

Delivering High-Quality Products Worldwide

Fuji Xerox and our affiliates listen sincerely to customers about their needs to deliver high quality products and services, thus ensuring customer satisfaction around the world.

Developing the multinational business of copy and multifunction devices

When exporting our products, Fuji Xerox ascertains customer needs not only in Asia-Pacific countries and regions, for which we are responsible, but also in the European and U.S. markets, as we strive to satisfy customers worldwide. To that end, Fuji Xerox collaborates with Xerox Corporation and Xerox Europe to collect information on customer requests and develop new products based on that feedback.

Studying customer needs carefully and having them reflected in planning, quickly developing products that meet those needs, and having enthusiastic people involved with the products from development and production to marketing—Fuji Xerox will develop our business worldwide by leveraging all of these elements that we believe lead to customer satisfaction.

Facilitating OEM business for office printers

In the North American and European markets, Fuji Xerox is expanding our business through OEM (original equipment manufacturing). Fuji Xerox views our OEM business of office printers not simply as a business to deliver finished products but as a service business to resolve problems that OEM customers face.

Fuji Xerox joins OEM customers at the product planning stage to develop the products they request. Through collaboration, we provide those customers with a variety of functions, including fundamental technology development, production, quality assurance, marketing of the products (including consumables), and related supply chain management. In the North American

market, in particular, customers demand printers with a high-level of usability and reliability, and they no longer view printers as special precision equipment. Manufacturers must thus design user-friendly products that do not break down. In addition, the market is culturally different from the Japanese one in terms of customers' inquiries about installation and operation, as well as troubleshooting.

Fuji Xerox continues to establish win-win relationships with our OEM customers on a global scale by responding specifically to the various challenges they face.

