

Moving Beyond The Digital Era



Innovating the Future

DocuWorld 2015

Fuji Xerox DocuWorld 2015, the largest Document Services and Communications conference organized by Fuji Xerox Singapore, concluded to praise from speakers, sponsors, partners and customers. This year's theme, **Innovating the Future**, underpinned the conference with great insights shared by key industry leaders and speakers on how businesses can stay ahead and accelerate further by leveraging new technologies.

At the DocuWorld 2015 conference, keynote speakers and attendees gathered together to share and discuss pressing industry issues that are affecting businesses across various industries.

More than 1,000 participants attended the event held on 17 & 18 March at the Grand Copthorne Waterfront Hotel. The plenary and parallel sessions were structured around the conference theme, allowing for the exchange and analysis of industry best practices, including discussion of new technologies, corporate entrepreneurship on innovation and collaboration, corporate social responsibility and green IT, how businesses can improve its workflow processes and operate faster and more. On Day One, the Internet of Things (IoT) roundtable organized by The Business Times discussed about the emergence of IoT and how it impacts the way businesses operate. Parallel sessions continued on Day Two, with invited key industry speakers covering impending industry topics and experiences on how that could be translated into their everyday business operation, and improve business productivity.

This booklet summarizes key takeaways and best practices that were discussed at the panel sessions, with **Trent Mayberry, Managing Director of Digital Solution Design at Accenture**, sharing five key emerging themes that are happening in the industry; **Dr. Manish Gupta, Vice President at Xerox Corporation and Director of Xerox Research Centre in India**, discussed further about how personalization services at a massive scale across industries can have transformational impact; and **Amos Lim, Associate Director and Head of Corporate Strategy at Fuji Xerox Singapore**, talked about Corporate Entrepreneurship, and the need for organizations to adopt innovation as part of business success equation.

Delivering an event of this caliber would not be possible without the support of everyone who attended and we thank you for being a part of our event.

We look forward to welcoming you again.

The Digital Era: Disrupting Boundaries



Most industry experts would recognize that the Internet of Things (IoT) is the key driving force that brings new innovation and opportunities into the digital realm. Some may confuse IoT with digital businesses, but it is much more than that.

Trent Mayberry, Managing Director of Digital Solution Design at Accenture, talked about the five key emerging themes that are happening in the industry (as reported in The Accenture Technology Vision 2015).

The Internet of Me: Our World, Personalized

It's all about personalization in the world of digital. As everyday objects i.e. wearable technologies are going online, so too are experiences. Sixty percent of organizations surveyed by Accenture indicate they are seeing a positive ROI on their investments in personalization technologies.

Forward-thinking businesses are already changing the ways they build new applications, products, and services; it's much more than just building personalized application for a better connected world. Companies that put people at their core will find a competitive advantage in the industry and be successful. Ninety-five percent of companies surveyed said getting the customer experience right is their top priority over the next two years.

For example, PhysIQ is a device-agnostic analytics platform that healthcare professionals are using to leverage the new types of data being generated by IoT devices such as fitness trackers. The health-monitoring platform can pull data from any combination of devices and deliver a single, comprehensive and personalized health score. This makes PhysIQ much more effective in predicting and alerting healthcare providers of any early detection of health abnormalities in patients.



That said, businesses need to strike a balance between being personalized and being over-the-top when trying to create a highly personalized experiences to engage with consumers. It is important to avoid breaching customer's trust.

The Outcome Economy: Hardware Producing Hard Results

New intelligence, in hardware and a lot of other things, is bridging the last mile between the digital enterprise and the physical world. Today, hardware components are flexing their muscles and with rapid advancements made possible by IoT, they help companies deliver highly desirable results and give customers what they really want.

For example, Teatreneu, a theater company production in Barcelona, uses facial recognition technology to register each laugh and charges customers accordingly—up to €24 per show, a 25 percent increase over previous ticket priced at €0.30.

The Platform (R)evolution: Defining Ecosystems, Redefining Industries

Since 2000, 52 percent of the companies in the Fortune 500 have gone bankrupt or have ceased to exist due in large part to the disruption of new digital models. New businesses today are looking at how to add value to their services in order to stay relevant. According to IDC, there will be more than 100 new digital industry platforms from non-tech companies as early as 2016. Digital industry platforms and ecosystems are fueling the next wave of new innovation and disruptive growth.



The Intelligent Enterprise: Huge Data, Smarter Systems – Better Business

Companies that have adopted a data-driven culture have proven to drive better business outcomes. IDC predicts that by 2020, there will be more than 40 zettabytes of data, 37 percent of which will be considered useful for analysis (up from 22 percent in 2013). Companies today are able to access and analyze data at a larger scale largely due to the plummeting cost of storing it and the availability of cloud services. However, most enterprises are still struggling to keep up with the volume of data that is available to them.

To overcome the prevalent industry issue, many business decisions can and should be entrusted to machines. As they take on the decision-making role, software needs to be made smarter too. There are tremendous opportunities for innovation, and the era of software intelligence is not as far-fetched as before. What wasn't possible is now made possible due to the advancement in new technologies and data-driven intelligence software.

Workforce Reimagined

Businesses must recognize that technology is the new partner-in-crime for today's workplace environment, creating a new collaborative workforce designed to improve people's everyday lives. To best embrace this shift, companies will have to train their employees to work effectively with technology. Companies must put in place the right tools and trainings for their employees to grow the skills needed to operate the machines, which can lead to desirable business results.

In conclusion, the new digital business revolution may sound scary and science-fiction-esque to most people, but companies are strongly urged to take the first step out of their traditional business model and draw inspiration through observation of enterprises across industries.

