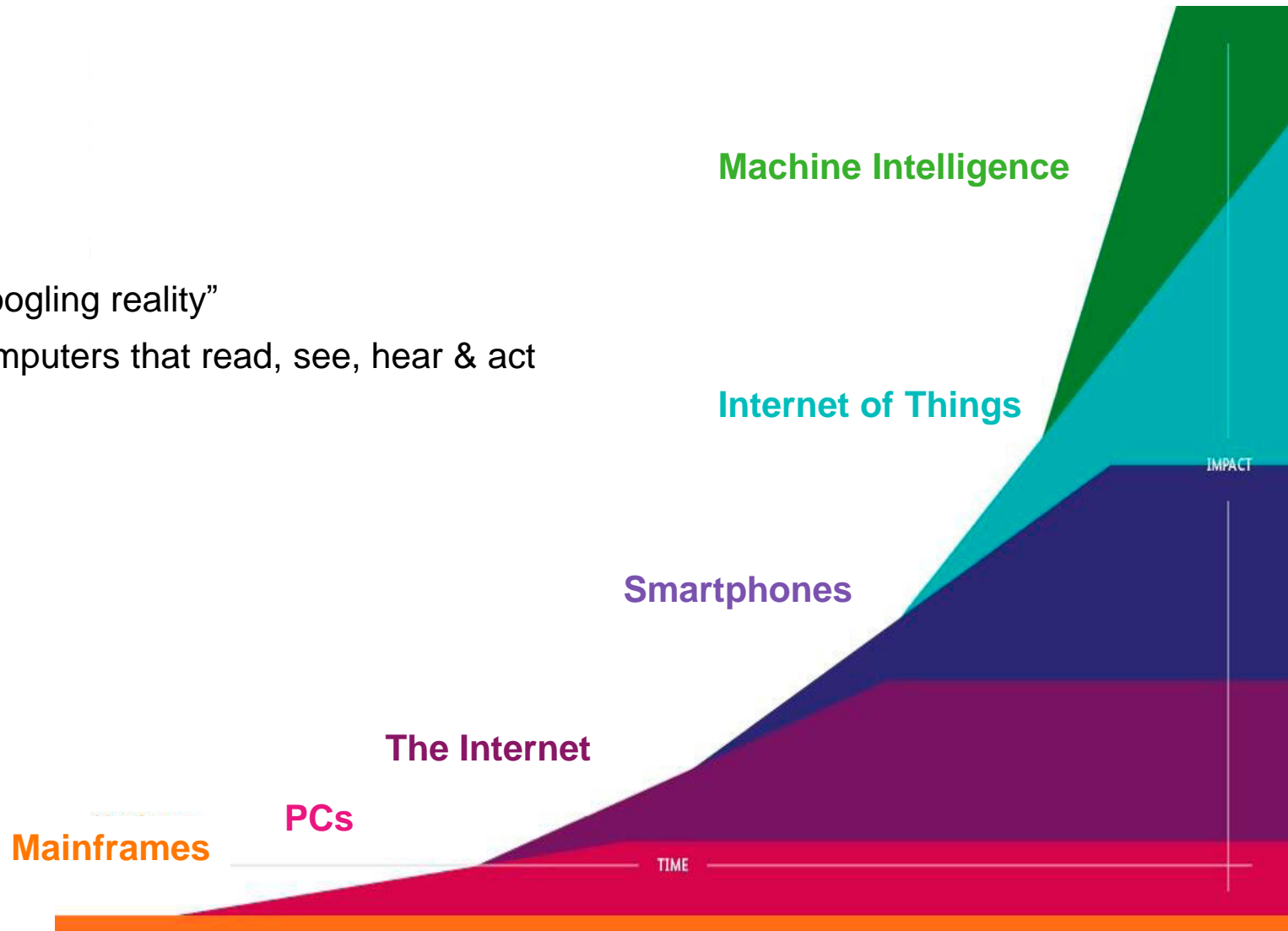
# From computers helping humans to their work

- Ubiquity: everywhere, always on & connected
- Context Aware: Computers analyze, decide & automate



