

Xerox® WorkCentre® 4250XF/4260XF vs. Ricoh Aficio® MP 5000 Series Competitive Assessment



Summary: WorkCentre 4250/4260 advantages

The WorkCentre 4250/4260 has the following advantages over the Ricoh Aficio MP 5000 Series:

Productivity

- Faster engine speed (4260 model)
- Faster black scanning speed
- Better print drivers
- Better overall ease of use
- Better administrative utilities
- User-replaceable consumables eliminate service call waits
- Standard finishing (XF configuration)
- Standard fax (XF configuration)
- Standard PostScript 3 printing
- More paper sources
- Higher standard paper capacity
- Higher hard drive capacity

Cost Control

- Much lower base purchase price
- Much lower upgrade cost
- Better accounting/tracking

Security

- Standard hard drive encryption and overwrite
- Available secure access card capability
- Full device Common Criteria Certification

Environmental

- More compact design
- Weighs about half as much
- Longer PM schedule
- Flexible upgrade path
- Easier to place in the office
- Generates less waste

The WorkCentre 4250/4260's innovative print drivers were recognized with a BLI "Outstanding Achievement Award," Fall 2008

The WorkCentre 4250/4260 uses the Global Print Driver and the Mobile Express Print Driver, which received a BLI "Outstanding Achievement Award" in Fall 2008.

"In our lab trial using the Xerox Global and Mobile Print Drivers, we were able to print documents on non-Xerox devices, including copier-based and printer-based models, on our test network," said Tony Maceri, BLI's Senior Test Technician. This flexibility lets workers print anywhere in their office, even on non-Xerox printers and copiers, with a single interface, instead of having to keep numerous print drivers installed (which is time-consuming for IT workers as well as confusing to end users).

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Test conditions:

The device(s) to be tested, lab test equipment and paper are tested with daily conditions maintained between 20 and 25.6 degrees Celsius/68 and 78 degrees Fahrenheit and 35% to 65% RH. A4/Letter-size 80 gsm/20-lb. bond paper is used for all testing. Electricity is automatically regulated to <1% variation at 115 VAC using a Powerstat voltage regulator. Energy measurements used in Environmental Test Reports are recorded using a Yokogawa WT210 digital power meter. Devices with multiple energy level settings are set to use the lowest amount of energy for energy-save mode and/or sleep mode and to go into each mode at the shortest interval possible. The Job Stream Test conducted for BLI Environmental Reports is started from sleep mode after overnight dormancy and the running mode tests are started from idle mode.

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Productivity

Productivity analysis:

Productivity is influenced by a variety of factors, ranging from the obvious (rated engine speed, rated scan speed) to the subtle (streamlined administrative procedures, for example), and overall ease of use. We will examine numerous factors that contribute to the overall productivity advantages of the WorkCentre 4250/4260 series in this section.

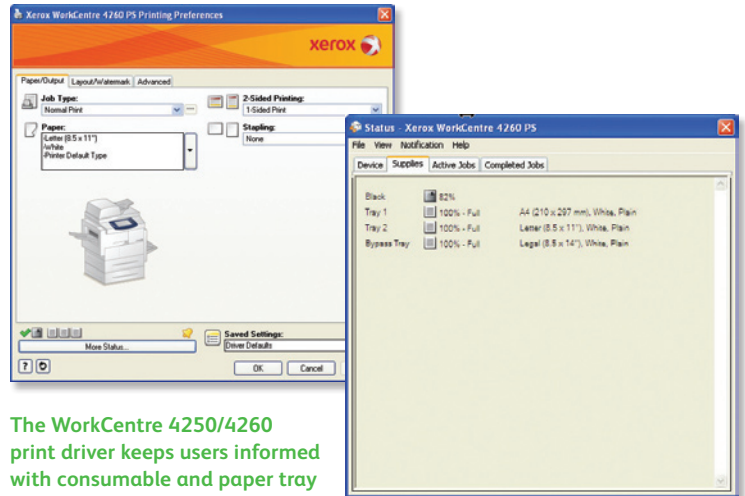
Ease of Use

Ease of use is a critical factor in determining productivity. If users have to spend time figuring out how to use a function properly, they're not doing the jobs they're paid to do and their productivity suffers dramatically. The WorkCentre 4250XF/4260XF's advantages in ease of use include...