In the following page, read on to find out more about how personalization services at a massive scale can have transformational impact on people's everyday lives...

The Next Generation of Personalization Services



Decades ago, highly personalized services were far-fetched for many and were accessible only for the privileged few. Services that were previously provided by humans are now replaced with technologies. As the industry is faced with the “Internet of Me” phenomenon where customers’ experience are highly prioritized, personalized services are now made accessible for anyone.

With the cost of delivering technology-based services declining further in recent years, the opportunities present for personalized products and services have grown tremendously. **Dr. Manish Gupta, Vice President at Xerox Corporation and Director of Xerox Research Centre in India**, discussed further about how personalization services at a massive scale across industries can have transformational impact on people’s everyday lives.

Personalization of Services with Auto Manufacturing

The future of auto-manufacturing and customer services will be replaced by machines instead of manual human labor doing the actual work in order to drive better productivity for businesses. This means that new skills are required by employees to run these technologies. As emphasized by **Dr. Gupta**, this phenomenal change will definitely be taking place in the next decade or so across the industry.

For example: Xerox Corporation introduced The Virtual Agent, a piece of software that’s designed to help improve customer’s experience, is able to interact with customers to assist them in their product or service queries. Although this has not been launched in the market yet but technologies as such will definitely be implemented in time to come.

Personalized Education and Healthcare



According to the Economic Survey 2014-15, a poor quality of education and healthcare infrastructure especially in rural India has become a big impediment towards India's economic growth. "Out of all the undergraduates, less than 25% of the students are considered employable," said Dr. Gupta.

However, the IT industry in India has found a way to solve this shortcoming by developing its own universities. For example, when you're employed by Infosys, a global technology consulting company, the students will not be put under client projects right away. Instead, the company offers on-the-job trainings for all fresh graduates before being assigned to real client projects. All this would not have been possible without the existence of advanced technologies as it is evident that the new market demand helped to contribute to the nation's economy i.e. increased job employment.

In the healthcare industry, new technologies are also used to help improve the situation in India. At present, a rural health center serves about 30,000 people due to the lack of hospitals, physicians and medical equipment. With personalized healthcare services, early detection and diagnosis can be done for patients, which helps to improve people's lives and contribute to a better healthcare infrastructure.

To conclude, new technologies can have transformational impact on existing commercial and societal implications through the automation and personalization of services. The market is also reaching a tipping point towards our ability to offer personalized services at a massive scale, which means a new multidisciplinary approach will need to take place in order to stay relevant and ahead of the curve.

In the following page, read on to find out more about how organizations prepare their employees to be innovative with Corporate Entrepreneurship...

Empowering Innovation: Corporate Entrepreneurship



Almost every large enterprise today recognizes the need to build an organization that is flexible and scalable, in order to keep pace with market changes and stay ahead of the curve. However, the majority of companies today are finding it difficult to recognize what innovation can do for their business growth and how they can take better advantage of innovation opportunities.

What is Innovation?

PwC research showed that over the last three years, leading innovative firms have grown at a rate 16 percent higher than the least innovative firms. **Amos Lim, Associate Director and Head of Corporate Strategy at Fuji Xerox Singapore** said the concept of innovation is the ability to convert customers' latent voices into invoices, and the existing problem is that most enterprises are not recognizing their customers' latent voices.

In fact, there are at least four significant reasons why corporate innovation can be difficult to implement across the organization:

- 1) **Past Success** – Most large enterprises have their own way of measuring success and what it looks like, which locks in a certain set of 'predictive' expectations about current and future success. This would often raise concerns about the risks involved of doing something different.
- 2) **Playing Defense** – Organizations that are larger in size with a well-established customer base and product portfolio are usually conservative and defensive of stepping out of their comfort zone for innovation. In the long-run, this may also mean higher risk of business failure if they are unable to move along with the market changes.
- 3) **Resource Allocation** – In the corporate world, there's always limitation to the time and resource being allocated across the company. Most existing resources are usually assigned to existing products, which often result in limited funds being left to kick start other new projects or initiatives. This makes it harder to justify and fight for exceptionally limited funds for riskier projects.
- 4) **Established Processes** – With established processes including fixed resource allocations, project decisions and investments in place for existing products and services, it is harder to push innovation across different teams. There is much more convincing and justification needed for radical ideas to flourish. Existing corporate decision-making processes make it exceptionally hard to convert an innovative idea or concept into a viable product.

Corporate Entrepreneurship

With the new breed of corporate innovators onboarded to help drive innovation for organizations, different skillsets are needed in order to be successful in driving innovation. At Fuji Xerox, corporate innovators are also known as the Corporate Entrepreneur – a group of trained professionals tasked to help push the company in new direction with innovation. To be successful, they need to overcome cultural biases against risk and uncertainty to convince employees of the need for innovation. They need to overcome existing allocations and fight for resources too.

Fuji Xerox Singapore has introduced a couple of initiatives to help its employees innovate, including Xerox Customer Dreaming Session, designed to facilitate out-of-the-box thinking with customers to address their biggest business issues and unmet market needs. Some of the most innovative products available in the market came from Xerox's Dreaming Session including the erasable paper.



Quoting a well-known corporate leader about corporate innovation, Jack Welch (former CEO of GE) said “Destroy your own business before someone else does.” Companies that fail to recognize the need for innovation face high risk of business failure.

For organizations to maintain market leadership positions and continue to stay relevant amid market changes, innovation has to be part of the success equation.

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For further enquiries, please contact:

May Pay
Manager, Conference & Media Relations
Fuji Xerox Singapore
May.Pay@sgp.fujixerox.com
[67611801](tel:67611801)