# To humans helping computers do their work

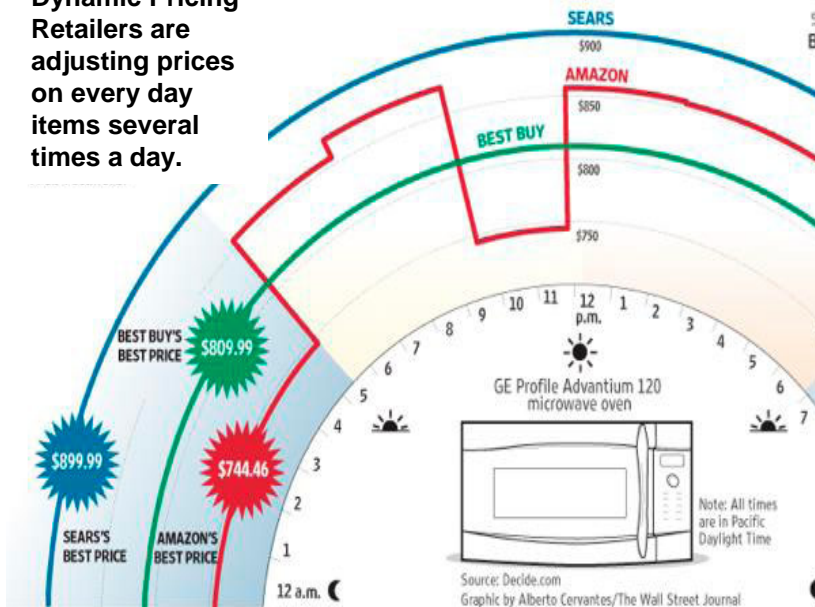
- “Googling reality”
- Computers that read, see, hear & act





*“The future is already here – it’s just unevenly distributed”*  
William Gibson

**Dynamic Pricing**  
Retailers are adjusting prices on every day items several times a day.



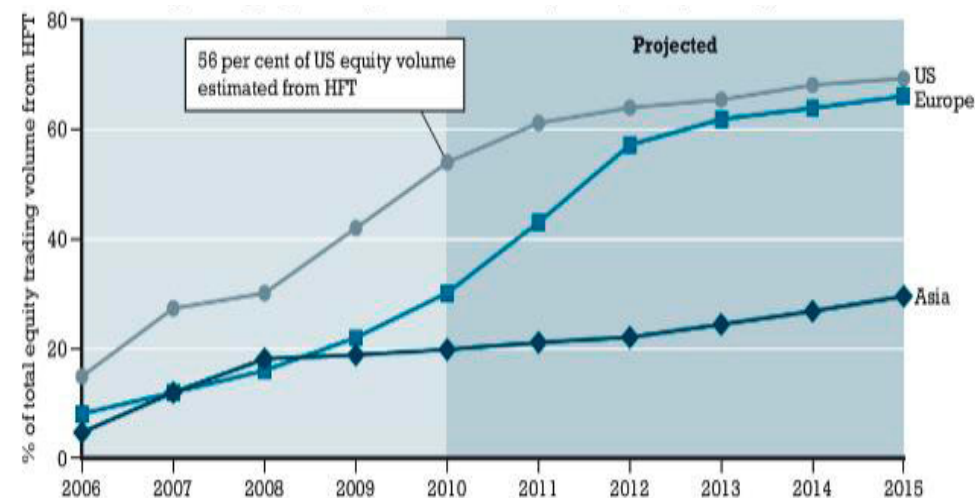
Source: Decide.com  
Graphic by Alberto Cervantes/Wall Street Journal



Xerox Partnering for Excellence  
Expand. Connect. Simplify.



