

Wirth Consulting

B2B Digital Imaging Product Evaluation

Thursday, April 09, 2009 1:16:01 PM

WYSK

"What You Should Know"



Make	Hewlett-Packard	Model	Color LJ CM3530fs MFP
Functions	Print/Copy/Scan/Fax	Imaging Technology	Laser
Classification	Workgroup Color MFPs From \$2,000 To \$5,000		

HP launched the Color LaserJet CM3530fs MFP in November 2008, billing it as "its first fully featured desktop color LaserJet MFP." It is also the most compact (and lightest weight) system in this class of Workgroup Color MFPs From \$2,000 To \$5,000. HP's Web Jetadmin provides very capable network management, and there are also tools for limiting color printing in order to keep down color costs. Of note is the ability to print on heavier, making the system appropriate for some graphic-arts applications.



Specifications

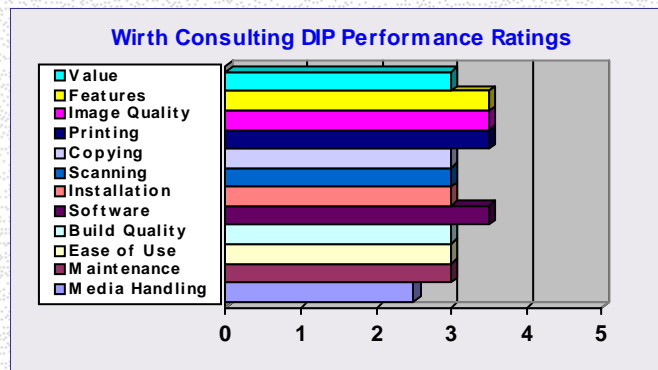
Monthly Duty Cycle	75,000	Max Media Width (inches)	8.5	215.9 mm	Price	\$2,999.00	€2,153.28
BW/Color Print Speed (PPM)	31/31	Max Media Length (inches)	14.0	355.6 mm	Duplex		
Max. Print Resolution (DPI)	1,200x600	Max Media Wt. (bond, lbs.)	58.0	195.8 gsm	Print		
Standard Memory (MB)	512.00	Height (inches)	22.0	558.8 mm	Network		
Std Media Capacity (sheets)	350	Width (inches)	21.0	533.4 mm	Scan		
Max Media Capacity (sheets)	850	Depth (inches)	20.0	508.0 mm	Doc Feeder		
Power Consumption (watts)		Weight (pounds)	105.0	47.6 kg	Full System	\$2,999.00	€2,153.28

Feature Checklist

Value Add	Print	Scan	Copy
USB Convenience Port <input checked="" type="checkbox"/>	Duplex Printing <input checked="" type="checkbox"/>	Color Scanning <input checked="" type="checkbox"/>	Duplex Document Feeder <input checked="" type="checkbox"/>
Scanner <input checked="" type="checkbox"/>	Network Printing <input checked="" type="checkbox"/>	Network Scanning <input checked="" type="checkbox"/>	Ease of Use
Walk-Up Fax <input checked="" type="checkbox"/>	Microsoft Windows <input checked="" type="checkbox"/>	Software	Graphic Display <input type="checkbox"/>
LAN Fax <input checked="" type="checkbox"/>	Apple Mac <input checked="" type="checkbox"/>	Desktop Software <input checked="" type="checkbox"/>	Touch Screen <input checked="" type="checkbox"/>
Image Quality	Linux <input checked="" type="checkbox"/>	Web Utilities <input checked="" type="checkbox"/>	Navigation Keys <input 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 Index Stock <input checked="" 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 type="checkbox"/>	Finishing
Photographic IQ <input type="checkbox"/>	Adobe PostScript <input type="checkbox"/>	Holds Full Ream of Media <input checked="" type="checkbox"/>	Finishing <input type="checkbox"/>

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

Value	3.0
Features	3.5
Image Quality	3.5
Printing	3.5
Copying	3.0
Scanning	3.0



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

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

Overall Score	37.5	Copier Score	27.5	Printer Score	31.5	Scanner Score	25.5	Usability Score	15.5
---------------	------	--------------	------	---------------	------	---------------	------	-----------------	------

Wirth Consulting

B2B Digital Imaging Product Evaluation

Thursday, April 09, 2009 1:16:01 PM

WYSK

"What You Should Know"

Make **Hewlett-Packard** Model **Color LJ CM3530fs MFP** Classification **Workgroup Color MFPs From \$2,000 To \$5,**

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

Black Ink/Toner Price	\$192.99	Magenta Ink/Toner Yield (pages)	7,000	Maintenance Kit Price	\$122.00
Black Ink/Toner Yield	10,500	Yellow Ink/Toner Price	\$264.99	Maintenance Kit Yield	150,000
Cyan Ink/Toner Price	\$264.99	Yellow Ink/Toner Yield	7,000	Other Type	
Cyan Ink/Toner Yield	7,000	Multicolor Ink Price		Other Price	
Magenta Ink/Toner Price	\$264.99	Multicolor Ink Yield		Other Yield	
Black Consumables Cost per Page		\$0.0184		Color Consumables Cost per Page	
				\$0.1336	

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	\$1.018	\$1.133	50 pages	\$3,051.70	\$3,397.28	\$3,135.22
100 pages	\$0.518	\$0.633	100 pages	\$3,104.40	\$3,795.56	\$3,301.44
250 pages	\$0.218	\$0.334	250 pages	\$3,262.50	\$4,990.41	\$3,800.08
500 pages	\$0.118	\$0.234	500 pages	\$3,526.00	\$6,981.81	\$4,631.16
1,000 pages	\$0.068	\$0.184	1,000 pages	\$4,053.00	\$10,964.63	\$6,293.31
2,000 pages	\$0.043	\$0.159	2,000 pages	\$5,107.00	\$18,930.26	\$9,617.60
3,000 pages	\$0.035	\$0.150	3,000 pages	\$6,307.40	\$27,042.29	\$13,086.84
4,000 pages	\$0.031	\$0.146	4,000 pages	\$7,410.20	\$35,056.71	\$16,459.45
5,000 pages	\$0.028	\$0.144	5,000 pages	\$8,513.00	\$43,071.14	\$19,832.06

Wirth Consulting Commentary

Strengths

- Standard scanning to e-mail and folders; optional Digital Sending Software 4.0 (\$3,199) for secondary scanning to e-mail, folder, workflow, printer, digital fax (send to LAN, Windows 2000, Internet) and for authentication.
- 515 MHz CPU; 512 MB memory expandable to 1 GB.
- Very capable Web Jetadmin network management.
- Optional JetDirect interfaces--IPv6 Gigabit Ethernet, IPv6/IPSec, Fast Ethernet, wireless.
- Limit color printing with Color Access Control.
- Print on up to 58 lb. bond (120 lb. index).
- Security SNMPv3, SSL/TLS (HTTPS), IPSec/Firewall; Port authentication (802.1x): wired (EAP-PEAP, EAP-TLS)

Limitations

- Relatively high color consumables' cost per page of 13 cents.
- No document finishing.

Best Use

Small/mid-size businesses and workgroups that require a B&W MFP with color capability that can produce good color image quality, and for customers that may wish to limit color printing use and cost. HP's Web Jetadmin makes the system highly manageable for enterprise use.