

Wirth Consulting

B2B Digital Imaging Product Evaluation

Friday, February 19, 2010 4:05:26 PM

WYSK

"What You Should Know"

Make	Brother	Model	MFC-9010cn
Functions	Print/Copy/Scan	Imaging Technology	LED-array
Classification Entry-Level Toner-Based Color MFPs			



Brother's entry-level MFC-9010cn incorporates color network print, color copy and color scan. There's no standard or optional: fax, automatic duplex printing, duplexing automatic document feeder or wireless networking. If you need these features, consider these other Brother models: DCP-9045CDN (\$599.99) with automatic duplexing and duplexing automatic document feeder; MFC-9120CN (\$449.99) with walk-up fax; MFC-9320CW (\$499.99) with wireless networking. With its low acquisition costs, the MFC-9010cn is worth consideration for very low print volumes.



Specifications

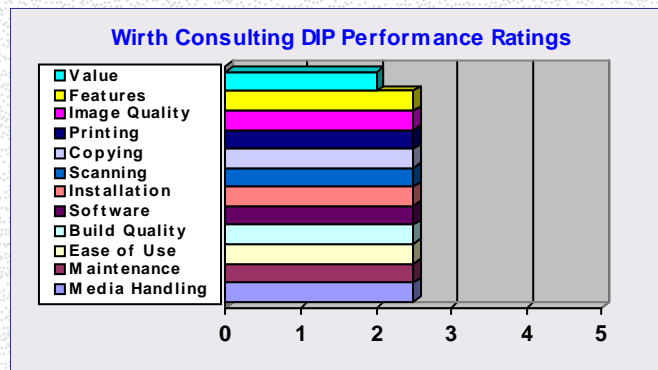
Max Monthly Duty Cycle	25,000	Max Media Width (inches)	8.5	215.90	mm	Price	\$399.99	€286.55
BW/Color Print Speed (PPM)	17/17	Max Media Length (inches)	14.0	355.60	mm	Duplex	\$0.00	€0.00
Max Print Resolution (DPI)	600x2400	Max Media Wt. (bond, lbs.)	28.0	94.50	gsm	Print	\$0.00	€0.00
Standard Memory (MB)	64.00	Height (inches)	15.70	398.78	mm	Network	\$0.00	€0.00
Std Media Capacity (sheets)	251	Width (inches)	29.30	744.22	mm	Scan	\$0.00	€0.00
Max Media Capacity (sheets)	251	Depth (inches)	23.30	591.82	mm	Doc Feeder	\$0.00	€0.00
Power Consumption (watts)	480	Weight (pounds)	50.00	22.68	kg	Full System	\$399.99	€286.55

Feature Checklist

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

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

Value	2.0
Features	2.5
Image Quality	2.5
Printing	2.5
Copying	2.5
Scanning	2.5



2.5	Installation
2.5	Software
2.5	Build Quality
2.5	Ease of Use
2.5	Maintenance
2.5	Media Handling

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

Overall Score	29.5	Copier Score	22.0	Printer Score	24.5	Scanner Score	19.5	Usability Score	12.5
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Model **MFC-9010cn**

Classification **Entry-Level Toner-Based Color MFPs**

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

Black Ink/Toner Price	\$82.49	Magenta Ink/Toner Yield (pages)	1,400	Maintenance Kit Price	\$129.99
Black Ink/Toner Yield	2,200	Yellow Ink/Toner Price	\$76.99	Maintenance Kit Yield	15,000
Cyan Ink/Toner Price	\$76.99	Yellow Ink/Toner Yield	1,400	Other Type	Drum Unit
Cyan Ink/Toner Yield	1,400	Multicolor Ink Price		Other Price	\$149.99
Magenta Ink/Toner Price	\$76.99	Multicolor Ink Yield		Other Yield	15,000
Black Consumables Cost per Page		\$0.0562		Color Consumables Cost per Page	
				\$0.2298	

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	\$0.189	\$0.363	50 pages	\$542.47	\$1,063.41	\$708.96
100 pages	\$0.123	\$0.296	100 pages	\$684.96	\$1,726.83	\$1,021.93
250 pages	\$0.083	\$0.256	250 pages	\$1,242.40	\$3,847.07	\$2,089.52
500 pages	\$0.069	\$0.243	500 pages	\$2,084.81	\$3,847.07	\$2,645.51
1,000 pages	\$0.063	\$0.236	1,000 pages	\$3,769.64	\$14,188.31	\$7,170.10
2,000 pages	\$0.059	\$0.233	2,000 pages	\$7,139.28	\$27,976.63	\$13,944.22
3,000 pages	\$0.058	\$0.232	3,000 pages	\$10,508.93	\$41,764.95	\$20,718.33
4,000 pages	\$0.058	\$0.231	4,000 pages	\$13,878.58	\$55,553.28	\$27,492.44
5,000 pages	\$0.057	\$0.231	5,000 pages	\$17,248.23	\$69,341.60	\$34,266.56

Wirth Consulting Commentary

Strengths

- Includes Scansoft PaperPort SE with OCR for Microsoft Windows and Presto! PageManager for Apple Macintosh.
- Color scan to e-mail, image, OCR software, file.
- Ethernet network interface.
- 35-sheet automatic document feeder.

Limitations

- High B/W and color cost per page of 5.6 and 22.9 cents respectively.
- No standard or optional fax.
- Automatic document feeder does not provide automatic two-sided scanning of originals.
- No automatic duplex printing.
- No USB convenience port or media card slots.
- Wireless networking is not available

Notes

- Drum Unit yields 15,000 pages and is priced at \$149.99 (online Web price), while Belt Unit is rated to yield 15,000 pages and is priced at \$129.99. Waste Toner Unit is priced at \$30.99 (online Web price); page yield not available.
- Memory is expandable to 576 MB.

Best Use

Low acquisition price makes the MFC-9010cn most suitable for small and home offices for basic simplex color print, scan and copy applications. If duplex scanning/printing or fax is required, consider other models. With a high cost per page, the system is most suitable for lower print volumes.