**Percentage of equity volume from high frequency trading**



Source: TABB Group, BCG

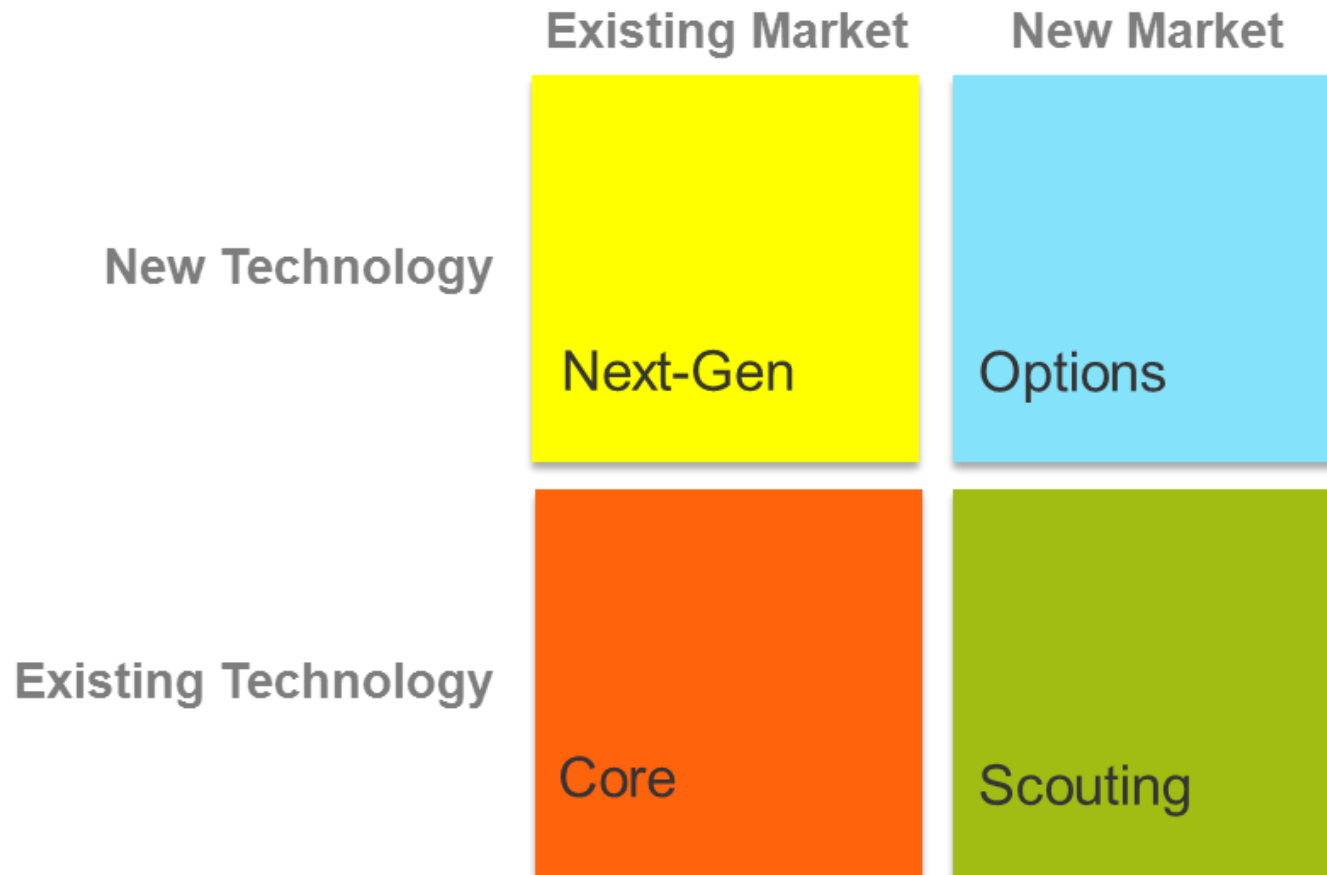
Source: TABB Group, BCG

