

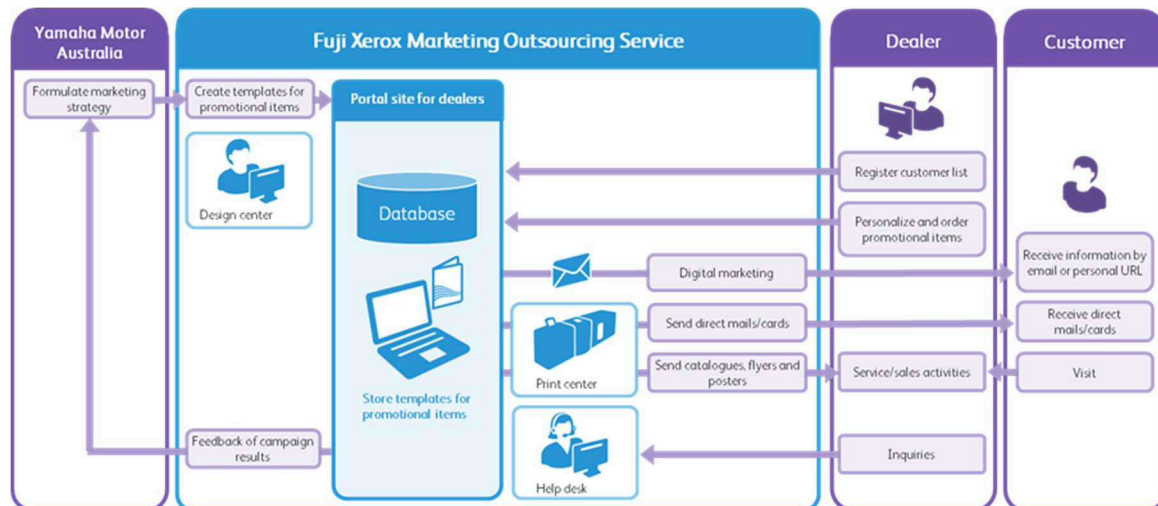
For Immediate Release

## Fuji Xerox Australia Launches Marketing Outsourcing Service for Yamaha Motor Australia

### Supports Marketing/Sales Activities of Dealers and Strengthens Relationship with Customers

SYDNEY, Australia, February 2, 2016 – Fuji Xerox Australia Pty. Ltd., a sales company of Fuji Xerox Co., Ltd., launched a marketing outsourcing service for Yamaha Motor Australia Pty. Ltd., a sales company of Yamaha Motor Co., Ltd.

This outsourcing service supports marketing/sales of 120 Yamaha Motor Australia dealers located in Australia. By accessing the user-friendly dedicated portal site, the dealers can easily promote their sales activities—including digital marketing utilizing emails, ordering latest catalogues/store posters, as well as creation and delivery of direct mails.



Utilizing the service, Yamaha Motor Australia will promote sales by strengthening communications and relationships between dealers and customers. Thus far, requests from dealers were handled by Yamaha Motor Australia's sales and marketing departments on a case-by-case basis: This service will streamline miscellaneous work, and allow the marketing people to focus on their core work such as formulating marketing strategies.

To undertake the comprehensive outsourcing service over a period of several years, Fuji Xerox Australia shall establish a dedicated portal site in its data center, as well as provides services such as the design/production of promotional items for various campaigns, data management, printing/delivery/inventory management of catalogues and direct mails, reports regarding status of system use, charging as well as responding to inquiries from dealers.

To further enhance support for its customers globally, Fuji Xerox is expanding a service called [Communication & Business Process Outsourcing](#). This service provides added value to the customer's business communications by undertaking all processes involved in the design, editing, printing, distribution and disposal of documents.

## **[Overview of the marketing outsourcing service]**

### **[A simple workflow using templates that realizes quality marketing materials]**

Promotional items created along with Yamaha Motor Australia's marketing strategies are stored in template format in the dedicated portal site. Dealers can utilize the template to create various messages (sales campaign, service guide, event invitation, letter of thanks, newsletter and anniversary cards). As the creation process using templates is formed into an easy-to-use workflow, even sales personnel who are not accustomed to IT can compose well-designed messages.

### **[Digital marketing]**

Dealers can send messages to customers via email or email including Personal URL. They can also provide materials that can be used on the dealers' social media, such as Facebook and Twitter.

### **[Marketing via paper medium]**

When the dealers order paper-based promotional items through the dedicated portal site, catalogues, direct mails, dealer store posters and banners are printed and delivered on demand from Fuji Xerox Australia's centralized printing/delivery center. This realizes the optimal stock of catalogues at the dealers, hence minimizes cost for processing waste, and also streamlines direct mail distribution process.

### **[Personalization]**

Local area marketing that takes into account the regional or market characteristics can be promoted using both digital and paper mediums as the dealers can enter their personalized messages in the templates.

### **[Brand control]**

By providing promotional item templates made along with marketing strategies, Yamaha Motor Australia can encourage the dealers to use brand logos and product images properly.

### **[Monitoring, reporting]**

Marketing activities conducted by the dealers through the portal site can be measured quantitatively, which would be valuable for drafting strategies or next campaign.

## **[About Fuji Xerox Australia Pty. Ltd.]**

Fuji Xerox Australia Pty. Ltd. is a 100-percent subsidiary of Fuji Xerox Asia Pacific Pte Ltd, a company supervising Fuji Xerox's overseas sales in the Asia-Pacific region. Fuji Xerox Australia carries out Fuji Xerox's business in Australia by marketing multifunction devices and printers, as well as providing services related to digital printing. In the field of Global Services business, it has secured a leading position in Managed Print Services (MPS), and is strengthening/expanding business process outsourcing (BPO) for the government and major firms.

For details, please visit: <http://www.fujixerox.com.au/>

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