Intuitive print drivers keep workers more productive

Check status before you send a print job...right from your application

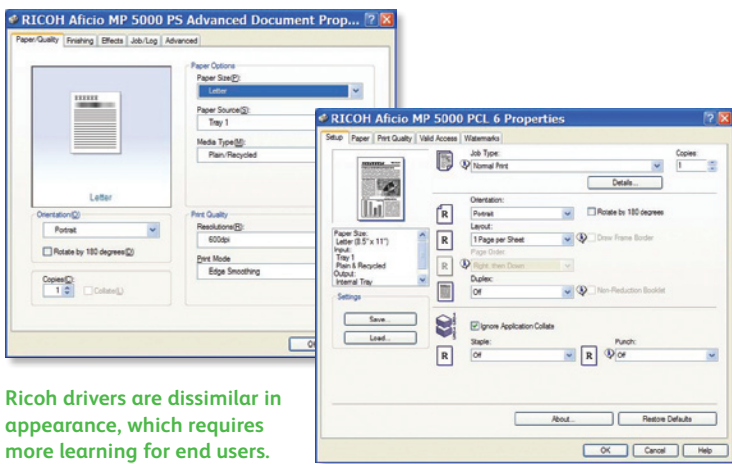
WorkCentre 4250XF/4260XF	Afcio MP 5000
According to BLI's Lab Test Reports...	According to BLI's Field Test Reports...
"The graphical drivers are very similar in appearance, making it easier for those who switch between them."	"Print drivers are not similar in appearance or layout..." This increases the learning curve for users who switch between them.
Paper gauge in print driver lets users check consumables without leaving their desks, before sending a print job.	No paper gauge in print drivers.
Toner gauge in print driver (1% increments).	No toner gauge in print drivers.



The WorkCentre 4250/4260 print driver keeps users informed with consumable and paper tray status.

Print Around capabilities

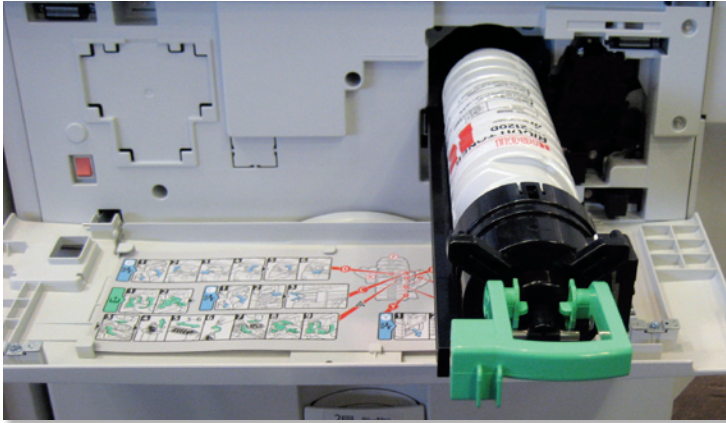
Unlike the Afcio MP 5000, the WorkCentre 4250/4260 series offers a unique "Print Around" feature. This lets the MFP hold a job that needs attention (such as requiring a special media size or type) until the proper media is loaded. There's no similar capability for the Afcio MP 5000 unless specifically configured in the Web utility, so a problem job can hold up all other jobs behind it in the queue.



Ricoh drivers are dissimilar in appearance, which requires more learning for end users.