# Outline

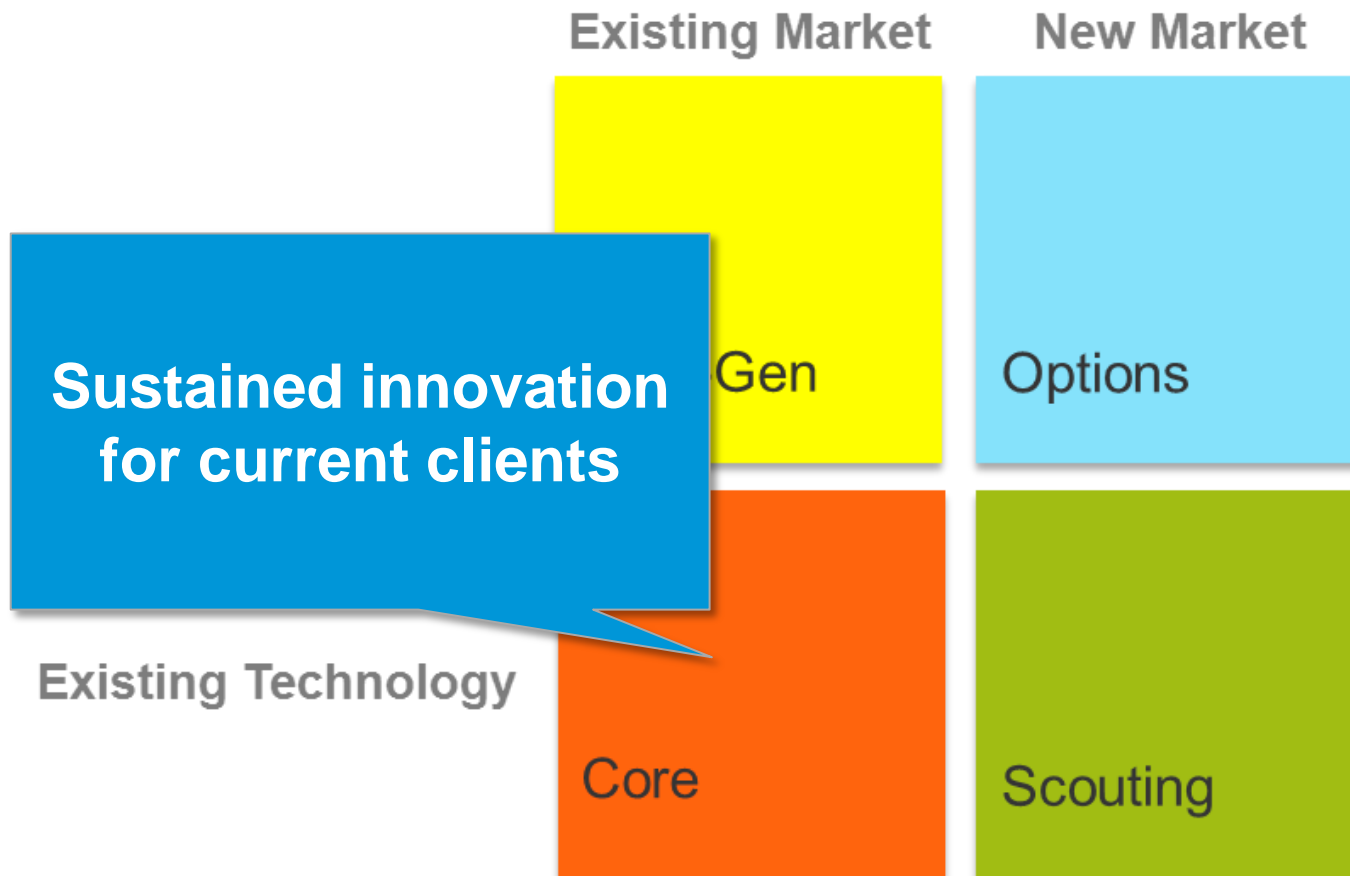
- Innovation context
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# Portfolio: not just where you are today... but *where you want to be*



