

# Wirth Consulting

## B2B Digital Imaging Product Evaluation

Friday, February 19, 2010 4:06:12 PM

# WYSK

"What You Should Know"



<b>Make</b>	Hewlett-Packard	<b>Model</b>	Color LaserJet CM1312nfi
<b>Functions</b>	Print/Copy/Scan/Fax	<b>Imaging Technology</b>	Laser
<b>Classification</b>	Entry-Level Toner-Based Color MFPs		

The Color LaserJet CM1312nfi incorporates HP's ImageREt 3600 resolution-enhancement technology and ColorSphere toner for enhanced image quality. Easy Printer Care Software enables administrators to deploy, monitor, and maintain approximately 15 HP printers/MFPs. Includes HP's Universal Print Driver for Windows for simpler print-driver deployment, management and printing. Also included are memory-card slots for direct printing from a broad range of memory cards. The capable Color LaserJet CM1312nfi is worth consideration for offices that have low print volumes and are already dedicated HP users.



## Specifications

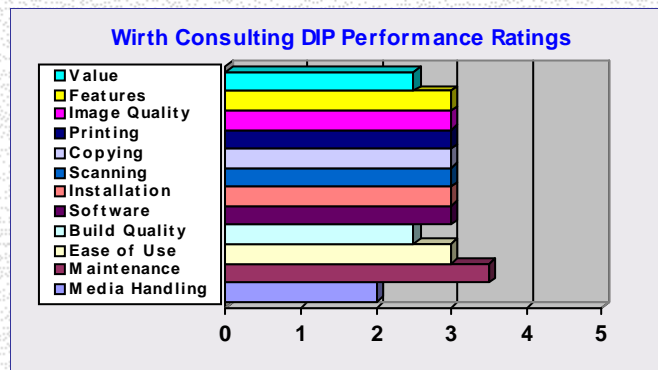
Max Monthly Duty Cycle	30,000	Max Media Width (inches)	8.5	215.90	mm	Price	\$499.00	€357.48
BW/Color Print Speed (PPM)	12/8	Max Media Length (inches)	14.0	355.60	mm	Duplex	\$0.00	€0.00
Max Print Resolution (DPI)	600x600	Max Media Wt. (bond, lbs.)	47.0	158.63	gsm	Print	\$0.00	€0.00
Standard Memory (MB)	160.00	Height (inches)	19.10	485.14	mm	Network	\$0.00	€0.00
Std Media Capacity (sheets)	150	Width (inches)	19.60	497.84	mm	Scan	\$0.00	€0.00
Max Media Capacity (sheets)	150	Depth (inches)	19.30	490.22	mm	Doc Feeder	\$0.00	€0.00
Power Consumption (watts)	295	Weight (pounds)	46.70	21.18	kg	Full System	<b>\$499.00</b>	<b>€357.48</b>

## Feature Checklist

<b>Value Add</b>	<b>Print</b>	<b>Scan</b>	<b>Copy</b>
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"/>	<b>Ease of Use</b>
Walk-Up Fax <input checked="" type="checkbox"/>	Microsoft Windows <input checked="" type="checkbox"/>	<b>Software</b>	Graphic Display <input checked="" type="checkbox"/>
LAN Fax <input type="checkbox"/>	Apple Mac <input checked="" type="checkbox"/>	Desktop Software <input checked="" type="checkbox"/>	Touch Screen <input type="checkbox"/>
<b>Image Quality</b>	Linux <input checked="" type="checkbox"/>	Web Utilities <input checked="" type="checkbox"/>	Navigation Keys <input checked="" type="checkbox"/>
BW Office IQ <input checked="" type="checkbox"/>	GDI Printing <input type="checkbox"/>	<b>Media Handling</b>	<b>Maintenance</b>
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 checked="" type="checkbox"/>
Professional IQ <input type="checkbox"/>	PostScript <input checked="" type="checkbox"/>	Max Weight from all Sources <input checked="" type="checkbox"/>	<b>Finishing</b>
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	2.5
Features	3.0
Image Quality	3.0
Printing	3.0
Copying	3.0
Scanning	3.0



3.0	Installation
3.0	Software
2.5	Build Quality
3.0	Ease of Use
3.5	Maintenance
2.0	Media Handling

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

Overall Score	34.5	Copier Score	25.5	Printer Score	28.5	Scanner Score	23.0	Usability Score	15.0
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# Wirth Consulting

## B2B Digital Imaging Product Evaluation

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"What You Should Know"

Make **Hewlett-Packard** Model **Color LaserJet CM1312nf** 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	\$69.99	Magenta Ink/Toner Yield (pages)	1,400	Maintenance Kit Price	
Black Ink/Toner Yield	2,200	Yellow Ink/Toner Price	\$71.99	Maintenance Kit Yield	
Cyan Ink/Toner Price	\$71.99	Yellow Ink/Toner Yield	1,400	Other Type	
Cyan Ink/Toner Yield	1,400	Multicolor Ink Price		Other Price	
Magenta Ink/Toner Price	\$71.99	Multicolor Ink Yield		Other Yield	
Black Consumables Cost per Page		<b>\$0.0318</b>		Color Consumables Cost per Page	
				<b>\$0.1861</b>	

### 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	\$0.198	\$0.352	50 pages	\$594.44	\$1,057.23	\$741.22
100 pages	\$0.115	\$0.269	100 pages	\$689.88	\$1,615.47	\$988.43
250 pages	\$0.065	\$0.219	250 pages	\$976.20	\$3,290.17	\$1,730.05
500 pages	\$0.048	\$0.203	500 pages	\$1,453.41	\$3,290.17	\$2,045.01
1,000 pages	\$0.040	\$0.194	1,000 pages	\$2,407.82	\$11,663.68	\$5,438.17
2,000 pages	\$0.036	\$0.190	2,000 pages	\$4,316.64	\$22,828.35	\$10,382.34
3,000 pages	\$0.035	\$0.189	3,000 pages	\$6,225.45	\$33,993.03	\$15,326.50
4,000 pages	\$0.034	\$0.188	4,000 pages	\$8,134.27	\$45,157.70	\$20,270.66
5,000 pages	\$0.033	\$0.188	5,000 pages	\$10,043.09	\$56,322.38	\$25,214.82

### Wirth Consulting Commentary

#### Strengths

- Photo memory cards slots (compatible with CompactFlash Type I and II, Memory Stick, Memory Stick PRO, Memory Stick Duo, Secure Digital, MultimediaCard, xD-Picture Card).
- 50-sheet automatic document feeder.
- Maximum power consumption is 295 watts, which is almost half that of systems in this class.
- Includes 6' Speed USB printer cable.
- Includes HP's Universal Print Driver for Windows for printing to all networked HP printers and MFPs.
- Compatible with HP Easy Printer Care printer management software for managing and monitoring approximately 15 HP printers and MFPs.
- 2.4" color graphical display (and hard keys for navigation).
- TWAIN and WIA scan drivers for pull scanning.
- All-in-one toner cartridge--no need to replace separate toner, drum and developer.

#### Limitations

- Relatively high color cost per page of 18.6 cents.
- Automatic duplex printing not available standard or as an option.
- Standard and maximum paper capacities more limited at 150 sheets.
- Automatic document feeder does not provide automatic two-sided scanning of originals.
- Standard and maximum paper capacity more limited at 150 sheets.
- No wireless networking option.

#### Notes

- Black High Yield Toner Kit contains two cartridges (\$139.99) that yield 2,200 pages each.

#### Best Use

Small- and home offices that require a fully functional, capable and manageable MFP but do not require duplex printing or scanning. Low media input capacity places a practical limit on print volumes.