



United Nations
Global Compact

**BREAKTHROUGH
INNOVATION CHALLENGE**

PRME

*an initiative of the
United Nations Global Compact*

Fuji Xerox Case Study



Company location: Tokyo, Japan

Website: <http://www.fujixerox.com/eng/>

Company Description

Fuji Xerox celebrated our 50th anniversary in February 2012, and has renewed our commitment to providing our customers with new values over the next 50 years as their best partner in the field of document services and communications—we help them resolve their business issues that are becoming more diversified and complicated. We are committed to supporting our customers globally while enhancing the quality in all we do, not to mention our products and services.

Company Challenge

Our challenge is to create an innovative work style scenario to increase employee creativity and efficiency as well as reduce environmental burdens, gender inequality, and mental illness. Our business objective is “Creating and Utilizing Knowledge”, which is efficient use of information based on the maximum realization of Information Communications Technology (ICT) potential and associated improvement in social productivity. We strive to provide value that meets customer expectations and to contribute to the growth of our customers, as well as to the sustainable development of society as a whole.

Sustainable Development Goals Addressed



About the Sustainable Development Goals:

<http://www.undp.org/content/undp/en/home/sustainable-development-goals.html>



PRME Student Case Question

Context: We are facing a business environment marked by intense competition where employees work increasingly long hours to keep up. Many large companies find it difficult to change the culture of work despite the rapid progress of information technology. We would like to understand available tools for collaboration, ways to divide up work tasks, promote collaboration and understand the potential obstacles to changing work styles and work culture.

Questions:

- What are some of the obstacles we will face in changing work styles and how might we overcome them?
- How can we reduce work hours without compromising output performance?
- What are the biggest obstacles employees face when collaborating with others and how can we design systems to overcome them?
- How can we set up job sharing for better output even if the job is hard to divide into small tasks?
- What are some of the tools companies have used to change the ways employees work?
- What are some of the policies companies have used to change the ways employees work?
- What are some of the roles (positions) companies have created to change the ways employees work?

About the Team

No photo
available

Keiichi Nemoto
Researcher
Research and Technology Group

Keiichi is a researcher at Fuji Xerox He is leading a text mining and analysis project through the collaboration with partners and managing the development of machine learning algorithms to extract useful information from a vast number of text data.

Submission Directions

Please answer all of the questions. Submit either a 1-page response in .pdf format or a presentation deck of no more than 10-slides to BIChallenge@unglobalcompact.org with the subject line [BIC]YourTeamName Fuji Xerox Response.