# Portfolio: not just where you are today... but *where you want to be*

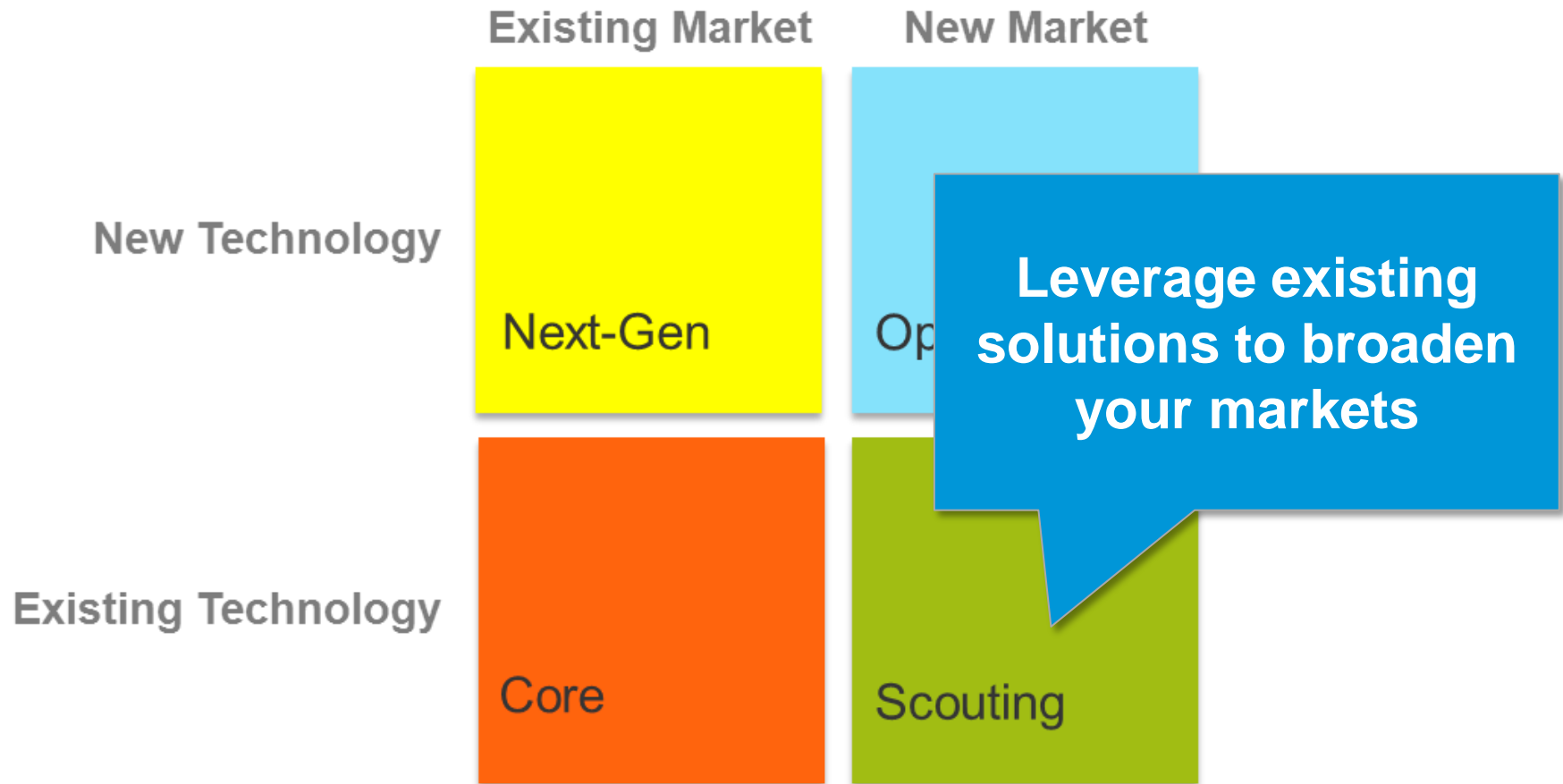