User-replaceable consumables means no wait for technician visits

WorkCentre 4250/4260 users can replace their toner and even image drum cartridges themselves, without having to wait for a service technician. The Aficio MP 5000's image drums are not user-replaceable. That means Aficio MP 5000 users have to call in a service technician for a preventive maintenance visit every 160,000 impressions.



Ricoh users will be waiting for a service call when it's time to replace imaging drums.

By contrast, every 200,000 impressions, the WorkCentre 4250/4260 requires users to replace the image drum, which is a simple procedure



The WorkCentre 4250/4260 has a Customer Replacable Unit strategy.

that needs no special expertise or tools.

Advantages for a Company's Chief Technology Officer or IT Director

Administrators will appreciate the ease in which they can manage and monitor the unit and a fleet of Xerox and compatible devices, thanks to CentreWare Internet Services and CentreWare Web, respectively.

WorkCentre 4250XF/4260XF	Aficio MP 5000
Install PostScript 3 and PCL drivers in a single session.	PostScript 3 print driver must be purchased and installed separately.
CentreWare Web allows report generation via 11 graphical reports and six tabular reports	No report generation capability
Discover locally connected devices	No local device discovery
Critical errors status is reported to the utility immediately by each machine	No SNMP traps, so the system has to poll machines for updates, which creates network traffic and could cause delays for all network users
Remote print driver installation capability	Print drivers have to be installed on each user's PC
Device cloning capability	No device cloning
Print drivers offer bidirectional feedback.	Separate utility must be installed on each PC and users have to proactively seek consumables status before printing
Select from 107 device attributes	Select from 44 device attributes

Speed Comparisons

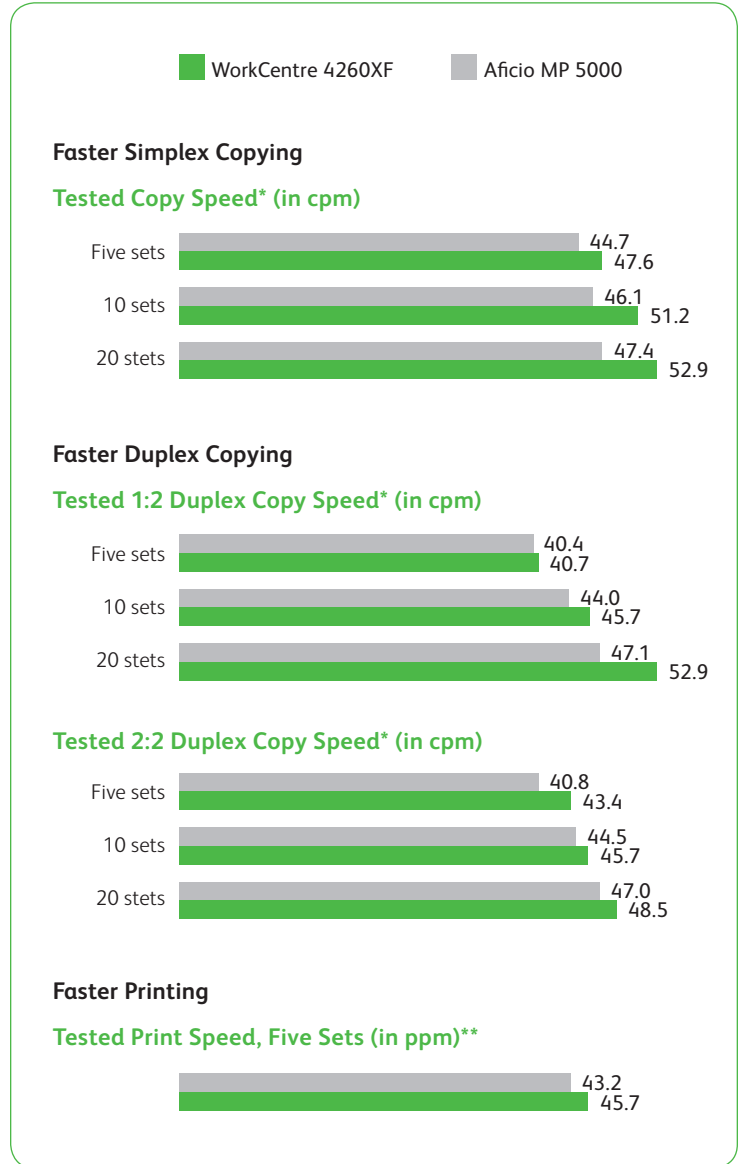
“The unit’s actual running speeds when outputting multiple sets in simplex print mode and all three copy modes are the fastest of competitive devices tested to date.”

