



Fuji Xerox Took a Leap,
Leveraging on Digital to
Deliver Virtual Content Experiences



FUJIFILM
Value from Innovation

Fuji Xerox is a leading provider of document services,
printing technologies and communications solutions.

As of April 1, 2021, Fuji Xerox Co., Ltd. has changed its corporate name to FUJIFILM Business Innovation Corp.

WORK REIMAGINED | INNOVATION RE:MIX FORUM

CHALLENGE

Innovation Re:Mix is Fuji Xerox's annual flagship event for business executives to help them progress their digital transformation journeys. However for its third year, the banning of in-person events due to the pandemic left them with no choice but to find an alternative. They needed a suitable digital platform where they can host their event targeted at enterprise and small medium businesses in Singapore. **The platform must have features where they can launch their new products, generate new leads, build pipeline and progress sales stage pipeline.** More importantly, their goal is to be able to build thought leadership and reposition their brand from a traditional printer company to a digital workplace solutions provider.

SOLUTION

In collaboration with IDC, Fuji Xerox was able to successfully run the third edition of **Innovation Re:Mix** on IDC's very own **game-changing events platform, IDC Arena**. Fuji Xerox leveraged on IDC's end-to-end event management and full turnkey event solutions – from messaging, content direction and creation, promotion right through the digital execution on IDC Arena.

IDC thought leaders **Sandra Ng** and **Simon Piff** delivered third-party perspective on market requirements which aligned to Fuji Xerox's digital workplace solutions.

RESULTS

Fuji Xerox successfully held its three-day conference on IDC Arena. With IDC Arena's live-launch features and on-demand capabilities, the event successfully housed 228 live attendees across 3 days, garnered 86 revisits and 72 on-demand views of their sessions. They also got **4,000 resource centre downloads**.

INNOVATION RE:MIX FORUM 2020 IN NUMBERS



228
LIVE ATTENDEES



86
REVISITS



72
ON-DEMAND
VIEWS



4000
RESOURCE
DOWNLOADS