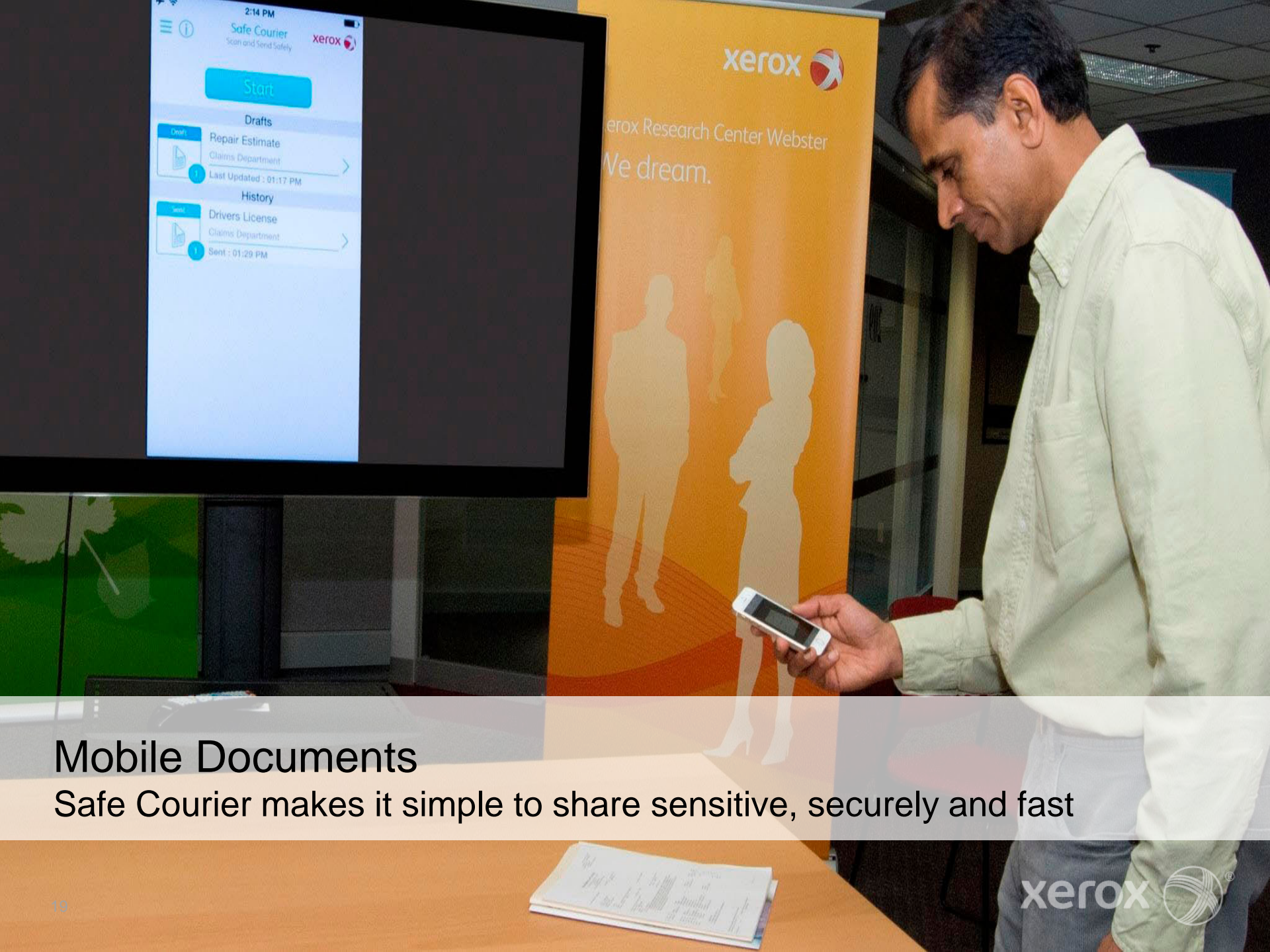
Xerox multifunction devices are seamless, easy-to-use and secure on and off-ramps to agile business processes





