# Wirth Consulting

## B2B Digital Imaging Product Evaluation

*Wednesday, July 14, 2010 11:56:59 AM*

# W Y S K

*"What You Should Know"*

**Wirth Consulting** Best in Class Highest Overall Performance

| | | | |
|---|---|---|---|
| **Make** | Sharp | **Model** | MX-C311 |
| **Functions** | Print/Copy/Scan/Fax | **Imaging Technology** | Laser |
| **Classification** | A4 Color MFPs | | |

As part of Sharp's new Frontier DX Series, this A4 color MFP is powered by a robust 800 MHz CPU, features a Gigabit Ethernet network interface for fast transmission of data, and is rated at up to 31 ppm in B&W and color. It features a large 8.5" color touch screen, which will make configuring settings very easy compared to competitors' LCD display/navigation-key control panels. Color network scanning includes an ImageSEND function, which enables users to scan and send to a mixed group of destination types in a single procedure. A 300-sheet Inner Document Finisher is optional, as is fax ($625).
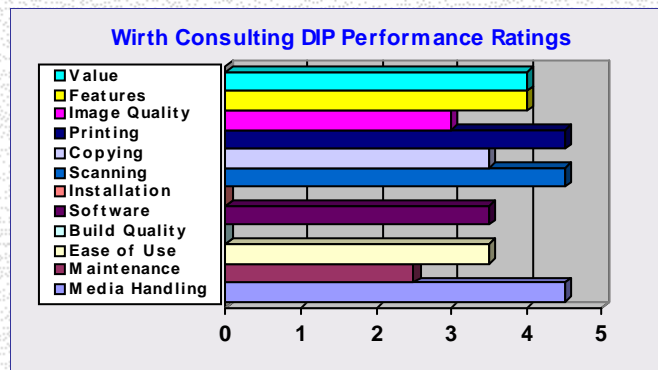
## Specifications

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Max Monthly Duty Cycle | 150,000 | Max Media Width (inches) | 8.5 | 215.90 | mm | Price | $7,095.00 | €5,082.86 |
| BW/Color Print Speed (PPM) | 31/31 | Max Media Length (inches) | 14.0 | 355.60 | mm | Duplex | | |
| Max Print Resolution (DPI) | 1,200 | Max Media Wt. (bond, lbs.) | 53.0 | 178.88 | gsm | Print | | |
| Standard Memory (MB) | 1,000.00 | Height (inches) | 28.00 | 711.20 | mm | Network | | |
| Std Media Capacity (sheets) | 600 | Width (inches) | 22.00 | 558.80 | mm | Scan | | |
| Max Media Capacity (sheets) | 2,100 | Depth (inches) | 19.00 | 482.60 | mm | Doc Feeder | | |
| Power Consumption (watts) | 1,440 | Weight (pounds) | 101.00 | 45.81 | kg | Full System | **$7,095.00** | **€5,082.86** |

## Feature Checklist

| Value Add | | Print | | Scan | | Copy | |
|---|---|---|---|---|---|---|---|
| USB Convenience Port | ☑ | Duplex Printing | ☑ | Color Scanning | ☑ | Duplex Document Feeder | ☑ |
| PC Fax | ☐ | Network Printing | ☑ | Network Scanning | ☑ | **Ease of Use** | |
| Walk-Up Fax | ☑ | Microsoft Windows | ☑ | **Software** | | Graphic Display | ☐ |
| LAN Fax | ☐ | Apple Mac | ☑ | Desktop Software | ☑ | Touch Screen | ☑ |
| **Image Quality** | | Linux | ☑ | Web Utilities | ☑ | Navigation Keys | ☐ |
| BW Office IQ | ☑ | GDI Printing | ☐ | **Media Handling** | | **Maintenance** | |
| Color Office IQ | ☑ | PCL | ☑ | Feeds 110-lb. Index Stock | ☑ | All-in-One Toner Cartridge | ☐ |
| Professional IQ | ☐ | PostScript | ☑ | Max Weight from all Sources | ☐ | **Finishing** | |
| Photographic IQ | ☐ | Adobe PostScript | ☐ | Holds Full Ream of Media | ☑ | Finishing | ☑ |

## Wirth Consulting Ratings* *On a scale of 0-5, with 5 being the best

| | | | |
|---|---|---|---|
| Value | 4.0 | Installation | 0.0 |
| Features | 4.0 | Software | 3.5 |
| Image Quality | 3.0 | Build Quality | 0.0 |
| Printing | 4.5 | Ease of Use | 3.5 |
| Copying | 3.5 | Maintenance | 2.5 |
| Scanning | 4.5 | Media Handling | 4.5 |

**Wirth Consulting DIP Performance Ratings**

Value, Features, Image Quality, Printing, Copying, Scanning, Installation, Software, Build Quality, Ease of Use, Maintenance, Media Handling

