

Competitive Comparison

Xerox WorkCentre® 4150 vs. HP LaserJet® 4345mfp



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
- Better service offerings
- Lower total cost of ownership
- Xerox Total Satisfaction Guarantee

	WorkCentre 4150	HP LaserJet 4345
Price	WorkCentre 4150: \$2,199* WorkCentre 4150s: \$2,499* WorkCentre 4150x: \$3,499* WorkCentre 4150xf: \$4,999* -----	----- LaserJet 4345: \$2,599* LaserJet 4345x: \$3,699* LaserJet 4345xs: \$4,799* LaserJet 4345xm: \$4,799*
Performance	Up to 45 ppm As fast as 8 second FPOT printing/5 second FCOT copying 400 MHz processor 256 MB / 384 MB RAM 40 GB Hard Drive	Up to 45 ppm As fast as 10 seconds FPOT printing/copying 480 MHz processor 256 MB / 512 MB RAM 40 GB Hard Drive
Real-world performance	15 document suite** = 2:34 15 document suite plus stapled*** = 3:42	15 document suite** = 2:44 15 document suite plus stapled*** = 4:24
Duty cycle	200,000 pages per month	200,000 pages per month
Paper handling	600 sheets standard paper input 2,100 sheets maximum paper input 50-sheet DADF Standard Automatic 2 sided printing Optional 50-sheet finisher (available on all configurations, std. on xf)	600 sheets standard paper input 2,100 sheets maximum paper input 50-sheet DADF Optional Automatic 2 sided printing (std. on x, xs, xm) Optional 30-sheet finisher (standard on xs)
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 basic specifications
...But a true multi-function worthy of the office is far more than
just the surface specifications.

* Price based on US 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 a host of ease-of-use and productivity features that leave the competition behind!

Competitive Comparison

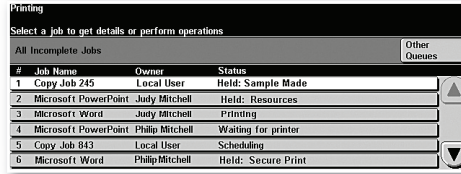
General Productivity Advantages

• 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

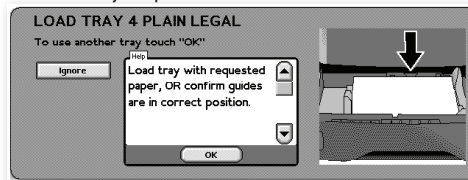


*Note - with the WorkCentre 4150, jobs sent after the held job can continue to print. The held job can be outputted as soon as the correct media is loaded.

• Print Around

The Print Around feature is an exciting addition to job queues. This feature is an incredible productivity boost to the multi-user office in that it allows 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 4345, all jobs are hung up waiting for the first job to either be cancelled or have the correct media loaded. Nobody can copy or print until this is resolved!

	WorkCentre 4150	HP LaserJet 4345
• Automatic two-sided printing Xerox understands the necessity for automatic duplex printing in terms of productivity and cost savings	Yes. Standard on all configurations	No. The duplex unit must either be purchased separately or received with the x configuration
• Legal size platen Important for scanning and copying oversized documents without having to unstaple 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 glass
• Stapling the entire job The LaserJet 4345 stacker/stapler will only staple 30 pages, whereas the DADF can feed 50. This can lead to confusion and less productivity.	Yes 50-page DADF, 50-page stapler	No 50-page DADF, 30-page stapler! *Can't even staple a 40-sheet job put in the DADF

General Placement Advantages

• Product size and jam clearance

The WorkCentre 4150 is lighter and has a smaller footprint than the LaserJet 4345. Taking jam clearance into consideration, it becomes very clear that the WorkCentre 4150 is much easier to place in the office.



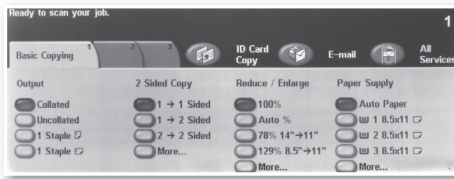
Competitive Comparison

Copy Advantages

• Front panel ease-of-use

Over 90% of copy jobs consist of the basics like stapling, 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 4345



Users are forced to view 4 different screens to accomplish even simple tasks such as asking for 3 sets of stapled and duplexed copies.



• 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.

WorkCentre 4150

Yes

LaserJet 4345

No

• Faster first-page-out time for copies

The WorkCentre 4150 has a faster first-page-out time which increases productivity and saves time.

As fast as 5 seconds

Less than 10 seconds

Scan Advantages

• Scan to email

WorkCentre 4150	LaserJet 4345
<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 No device authentication

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 file sizes

	WorkCentre 4150	LaserJet 4345
Black-and-white, 72 dpi, high compression	13 KB	35 KB
Color, 300 dpi, high compression	205 KB	540 KB
Color, 300 dpi, low compression	1.2 MB	3.5 MB

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

The WorkCentre 4150 is dramatically more efficient than the LaserJet 4345 in delivering small scan file sizes with no loss in image quality.

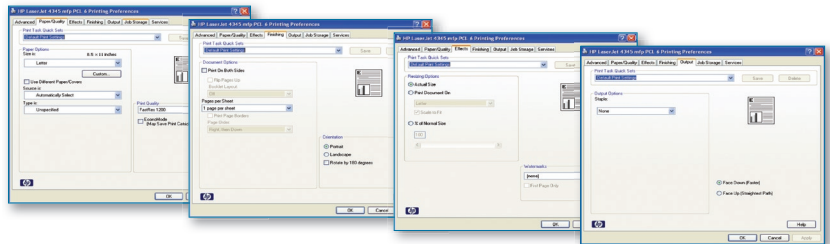
Print Advantages

- 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 even accomplish simple and common printing tasks like duplex printing, stapling, 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...

- Faster first-page-out time for printing**

The WorkCentre 4150 has a faster first-page-out time which increases productivity and saves time.

	WorkCentre 4150	LaserJet 4345
Faster first-page-out time for printing	As fast as 8 seconds	Less than 10 seconds
Superior control over watermarks	More than basic control	Only basic control

- Superior control over watermarks**

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.

Fax Advantages

- Fax forward to email**

Route incoming faxes to an email address for easy archiving or access while out of the office

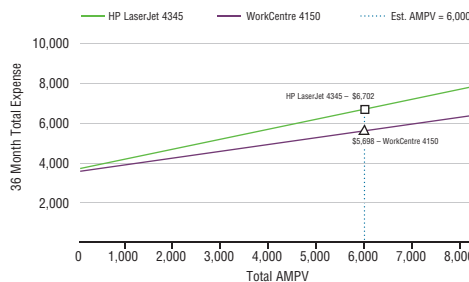
- Single driver for both printing and faxing**

HP requires users to have 2 separate drivers, one for printing and one for faxing

	WorkCentre 4150	LaserJet 4345
Fax forward to email	Yes	No
Single driver for both printing and faxing	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 4345, 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 4345, 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 4345.

At 6,000 AMPV, 5% coverage and a 3 year on-site warranty, the LaserJet 4345 costs over \$1000 more to own, operate and maintain.*

* Based on manufacturers stated web pricing and yields, and consumables shipped in box.

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