# Portfolio: not just where you are today... but *where you want to be*





## Mobile Documents

Safe Courier makes it simple to share sensitive, securely and fast

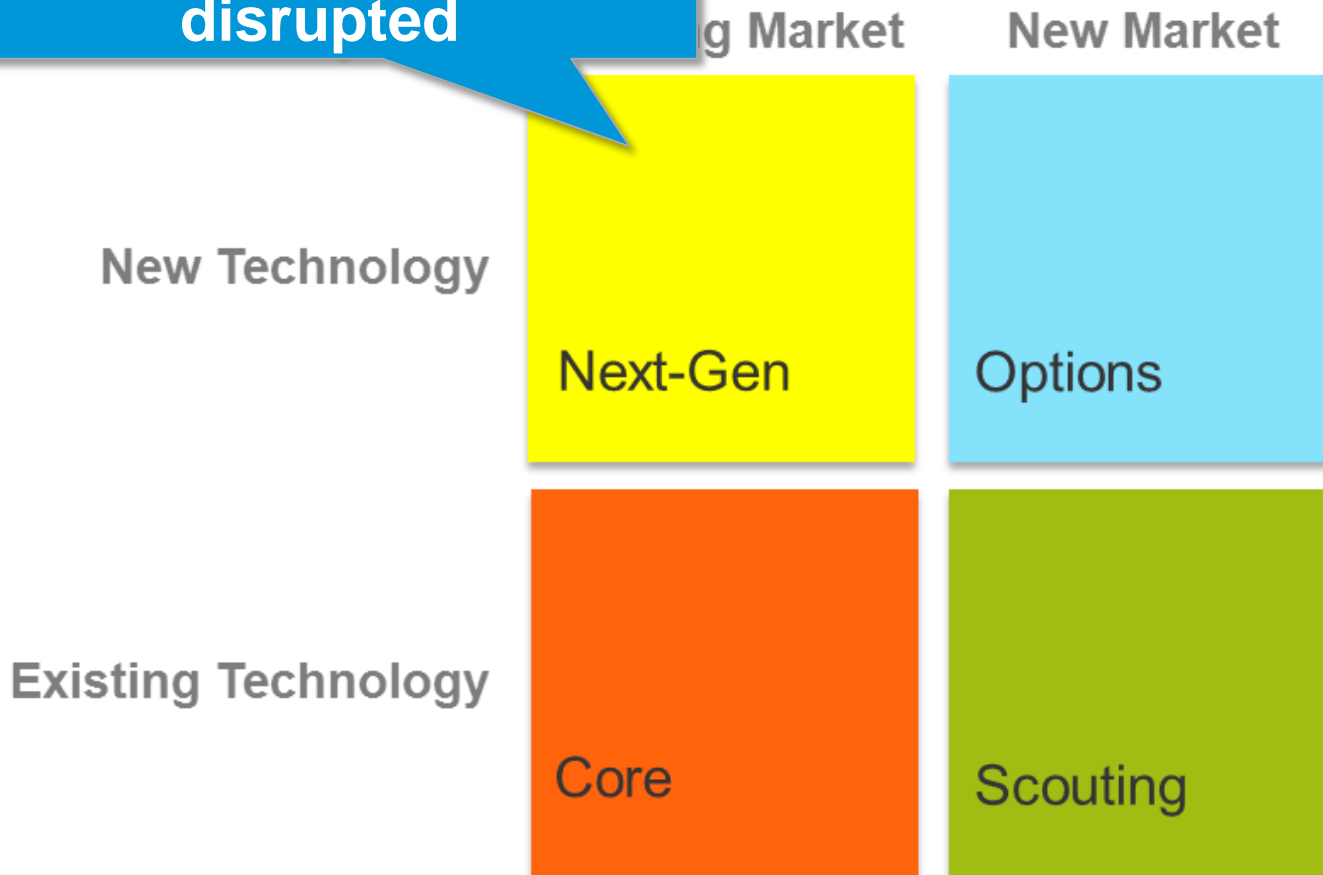




## Mobile Workflows Video



**Transform your offerings and adjust business model to protect against being disrupted**





Helping teachers personalize instruction for each student

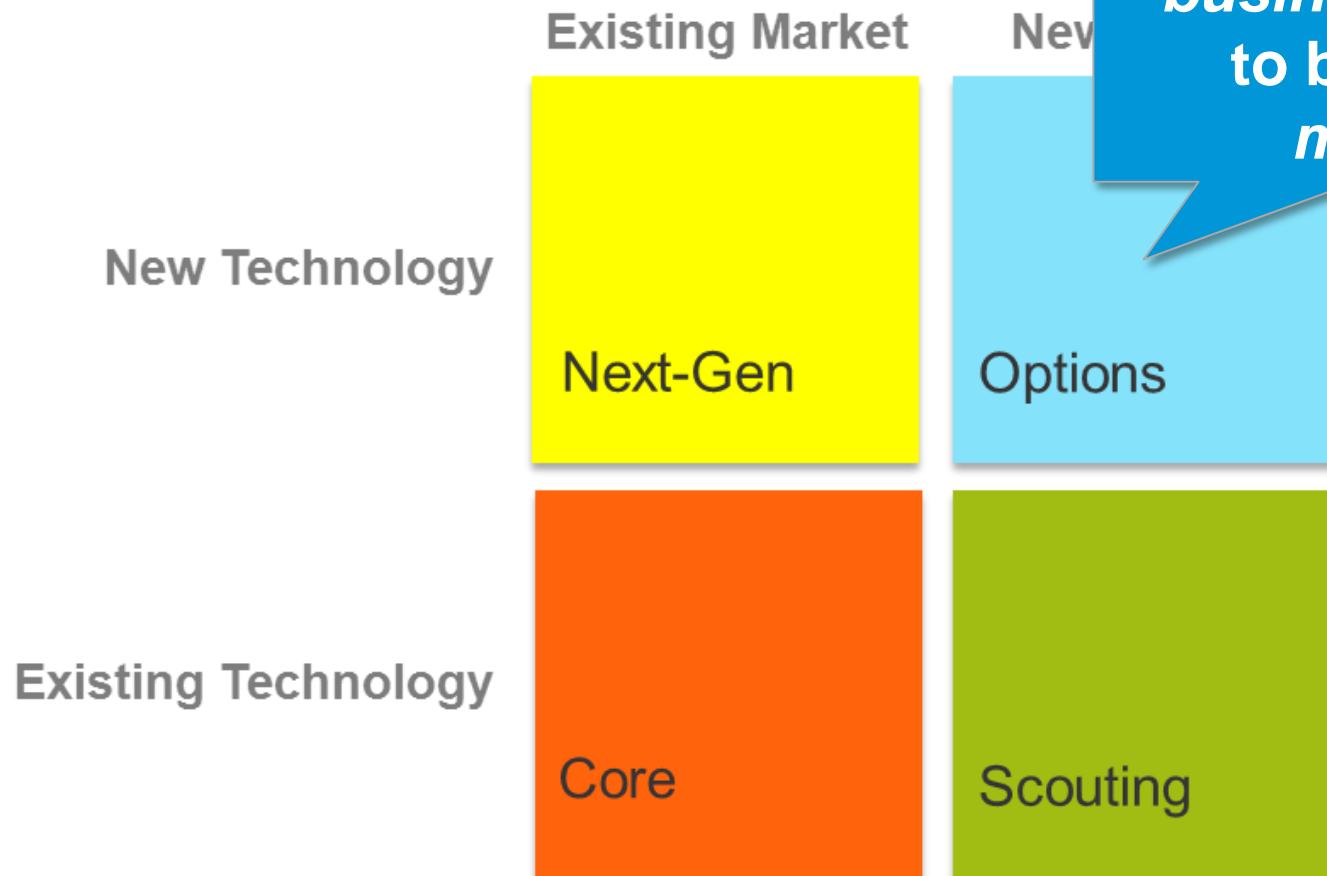


Ignite Video



**Portfolio:** not just where you are today...  
but *where you want to be*

Create *new technologies and business models* to build *new markets*





