

Competitive Comparison

Xerox WorkCentre® 4150 vs. HP LaserJet® M3035 MFP



The WorkCentre 4150 offers more value through superior productivity features, more robust design and a lower total cost of ownership

- Superior productivity
- Greater ease-of-use
- Superior media handling
- Better service offerings
- Lower Total Cost of Ownership (TCO)
- Xerox Total Satisfaction Guarantee

| | WorkCentre 4150 | HP LaserJet M3035 MFP |
|-------------------------------|---|--|
| Price | WorkCentre 4150c: \$2,199* | |
| | WorkCentre 4150s: \$2,499* | LaserJet M3035 MFP: \$1,999* |
| | WorkCentre 4150x: \$3,499* | LaserJet M3035xs MFP: \$2,499* |
| | WorkCentre 4150xf: \$4,999* | |
| Performance | Up to 45 ppm FASTER! | Up to 35 ppm |
| | As fast as 8 second FPOT printing/5 second FPOT copying | As fast as 10 seconds FPOT printing/copying |
| | 400 MHz processor | 400 MHz processor |
| | 256 MB / 384 MB RAM | 256 MB / 512 MB RAM |
| | 40 GB Hard Drive | 40 GB Hard Drive |
| Real-world performance | 15 document suite** = 2:34 CLEAR WINNER! | 15 document suite** = 4:14 (slower than WorkCentre 4150 print speed with stapling) |
| | 15 document suite with stapling*** = 3:42 | No finishing capability |
| Duty cycle | 200,000 pages per month WOW! | 75,000 pages per month |
| Paper handling | 600 sheets standard paper input | 600 sheets standard paper input |
| | 2,100 sheets maximum paper input WOW! | 1,100 sheets maximum paper input |
| | 50-sheet DADF | 50-sheet DADF |
| | 50-sheet finisher (standard on xf configuration) CLEAR WINNER! | Finishing not available |
| Functions | Print, copy, scan (to network and email), fax | Print, copy, scan (to network and email), fax |

Both products appear to be very similar based on product specifications
...But a true multi-function worthy of the office is far more than
just surface specifications.

* Price based on U.S. ERP.

** Standard business suite of 15 simple documents of various application types, printed simplex and duplex, collated and uncollated.

*** Standard business suite of 15 simple documents of various application types, printed simplex and duplex, collated and uncollated, stapled with banner pages.

Xerox WorkCentre 4150

offers key ease-of-use and productivity features that leave the competition behind!

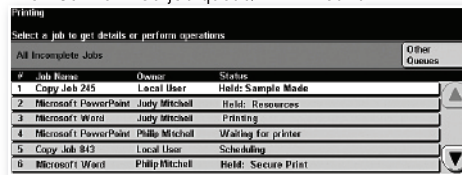
General Productivity Advantages

• Job queues

Having a job queue on the device in a multi-user environment is essential for a product to be considered truly multi-functional.

Without a job queue, users are blind to the status of their jobs and have minimal control over their jobs in terms of promoting and cancelling.

WorkCentre 4150 job queue/Print Around

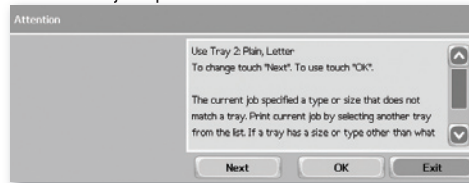


*Note: With the WorkCentre 4150, jobs sent after the held job can continue to print. The held job can be outputted as soon as the correct media is loaded.

• Print Around

The Print Around feature is an exciting addition to job queues and increases productivity in a multi-user office by allowing jobs that are queued up to continue to print—even if one of the jobs gets hung up due to a media mismatch.