— Excerpt from BLI’s Lab Test Report on the Xerox WorkCentre 4260XF

Faster Printing

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—Excerpt from BLI’s Lab Test Report on the Xerox WorkCentre 4260XF



* Based on identical productivity tests conducted by Buyers Laboratory Inc. for its Lab Test Reports and Field Test Reports

** Based on identical productivity tests conducted by Buyers Laboratory Inc. for its Lab Test Reports and Field Test Reports using the PCL print driver and identical test documents.

Cost Control

Better usage tracking enables better cost control

Can the MFP track and report on total number of...

Total number of...	WorkCentre 4250XF/4260X	Aficio MP 5000
Copies?	Yes	Yes
Prints?	Yes	Yes
Network scans?	Yes	Yes
Embedded fax images sent?	Yes	No
Network images sent?	Yes	No
E-mail messages sent?	Yes	No

Additionally, CentreWare Internet Services lets administrators schedule direct meter read submission, so that meter reads are fed directly to Xerox instead of having to be manually retrieved by a worker. Although Ricoh offers a similar capability, users pay extra for it.

Xerox Standard Accounting vs. Ricoh SmartDeviceMonitor comparison

Xerox Standard Accounting	Ricoh SmartDeviceMonitor
Reports can be viewed via the Web UI or downloaded in .CSV format for use in applications such as Excel	Reports can be viewed via the Web UI only
Department ID Management records and limits copy, scan and print jobs based on user permissions	Data cannot be exported to .CSV format
9,999 user IDs, 750 group accounts and 500 general accounts via CentreWare Internet Services	Department ID Management records and limits copy, scan and print based on user permissions
Xerox SMart e-Solutions (Meter Assistant and Supplies Assistant) automate tasks such as submitting meter counts for billing purposes and automatic ordering of supplies	440 department or user ID codes Ricoh's optional @Remote service automates ordering of supplies

Pricing analysis

Pay less than half the price for a comparable feature set

	Xerox WorkCentre 4250XF	Ricoh Aficio MP 5000	Xerox WorkCentre 4260XF
Engine Speed (black)	45 ppm	50 ppm	55 ppm
SRP*	\$4,999	\$13,420	\$5,499
Finisher	Standard	\$1,480	Standard
Hard Drive Encryption	Standard	\$390	Standard
Hard Drive Overwrite	Standard	\$420	Standard
PostScript 3 Printing	Standard	\$920	Standard
Fax	Standard	\$1,150	Standard
Total Cost:	\$4,999	\$17,780	\$5,499

*US Pricing

The WorkCentre 4260XF offers a better feature set than a comparably equipped Aficio MP 5000SP for less than one-third of the price. In other words, you can buy three WorkCentre 4260XF MFPs, for the same price as just one Aficio MP 5000.

Security

The WorkCentre 4250XF/4260XF series offers better security features

Does the MFP offer...

