

# Wirth Consulting

## B2B Digital Imaging Product Evaluation

Monday, October 05, 2009 3:22:24 PM

# WYSK

"What You Should Know"

<b>Make</b>	Panasonic	<b>Model</b>	KX-MB3020
<b>Functions</b>	Print/Copy/Scan/Fax	<b>Imaging Technology</b>	Laser
<b>Classification</b>	B/W Duplex MFPs Under \$500		

**Well Worth Consideration!**

In its standard configuration, Panasonic's KX-MB3020 features a 50-sheet duplexing automatic document feeder, as well as a 10/100Base-TX Ethernet network interface and Super Group 3 walkup fax. The following capabilities will enable it to handle more demanding workloads: 50,000-page maximum monthly volume (well above that of most MFPs in this class), rated print speed of up to 35 ppm, and standard 521-sheet standard paper capacity expandable to 1,041 sheets.



## Specifications

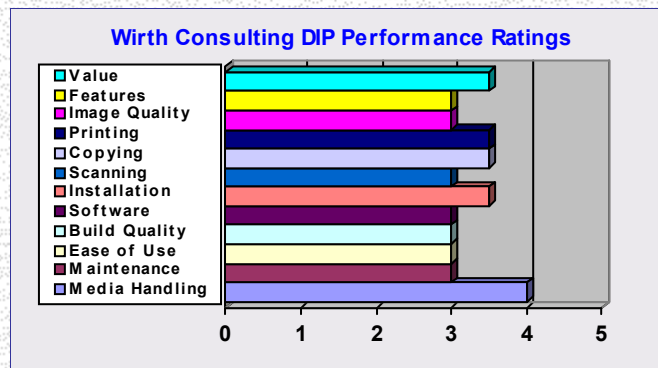
Monthly Duty Cycle	50,000	Max Media Width (inches)	8.5	215.90	mm	Price	\$499.00	€357.48
BW/Color Print Speed (PPM)	35	Max Media Length (inches)	14.0	355.60	mm	Duplex		
Max. Print Resolution (DPI)	2400x600	Max Media Wt. (bond, lbs.)			gsm	Print		
Standard Memory (MB)	64.00	Height (inches)	18.87	479.30	mm	Network		
Std Media Capacity (sheets)	521	Width (inches)	20.82	528.83	mm	Scan		
Max Media Capacity (sheets)	1,041	Depth (inches)	18.07	458.98	mm	Doc Feeder		
Power Consumption (watts)	600	Weight (pounds)	49.20	22.32	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 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"/>	<b>Ease of Use</b>
Walk-Up Fax <input checked="" type="checkbox"/>	Microsoft Windows <input checked="" type="checkbox"/>	<b>Software</b>	Graphic Display <input type="checkbox"/>
LAN Fax <input type="checkbox"/>	Apple Mac <input type="checkbox"/>	Desktop Software <input checked="" type="checkbox"/>	Touch Screen <input type="checkbox"/>
<b>Image Quality</b>	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 checked="" type="checkbox"/>	<b>Media Handling</b>	<b>Maintenance</b>
Color Office IQ <input type="checkbox"/>	PCL <input checked="" type="checkbox"/>	Feeds Index Stock <input type="checkbox"/>	All-in-One Toner Cartridge <input type="checkbox"/>
Professional IQ <input type="checkbox"/>	PostScript <input type="checkbox"/>	Max Weight from all Sources <input type="checkbox"/>	<b>Finishing</b>
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	<b>3.5</b>
Features	<b>3.0</b>
Image Quality	<b>3.0</b>
Printing	<b>3.5</b>
Copying	<b>3.5</b>
Scanning	<b>3.0</b>



<b>3.5</b>	Installation
<b>3.0</b>	Software
<b>3.0</b>	Build Quality
<b>3.0</b>	Ease of Use
<b>3.0</b>	Maintenance
<b>4.0</b>	Media Handling

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

<b>Overall Score</b>	<b>39.0</b>	<b>Copier Score</b>	<b>29.5</b>	<b>Printer Score</b>	<b>32.5</b>	<b>Scanner Score</b>	<b>25.0</b>	<b>Usability Score</b>	<b>15.5</b>
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Model **KX-MB3020**

Classification **B/W Duplex MFPs Under \$500**

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

Black Ink/Toner Price	\$82.79	Magenta Ink/Toner Yield (pages)		Maintenance Kit Price	
Black Ink/Toner Yield	5,000	Yellow Ink/Toner Price		Maintenance Kit Yield	
Cyan Ink/Toner Price		Yellow Ink/Toner Yield		Other Type	Drum
Cyan Ink/Toner Yield		Multicolor Ink Price		Other Price	\$162.00
Magenta Ink/Toner Price		Multicolor Ink Yield		Other Yield	15,000
Black Consumables Cost per Page		<b>\$0.0274</b>	Color Consumables Cost per Page		

## 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	<b>\$0.194</b>		50 pages	<b>\$581.07</b>		
100 pages	<b>\$0.111</b>		100 pages	<b>\$663.15</b>		
250 pages	<b>\$0.061</b>		250 pages	<b>\$909.37</b>		
500 pages	<b>\$0.044</b>		500 pages	<b>\$1,319.74</b>		
1,000 pages	<b>\$0.036</b>		1,000 pages	<b>\$2,140.48</b>		
2,000 pages	<b>\$0.032</b>		2,000 pages	<b>\$3,781.96</b>		
3,000 pages	<b>\$0.030</b>		3,000 pages	<b>\$5,423.44</b>		
4,000 pages	<b>\$0.029</b>		4,000 pages	<b>\$7,064.92</b>		
5,000 pages	<b>\$0.029</b>		5,000 pages	<b>\$8,706.40</b>		

## Wirth Consulting Commentary

### Strengths

- Duplexing automatic document feeder.
- Standard 521-sheet paper capacity may be expanded to a substantial 1,041 sheets with optional 520-sheet paper drawer (\$199.99).
- Read-Iris 7.0 OCR software (full version) for OCR, and Panasonic's Multi-Function Station Software for managing scanned documents.
- Super Group 3 walkup fax and PC fax.

### Limitations

Wirth Consulting has determined that this device does not have any notable limitations and should provide good functionality. However, it should be noted that the system supports only Microsoft Windows computer workstations, and not Apple Macintosh computers.

### Notes

### Best Use

For sharing on Microsoft Windows networks in small and mid-size offices, for network print, copy, scan and fax, and for more robust workloads.