HP lacks a job queue and Print Around



*Note: With the HP LaserJet M3035 MFP, all jobs are hung up waiting for the first job to either be cancelled or until the correct media is loaded. Nobody can copy or print until this is resolved!

| | WorkCentre 4150 | LaserJet M3035 MFP |
|--|------------------------|---|
| • Legal-size platen Important for scanning and copying oversized documents without having to un staple them or for books and other media that can't be fed through the DADF. | Yes | HP users cannot copy or scan legal-size documents from the platen glass |
| • Finishing the entire job The LaserJet M3035 MFP has no finishing features, whereas the WorkCentre 4150 boasts a 50-page stacker/stapler. | Yes 50-page stapler | No Does not have an inline stapler |

General Placement Advantages

• Greater placement flexibility

The WorkCentre 4150 has several configurations that make it an ideal choice as a desktop unit or a full-featured floor-standing model.

By contrast, the LaserJet M3035 MFP is available only as a desktop model – greatly reducing its flexibility in the office. And with no finishing capabilities, nearly half the maximum paper capacity and a much slower print speed, its ability to support a busy workgroup is debatable.

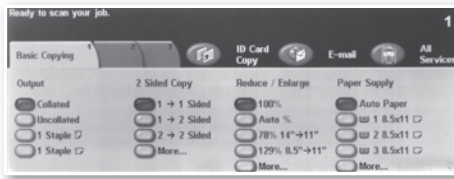


Copy Advantages

• Front panel ease-of-use

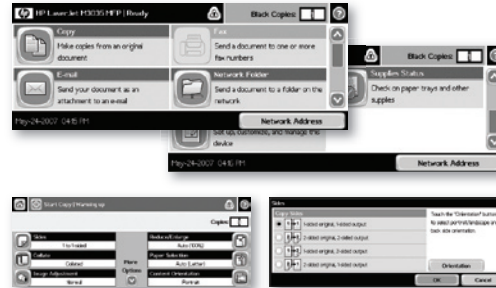
Over 90% of copy jobs consist of the basics like collation, duplexing, size or number of sets. To increase user productivity, the Xerox front panel contains all of these commonly used settings in an intuitive and easy to use layout.

WorkCentre 4150



HP on the other hand, forces users to go into multiple screens and submenus to get even simple copy tasks completed.

LaserJet M3035 MFP



Users are forced to view 5 different screens to accomplish even simple tasks such as asking for 3 sets of duplexed copies.

WorkCentre 4150

LaserJet M3035 MFP

| | WorkCentre 4150 | LaserJet M3035 MFP |
|--|----------------------|---|
| • ID Card Copy ID Card Copy is a unique productivity feature that dramatically simplifies and streamlines tasks such as copying insurance cards, drivers licenses, or even checks onto one side of a sheet of paper without having to run the paper through a second time. | Yes | No Must use "Job Build" which entails 5 unique steps |
| • Faster first-page-out time for copies The WorkCentre 4150 has a faster first-page-out time that increases productivity and saves time. | As fast as 5 seconds | Less than 12 seconds |

Scan Advantages

• Scan to email

WorkCentre 4150

LaserJet M3035 MFP

| | |
|---|---|
| <ul style="list-style-type: none"> • .com shortcut (configurable) • User authentication via LDAP and Kerberos • Device authentication via CentreWare Internet Services Embedded Web Server | <ul style="list-style-type: none"> • No shortcuts • User Authentication via LDAP or HP DSS software at \$399 per seat (single quantity) |
|---|---|

The ability to set device-level authentication is extremely important. Without this feature, email servers may see email coming from the device as spam.

• Scan to email

WorkCentre 4150

LaserJet M3035 MFP

| | | |
|---|--------|--------|
| Black-and-white, 72 dpi, high compression | 29 Kb | 31 Kb |
| Color, 300 dpi, high compression | 279 Kb | 304 Kb |
| Color, 300 dpi, low compression | 554 Kb | 774 Kb |

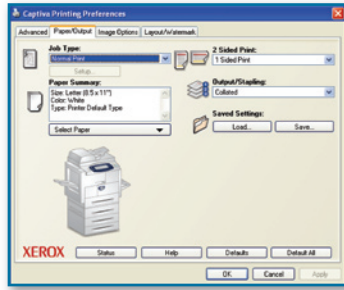
The size of scanned files can impact network load, email server size restrictions, and storage space.

