



Fuji Xerox Reduces Event Budget By 95%



Australia

1800 468 225
+61 2 8295 9000

China

10800 650 0155
+852 3073 0418

Hong Kong

800 901 603
+852 3073 0418

India

000 800 650 1158
+61 2 8295 9000

Japan

0120 941 635
+81 3 3589 1381

Malaysia

1800 801 191
+65 6415 3698

New Zealand

0800 443 589
+61 2 8295 9000

Singapore

1800 468 2255
+65 6415 3698

www.intercallapac.com
cservice@intercallapac.com

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AAP/EOE



ABOUT FUJI XEROX CO. LTD

Fuji Xerox Co. Ltd is a leading manufacturer of printers and various office equipments. There are approximately 300 sales locations throughout Japan and more than 13 overseas offices across Asia Pacific and United States. Fuji Xerox provides outsourcing services that focus on the document and business processes of customers.

DEPARTMENT : INFORMATION TECHNOLOGY

The IT department needs to develop and extend corporate IT strategy to all IT departments in Asia Pacific. Hence, effective communications in real-time is critical in resolving issues.

THE CHALLENGE

- Budget Cut
- Traveling Restrictions
- Effective communications with dispersed teams

With the current economic challenge, all domestic and international business trips have been prohibited (with few exceptions). Nevertheless, we have to go through very strict process and get the final approval from board member. The recent outbreak of swine flu dampens the situation. All business trips to affected countries are prohibited with no exception.

Organising meetings with dispersed team members in different countries have become an impossible task with traveling restrictions. Under such circumstances, it is still extremely important to promote better understanding amongst different offices and have regular meetings.

How Fuji Xerox adopts Conferencing and Collaboration Services to help bridge the gap for the organization?

Our IT department introduces standardized IT solutions and technologies within the whole organization, optimizing IT investment under the policy of strengthening IT governance. It is extremely important to promote a better understanding amongst overseas offices. We always try to share the status of IT initiatives, address issues and aim to solve them promptly. Hence, Fuji Xerox has conducted “Global IM Conference” series on international meetings. The purpose of deploying collaboration solution is to bring everyone globally together at the lowest possible cost.

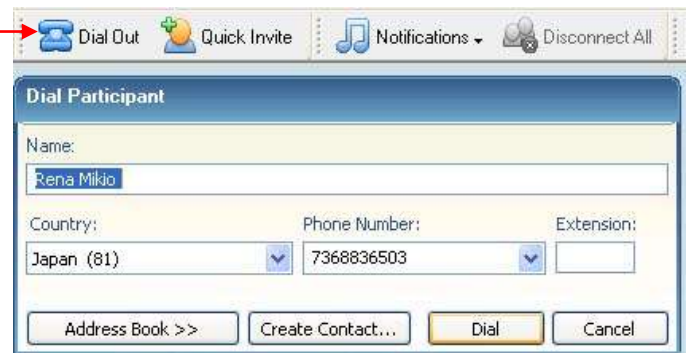
THE SOLUTIONS

- [Reservationless-Plus Audio Conferencing](#)
- [InterCall Unified Meeting](#)

Fuji Xerox used **Reservationless-Plus** conferencing to provide quick audio conference calls on on-going projects. This is useful when the purposes and details of the activities are already clarified, but still requires updates from overseas offices. Participants can also join the conference call using their Blackberry or mobile phone with [Mobile Assist](#) application. It is hassle-free and easy to use.

However, we sometimes do face difficulty in conveying technical and sensitive information over the phone. It is also not suitable when some participants have not met each other. Hence, deploying **InterCall Unified Meeting** allows us to share presentation slides to support verbal communication.

Dial Out to participants. Enter their names and contact numbers and click “Dial”. The system will automatically call out to participant and bring them into the conference call.



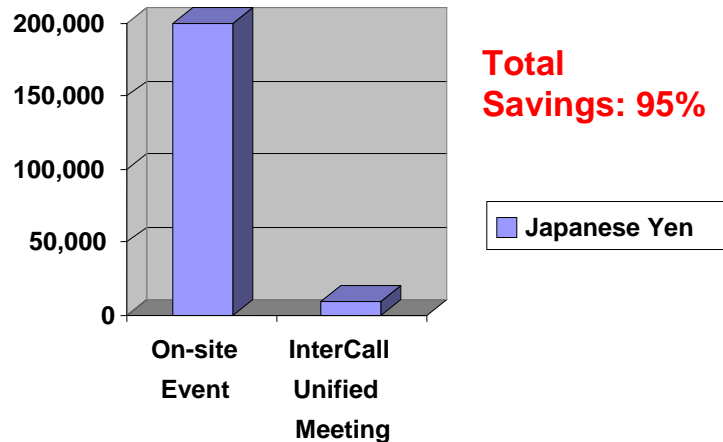
There will be an **alert tone** when participant enters the meeting room

Record and Archive the conference call.



BENEFITS / SAVINGS

Fuji Xerox organized the “Global IM Conference” via InterCall Unified Meeting in July 2009. Participants were from 22 subsidiary offices across Asia Pacific and US. It would normally cost 200,000 – 300,000 JPY per person on such event. **With InterCall Unified Meeting, the cost was dramatically decreased to 10,000 – 15,000 JPY per person.** Savings included airfares, accommodations & local transportations. Fuji Xerox managed to achieve the same objectives as per on-site event, but reduced the amount of time spent on traveling and other expenses.



“The Concierge of Remote Conference” – Yutaka Hirma, IT Management Manager