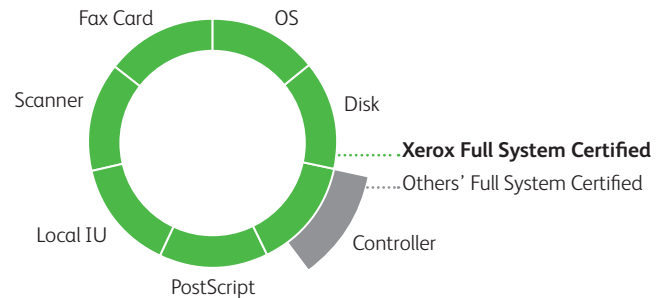
	WorkCentre 4250XF/4260XF	Aficio MP 5000
Common Criteria Certification?	Yes (EAL 3)	No
Password-protected mailboxes?	Yes	No
Transport layer security?	Yes	No
Standard audit log with encryption?	Yes	No
Hard drive encryption?	Standard	Optional
Hard drive overwrite?	Standard	Optional
Follow You printing feature?	Optional*	Optional**
Individual user mailboxes?	Standard	No
Secure access card readers?	Optional	No
Junk fax barrier?	Standard (with fax function)	No

* Xerox's Follow You printing feature allows users to submit jobs to a secure print queue for printing on any available networked device after user authentication.

** Requires PostScript 3 option.

Full system Common Criteria Certification

- Most rigorous testing in the world
- Xerox has more devices certified than any competitor



Environmental considerations

Comparing energy usage and “green” issues

When drawing maximum power (for example, when printing), the Aficio MP 5000 uses about twice as much power as the 4250XF/4260XF.

Maximum power consumption*:

	WorkCentre 4250XF/4260X	Aficio MP 5000 Series
During printing	794 watts	1.5 kW

Standby Power Consumption*:

	WorkCentre 4250XF/4260X	Aficio MP 5000SP Series
Standby	111 watts	105 watts

* Data based on reported specifications.

Compact Design Fits Tight Spaces

Although it offers a comparable – in fact, better – standard feature set, the base WorkCentre 4250/4260 series is much smaller than the Aficio MP 5000, measuring only 25.5” high x 24.5” wide x 19” deep (647 x 622 x 482 mm) without the finisher, versus the Aficio MP 5000’s larger base size of 35.8” high x 26.4” wide x 26.6” deep (909 x 670 x 675 mm).

What this means is that the WorkCentre 4250/4260 series can be placed on a desktop, allowing it to fit into tightly-packed workspaces, while the Aficio MP 5000 requires its own dedicated area. This could make it a poor fit in any office where space is at a premium, since it doesn’t offer the flexibility users get with the WorkCentre 4250/4260 series.

Lighter and Easier to Move

What’s more, the WorkCentre 4250/4260 series weighs only half what the Aficio MP 5000 does (only 98 pounds/44.5 kg, versus more than 187 pounds/84.8 kg), so it’s much easier to move and does not need a dedicated stand to support it.

Simple Recycling

The WorkCentre 4250XF/4260XF generates less waste.

Xerox has a toner cartridge recycling program for the WorkCentre 4250XF and WorkCentre 4260XF. Ricoh does not offer this, despite its supposedly “green” initiatives. Xerox users can get a pre-paid label for return of toner on the Xerox Web site; there’s no comparable initiative at Ricoh.

Xerox’s Recent Environmental Awards:

- Corporate Leader by US EPA
- Climate Protection Award
- FTSE4Good Index
- World’s Most Ethical Companies List

Supplies Recycling Program

Consumables for the WorkCentre 4250/4260 are part of the Xerox Green World Alliance Supplies Recycling Program. For more information, please visit the Green World Alliance website at www.xerox.com/gwa.

