



Xerox Marketing BPS Services

**Vendor Assessment
Report Abstract**

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8 pages

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Who Is This Vendor Assessment For?

NelsonHall's Marketing BPS profile on Xerox is a comprehensive assessment of Xerox's marketing BPS offerings for organizations and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of marketing BPS services to serve organizations, and identifying vendor suitability for marketing BPS 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

Xerox Marketing Services previously fell under the company's Global Services banner. The marketing services came about as a spinoff from the company's hardware division, when clients wanted Xerox to take over document management functions including localization and translation for physical print. Xerox then moved into digital content management services, including creative design and marketing automation.

Marketing BPS now falls under the company's Communication and Marketing Services division.

Xerox now supports seven marketing BPS clients via ~240 FTEs based in the U.S., Canada, U.K. and Europe.

Scope of the Report

The report provides a comprehensive and objective analysis of Xerox's marketing BPS 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.



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Report Length

8 pages

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Marketing BPS Services Vendor Assessments Also Available for:

- Infosys
- Minacs
- HGS
- Concentrix
- Tech Mahindra
- Genpact
- transcosmos
- TRANSCOSMOS
- WNS
- Cognizant
- Wipro.