The WorkCentre 4150 is more efficient than the LaserJet M3035 MFP in delivering small scan file sizes which reduces network loading and server storage requirements.

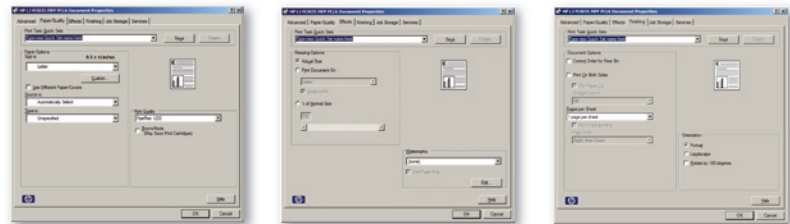
Print Advantages

• More intuitive driver interface

The WorkCentre 4150 driver interface has the most commonly used features on the home window in the driver. Settings are placed in intuitively named tabs and thus are easy to find and use.



Unlike the WorkCentre 4150 drivers, HP users have to go into multiple windows to accomplish simple and common printing tasks like duplex printing, selecting page size and trays...



HP drivers contain non-industry standard placement of features such as: Duplex is on the "finishing" tab, Stapling is on the "output" tab, Watermarks and scaling are on the "effects" tab...

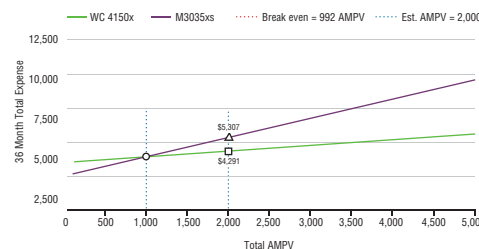
| | WorkCentre 4150 | LaserJet M3035 MFP |
|---|-------------------------|----------------------|
| <p>• Faster first-page-out time for printing</p> <p>The WorkCentre 4150 has a faster first-page-out time, which increases productivity and saves time.</p> | As fast as 8 seconds | Less than 10 seconds |
| <p>• Superior control over watermarks</p> <p>The WorkCentre 4150 provides all the basic watermark control that users expect, plus the ability to control position, time stamps, and even the use of bitmaps. HP drivers provide only the basics.</p> | More than basic control | Only basic control |

Fax Advantages

| | WorkCentre 4150 | LaserJet M3035 MFP |
|--|-----------------|--------------------|
| <p>• Fax forward to email</p> <p>Route incoming faxes to an email address for easy archiving or access while out of the office</p> | Yes | No |
| <p>• Single driver for both printing and faxing</p> <p>HP requires users to have 2 separate drivers—one for printing and one for faxing</p> | Yes | No |

Total Cost of Ownership

- The WorkCentre 4150 has a separate toner and imaging drum so that users can get the most out of each consumable. The LaserJet M3035 MFP, however, uses print cartridges. Anytime coverage varies away from 5%, one portion or another of the print cartridge will be wasted.
- The WorkCentre 4150 fuser is covered under warranty or service contract. The fuser on the LaserJet M3035 MFP, however, is not. At the end of life, users have to pay for and replace the fuser on their own.



The WorkCentre 4150 costs less to own, operate, and maintain than the LaserJet M3035 MFP. At 2,000 Average Monthly Print Volume (AMPV), 5% coverage and a 3-year on-site warranty, the LaserJet M3035 MFP costs over \$1,016 more to own, operate and maintain over a 3-year period.*

* Based on manufacturers stated web pricing and yields, and consumables shipped in box. Copyright © 2007 Xerox Corporation. All rights reserved. Xerox® and WorkCentre® are trademarks of Xerox Corporation in the U.S. and/or other countries.

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