



# Xerox Social Media Services

Vendor Assessment  
Report Abstract

July 2013

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6 pages

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## Who Is This Vendor Assessment For?

NelsonHall's social media profile on Xerox is a comprehensive assessment of Xerox's social media offerings for organizations and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of social media services and identifying vendor suitability for social media services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector

## Key Findings & Highlights

This NelsonHall vendor assessment analyzes Xerox's offerings and capabilities in social media services. Xerox is one of a number of social media services companies analyzed in NelsonHall's comprehensive industry analysis programs.

Xerox began its entry into the customer management services market with the acquisition of ACS during 2009 for \$6.4bn.

Recently RFPs received by Xerox have included social media capabilities. Accordingly, Xerox approached certain existing customer management clients and offered to undertake social media pilots for them. This took place in late 2010 and typically involved simple monitoring of Facebook and twitter.

Xerox is currently only targeting its current CMS clients who are all Fortune 500 companies and are generally based in the U.S and EMEA.

Xerox's current mix of social media services clients is largely focused in the telecoms vertical followed by financial services and retail.

## Scope of the Report

The report provides a comprehensive and objective analysis of Xerox's social media services, capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



## Contents

1. Background
2. Revenue Summary
3. Key Offerings
4. Delivery Capability and Partnerships
5. Target Markets
6. Strategy
7. Strengths & Challenges
  - 7.1 Strengths
  - 7.2 Challenges
8. Outlook

## Report Length

6 pages

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## Social Media Services Vendor Assessments Also Available for:

Firstsource  
Sitel  
Genpact  
HP Enterprise Services  
Wipro  
Capita  
WNS  
Dell  
Aegis.