0 1 2 3 4 5

## Ratings Scoreboard* *Highest possible scores: Overall, 60; Copier, 45; Printer, 50; Scanner, 40; Usability, 25

| Overall Score | Copier Score | Printer Score | Scanner Score | Usability Score |
|---|---|---|---|---|
| 37.5 | 25.0 | 29.5 | 22.5 | 9.5 |

Make **Sharp**          Model **MX-C311**          Classification **A4 Color MFPs**

## Consumables Pricing and Yields* *All supply yields are based on an original area coverage of 5% per color

| | | | | | |
|---|---|---|---|---|---|
| Black Ink/Toner Price | $45.00 | Magenta Ink/Toner Yield (pages) | 10,000 | Maintenance Kit Price | $425.00 |
| Black Ink/Toner Yield | 10,000 | Yellow Ink/Toner Price | $117.00 | Maintenance Kit Yield | 120,000 |
| Cyan Ink/Toner Price | $117.00 | Yellow Ink/Toner Yield | 10,000 | Other Type | Transfer Belts |
| Cyan Ink/Toner Yield | 10,000 | Multicolor Ink Price | | Other Price | $308.00 |
| Magenta Ink/Toner Price | $117.00 | Multicolor Ink Yield | | Other Yield | 180,000 |

Black Consumables Cost per Page **$0.0098**          Color Consumables Cost per Page **$0.0449**

## Total Cost Per Page*          Total Cost of Ownership**

*Cost Per Page and **Total Cost of Ownership include the purchase price depreciated over a five-year period.   ***Mixed=Based on print usage of  66% Black and 33% Color

| Monthly Volume | Black CPP | Color CPP | Monthly Volume | Black TCO | Color TCO | ***Mixed TCO |
|---|---|---|---|---|---|---|
| 50 pages | $2.375 | $2.410 | 50 pages | $7,108.50 | $7,213.80 | $7,072.16 |
| 100 pages | $1.192 | $1.227 | 100 pages | $7,122.00 | $7,332.60 | $7,120.28 |
| 250 pages | $0.483 | $0.518 | 250 pages | $7,162.50 | $7,689.00 | $7,264.62 |
| 500 pages | $0.246 | $0.281 | 500 pages | $7,230.00 | $8,283.00 | $7,505.19 |
| 1,000 pages | $0.128 | $0.163 | 1,000 pages | $7,365.00 | $9,471.00 | $7,986.33 |
| 2,000 pages | $0.069 | $0.104 | 2,000 pages | $8,265.33 | $12,477.33 | $9,572.64 |
| 3,000 pages | $0.049 | $0.084 | 3,000 pages | $8,850.50 | $15,168.50 | $10,846.94 |
| 4,000 pages | $0.039 | $0.074 | 4,000 pages | $9,435.67 | $17,859.67 | $12,121.23 |
| 5,000 pages | $0.033 | $0.069 | 5,000 pages | $10,020.83 | $20,550.83 | $13,395.52 |

## Wirth Consulting Commentary

### Strengths

•Low B&W and color consumables' cost per page of 0.98 and 4.8 cents respectively (based on SRP pricing).
•Security provisions include IP/MAC filtering, protocol filtering, port management, user authentication, e-mail server user authentication for LDAP and Active Directory.  Network management.
•Touch screen for easy operation; preview scanned images on it.
•PCL 6/5c, PostScript 3 print drivers, optional XPS driver.
•ImageSEND enables users to scan and send to a mixed group of destinations in a single procedure.
Send-to-Group function allows users to send a mixed group broadcast to E-mail, Fax, and Internet Fax in a single procedure.
•Print from/scan to USB memory cards; USB port can also be used for wireless keyboards.
•Optional Inner Finisher for stapling, sorting, stacking; conserves space.
•Sharpdesk document-management software (1 user license).
•Standard 80-GB hard dive for collation, secure print, etc.
•Sharp OSA open platform development for access to network

### Limitations

Wirth Consulting has determined that this device does not have any notable limitations and should provide good functionality.

NOTES:
•All pricing (including device, options and consumables) is Suggested Retail Pricing (SRP).  Expect discounted pricing from dealers.
•In the "Consumables Pricing and Yields" chart, "Maintenance Kit" refers to the fusing unit.

### Notes

### Best Use

Mid-range print volumes in small to mid-size businesses/workgroups, and enterprises, that require a versatile and easy-to-use A4 color MFP, and for users with higher-volume scanning tasks, as scanned documents can be sent to multiple destinations in a single operation, and custom scanning applications can be created with Sharp's OSA technology.  Most economic at higher monthly print volumes--4,000 pages per month and higher (total cost per page, which includes depreciated purchase price, will be lowest at higher monthly volumes). Very suitable for integration with advanced solutions.