Analytics = using **data** to make better **business** decisions

**data from messy business problems**

**decisions from clean maths problems**

**model**

**interpret and act**
Why does Xerox do analytics?

1. We do analytics (primarily) to help our clients improve their current operations and to help them with our BPO services not to sell more software, consulting, computers, advertising space, …

2. We (mostly) do the BPO ourselves

   So we have more incentive to tackle the more specialized and difficult problems

   and we can innovate in the business process and the analytics simultaneously
What does it take to succeed?

the skills
the data
the business process
The skills

- Data quality
- Databases, streaming, SQL
- Text, speech, images, maps, social networks, sensor events
- Matlab, R
- Statistics, machine learning
- Economics, behaviour
- Visualization, dashboards
- Surveys, outreach
- Consulting
- Feedback, adaptation
- Optimization
- Games, mechanism
The data

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>37</td>
<td>billion transport fares processed annually</td>
</tr>
<tr>
<td>900</td>
<td>million healthcare claims processed annually</td>
</tr>
<tr>
<td>9.5</td>
<td>million employees and retirees served by HR services</td>
</tr>
<tr>
<td>215</td>
<td>billion US dollars in public funds processed and protected</td>
</tr>
<tr>
<td>1.5</td>
<td>million phone calls handled daily in our call centers</td>
</tr>
<tr>
<td>2/3</td>
<td>U.S. insured patients are touched by our services</td>
</tr>
<tr>
<td>373</td>
<td>thousand+ desktops supported globally</td>
</tr>
<tr>
<td>50</td>
<td>states of the U.S. served by our business services</td>
</tr>
<tr>
<td>30+</td>
<td>country transportation authorities served</td>
</tr>
</tbody>
</table>
Integrating diverse data sources for parking analytics

- 7000 parking sensors
- policies
- maps
- payments, violations
- traffic flow
- surveys
- pollution (satellites)
- sports, concerts, road works
- social media check-ins
Q2 – Did the representative you spoke with demonstrate good listening skills while helping you?
Novelty: combining simulations with spatial separation of jobs

Value: up to 40% productivity gain, 20% cycle-time and waste reduction
Optimized State
700 kWh

Current Office Floor Printer Status
1400 kWh

Questions: what to sell and where to put it?

Novelty: Automatic trade-off between device/consumables/service costs and walking distance
Conclusions

Xerox is highly active in deploying analytics for BPO and succeeding by
- using diverse data
- applying strong skills in data processing, modeling, decisions and collaboration
- being embedded in the business process

Analytics creates value as it is a fast and systematic way to
- discover unexpected relations
- make decisions that improve performance
- let people focus on what really matters.