



EXPERIENCE

Xerox has announced the formation of the CareAR software business, to bring a wider range of creative service experience solutions to customers. We find out more.

Xerox is well known as an innovator, which can clearly be seen through its digital printing technologies including its Iridesse, iGen 5, Baltoro, Nuvera and Versant production presses that allow a whole host of creative applications and possibilities for designers and printers to offer to their clients.

Alongside its powerful printing technology, the company has always been eager to help customers to be at the cutting edge of what they can offer. This has led to whole host of innovative solutions that surround its presses including software, substrates and knowledge sharing.

More than this, Xerox works closely with customers and partners to ensure that its service offering is also the best it can be, and has now launched a truly creative service experience solution to do just that – and this new service is industry agnostic, so can be applied in a whole host of sectors.

MORE OPPORTUNITIES

Towards the end of last year, Xerox once again took a big step forward in its creative customer commitment – to revolutionise and reinvent the service experience – with the formation of a new business, consolidating the exciting opportunities of CareAR Inc, DocuShare and XMPie under a single holding company named CareAR Holdings.

This new entity combines DocuShare's content management system, XMPie's crossmedia platform, and Xerox's Parc Alto AI artificial intelligence engine.

Added to this, the company has recently announced the acquisition of MagicLens, a 3D visualisation and AR based platform designed to showcase industrial products.

MagicLens leverages computer aided design (CAD) data to enable 3D content visualisation, video simulations for AR enriched 3D content and high quality renderings of models. CareAR will bundle in rich augmented reality

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content created by MagicLens' advanced 3D toolsets and domain expertise to extend a visual AR experience to any industrial and physical products.

The expanded service experience platform will support workforces with the visual tools and access to data that are needed to consistently deliver high quality experiences for employees and end customers, all while lowering the operating costs and greenhouse gas emissions. The backbone of the new platform is the augmented reality technology Xerox gained through the acquisition of CareAR Inc, announced last year, which integrates with ServiceNow Field Service Management and allows service technicians to tap into the knowledge of more experienced technicians through live, AR assisted instruction.

The service experience management platform is designed to be suitable for all industries and integrates seamlessly with digital workflow leader ServiceNow's platform, ensuring an end to end approach to work orders, cases and incidents, and delivering high quality customer outcomes and service experiences for enterprises across multiple industries.

It offers a mix of augmented reality, artificial intelligence, computer vision and IoT, that empowers companies of every size and in every industry to digitally transform their service experience. It saves time and cost – and means less downtime. It makes business more efficient. It cuts waste – and thereby helps to bolster sustainability. And, importantly CareAR allows companies to offer superior customer satisfaction.

OPERATIONAL EFFICIENCIES

At the time of launch, Xerox vice chairman and CEO John Visentin, said: 'Xerox has positioned CareAR to deliver capabilities that service intensive industries need, with real time instruction, visual tools and access to data at the tip of any user's fingertips, all driven by predictive artificial intelligence.'

'By creating a platform that is intuitive to a digitally native workforce, and with investment from ServiceNow, we believe CareAR will define and grow the service experience management category, disrupting industries at a time when it is needed most.'

'Our customers have never more urgently needed workflows that deliver greater operational efficiencies, better customer and environmental outcomes, and improved safety,' said John Ball, senior vice president of customer workflows at ServiceNow. 'Our investment reflects our belief that CareAR has the potential to deliver world class, enterprise grade augmented reality. Customers using CareAR's augmented reality to route work through ServiceNow's leading workflow platform can better solve problems remotely, speeding resolution times and reducing the need for expensive on-site visits, which also reduces carbon emissions dramatically. Together, we are delivering powerful enterprise service experiences for the new world of work.'

You can find out more about CareAR at www.carear.com