Personalized digital manufacturing



Personalized digital manufacturing video

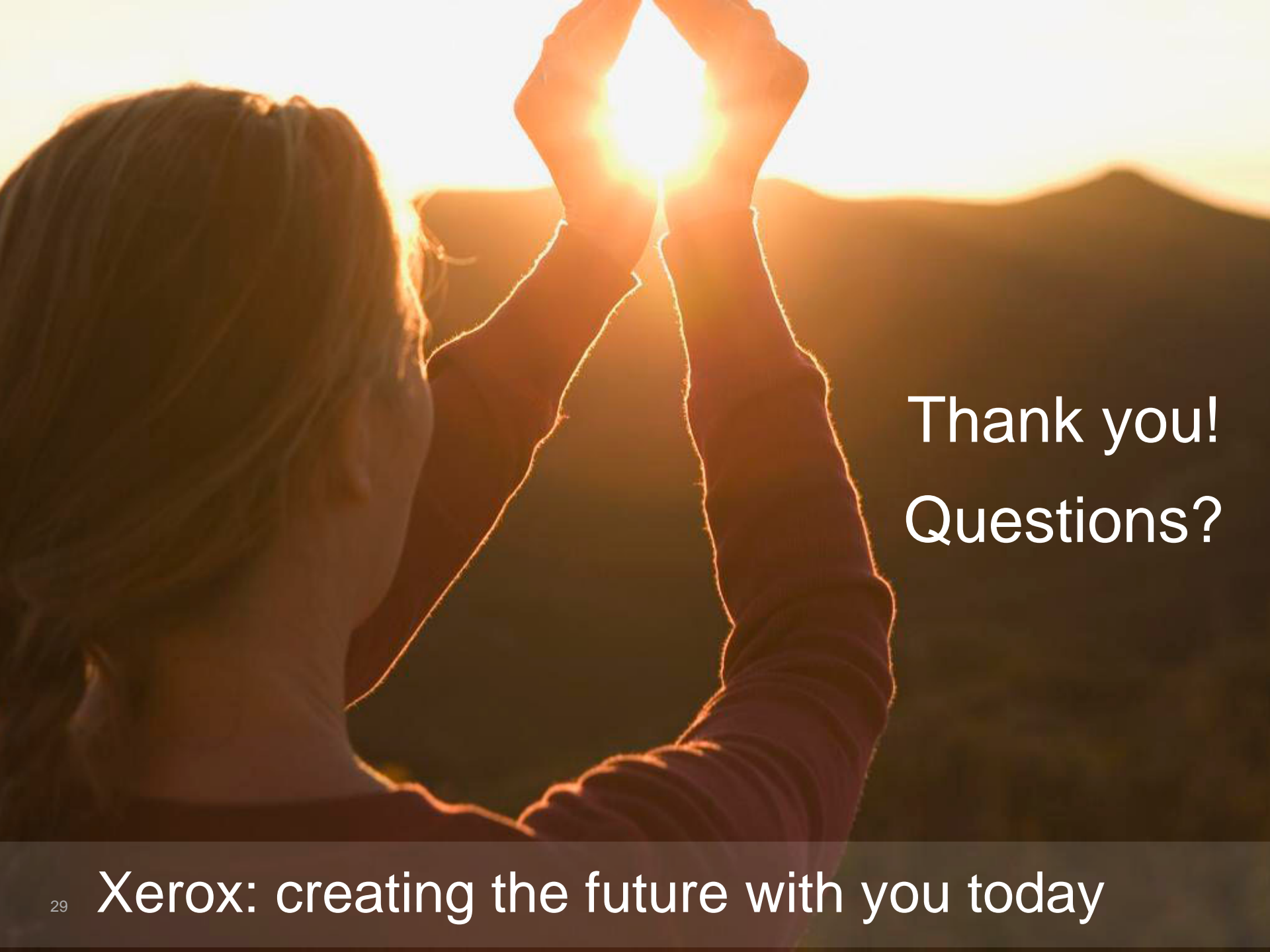




Personalized medical care



Personalized medical care video

A person's hands are raised, reaching towards the sun as it sets behind a range of mountains. The sun is positioned directly between the person's fingers, creating a bright, glowing effect. The person's hair is visible on the left side of the frame, and the overall scene is bathed in the warm, golden light of the setting sun.

Thank you!  
Questions?