Specifications at a glance



	Xerox WorkCentre 4250XF	Ricoh Aficio MP 5000	Xerox WorkCentre 4260XF
Engine Speed (A4/letter)	45 ppm	50 ppm	55 ppm
Engine Speed (B4/legal)	39 cpm	31 cpm	40 cpm
ERP	\$4,999	\$13,420	\$5,499
Finisher	Standard	Optional (prices range from \$1,480 to \$4,110)	Standard
Max. Paper Size	8.5" x 14" (A4)	11" x 17" (A3)	8.5" x 14" (A4)
Scanning Speed (black)	55 ipm	50 ipm	55 ipm
Scanning Speed (color)	25 ipm	29 ipm	25 ipm
Max. Monthly Duty Cycle	200,000 impressions	200,000 impressions	250,000 impressions
PM Schedule	200,000 impressions	160,000 impressions	200,000 impressions
Std. Paper Capacity	2,000 sheets	1,100 sheets	3,000 sheets
Std. Paper Sources	4	2	3
Hard Drive Capacity	80 GB	40 GB	80 GB
Hard Drive Encryption	Standard	Optional (\$390)	Standard
Hard Drive Overwrite	Standard	Optional (\$420)	Standard
Document Feeder	Standard RADF	Standard RADF	Standard RADF
PCL Printing	Standard	Standard	Standard
PostScript 3 Printing	Standard	Optional (\$920)	Standard
Fax	Standard	Optional (\$1,150)	Standard
Saddle-Stitch Booklet Finisher	Not available	Optional	Not available
Secure Access Card Reader	Optional (price ranges from \$795 to \$895)	Not available	Optional (price ranges from \$795 to \$895)
Scan to/Print from USB drive	Standard	Not available	Standard

Key positioning strengths of the Ricoh Aficio MP 5000 and how to combat them with prospective customers

When it comes right down to it...does every workgroup need an A3/ledger-capable device, or will virtually all daily needs of most offices be serviced just as well by an A4/letter-size MFP?

Considering the huge price differential between the Aficio MP 5000 and the WorkCentre 4250XF/4260XF series, what buyers need to ask themselves is...

- Is it really worth that much money for A3/ledger-capable printing and copying?
- Or would it be more cost-effective to either outsource the occasional A3/ledger-size job?
- Or is it best to buy A4/letter-size MFPs for most of the office and then just keep one large-size MFP to handle A3/ledger jobs if they absolutely have to be created in-house?

What Ricoh reps may be telling your customers and tips on how to respond:

Handles larger media sizes

What the Ricoh sales rep could say:

"The Aficio MP 5000 handles media sizes up to A3/11" x 17", while the WorkCentre 4250/4260 series is a completely different animal because it is only capable of handling A4/letter size paper."

How to respond

Only a handful of workplaces ever use A3/ledger capability, so why should they pay such a high premium for it? Almost every office will realize huge cost savings by purchasing an A4/letter device for everyday needs and then outsource jobs with special media requirements to dedicated print or copy shops. Most offices that absolutely positively have to have a A3/ledger-capable MFP only need to purchase one for the entire site, with other workgroups' needs served perfectly well with A4/letter MFPs. In today's economy, who can afford to pay for only one MFP when they could get three MFPs with better standard functionality for the same price?

Available saddle-stitch finishing option

What the Ricoh sales rep could say:

"Only the Aficio MP 5000 offers saddle-stitch finishing. This isn't available for the WorkCentre 4250/4260 series."

How to respond:

Creating booklets in-house is usually more of a hassle than it's worth, particularly when it's not done often and workers have to struggle with a learning curve. There are very few instances where A4/letter-size booklets that have been hole-punched and bound will not do just as well, and with the considerable cost of an A3/ledger MFP and a saddle-stitch finisher, most environments will again save much more money by outsourcing booklet jobs if they have to be specially bound.

Less user intervention

What the Ricoh sales rep could say:

"The Aficio MP 5000 requires less user intervention because its rated toner yield is 5,000 impressions higher and it can be upgraded to include a maximum paper capacity of 4,400 sheets."

How to respond:

The WorkCentre 4250/4260 series has a higher standard paper capacity (up to 3,000 sheets), so chances are users won't have to pay for an upgrade. In contrast, users of the Aficio MP 5000 pay an additional charge to upgrade their paper from its base capacity of only 1,100 sheets. And the minor difference in rated toner yield is more than offset by the fact that the WorkCentre 4250/4260 series requires fewer service calls thanks to its user-replaceable consumables (such as image drums).



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