

# Wirth Consulting

## B2B Digital Imaging Product Evaluation

Friday, September 04, 2009 12:20:39 PM

# WYSK

"What You Should Know"

<b>Make</b>	Ricoh	<b>Model</b>	Aficio SP C232SF
<b>Functions</b>	Print/Copy/Scan/Fax	<b>Imaging Technology</b>	Laser
<b>Classification</b>	Color MFPs From \$750 To \$1,000		

**Well Worth Consideration!**

The Aficio SP C232SF A4 MFP is very similar to the SP C222SF, except for a few minor differences (for instance, the two systems have different document-management software), and is compatible with Ricoh's SmartDeviceMonitor for Admin network management. At 21 ppm in both B/W and color, the Aficio SP 232SF is in the low end of Ricoh's Aficio digital-imaging device family, which ranges from low-volume MFPs and printers, to light-production systems rated at up to 75/70 ppm (color/B/W).



## Specifications

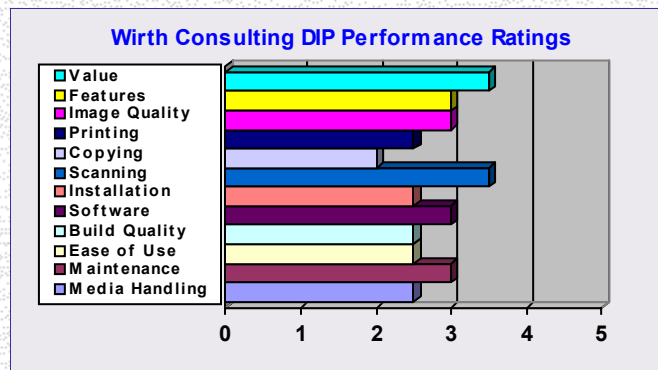
Monthly Duty Cycle	30,000	Max Media Width (inches)	8.5	215.90 mm	Price	\$799.00	€572.40
BW/Color Print Speed (PPM)	21/21	Max Media Length (inches)	14.0	355.60 mm	Duplex		
Max. Print Resolution (DPI)	2,400x600	Max Media Wt. (bond, lbs.)	40.0	135.00 gsm	Print		
Standard Memory (MB)	256.00	Height (inches)	18.74	476.00 mm	Network		
Std Media Capacity (sheets)	251	Width (inches)	16.54	420.12 mm	Scan		
Max Media Capacity (sheets)	751	Depth (inches)	19.41	493.01 mm	Doc Feeder		
Power Consumption (watts)	1,300	Weight (pounds)	66.14	30.00 kg	Full System	<b>\$799.00</b>	<b>€572.40</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 checked="" type="checkbox"/>	Desktop Software <input checked="" type="checkbox"/>	Touch Screen <input type="checkbox"/>
<b>Image Quality</b>	Linux <input 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 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 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>2.5</b>
Copying	<b>2.0</b>
Scanning	<b>3.5</b>



<b>2.5</b>	Installation
<b>3.0</b>	Software
<b>2.5</b>	Build Quality
<b>2.5</b>	Ease of Use
<b>3.0</b>	Maintenance
<b>2.5</b>	Media Handling

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

<b>Overall Score</b>	<b>33.5</b>	<b>Copier Score</b>	<b>24.5</b>	<b>Printer Score</b>	<b>28.0</b>	<b>Scanner Score</b>	<b>23.5</b>	<b>Usability Score</b>	<b>13.5</b>
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## B2B Digital Imaging Product Evaluation

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Make **Ricoh**

Model **Aficio SP C232SF**

Classification **Color MFPs From \$750 To \$1,000**

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

Black Ink/Toner Price	\$104.99	Magenta Ink/Toner Yield (pages)	6,000	Maintenance Kit Price	
Black Ink/Toner Yield	6,500	Yellow Ink/Toner Price	\$102.99	Maintenance Kit Yield	
Cyan Ink/Toner Price	\$102.99	Yellow Ink/Toner Yield	6,000	Other Type	Waste toner container
Cyan Ink/Toner Yield	6,000	Multicolor Ink Price		Other Price	\$22.99
Magenta Ink/Toner Price	\$102.99	Multicolor Ink Yield		Other Yield	25,000
Black Consumables Cost per Page		<b>\$0.0171</b>		Color Consumables Cost per Page	
				<b>\$0.0686</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	<b>\$0.283</b>	<b>\$0.335</b>	50 pages	<b>\$850.22</b>	<b>\$1,004.70</b>	<b>\$892.69</b>
100 pages	<b>\$0.150</b>	<b>\$0.202</b>	100 pages	<b>\$901.43</b>	<b>\$1,210.40</b>	<b>\$994.38</b>
250 pages	<b>\$0.070</b>	<b>\$0.122</b>	250 pages	<b>\$1,055.08</b>	<b>\$1,827.50</b>	<b>\$1,299.43</b>
500 pages	<b>\$0.044</b>	<b>\$0.095</b>	500 pages	<b>\$1,311.16</b>	<b>\$1,827.50</b>	<b>\$1,468.44</b>
1,000 pages	<b>\$0.030</b>	<b>\$0.082</b>	1,000 pages	<b>\$1,823.31</b>	<b>\$4,913.01</b>	<b>\$2,824.68</b>
2,000 pages	<b>\$0.024</b>	<b>\$0.075</b>	2,000 pages	<b>\$2,847.63</b>	<b>\$9,027.03</b>	<b>\$4,858.35</b>
3,000 pages	<b>\$0.022</b>	<b>\$0.073</b>	3,000 pages	<b>\$3,871.94</b>	<b>\$13,141.04</b>	<b>\$6,892.03</b>
4,000 pages	<b>\$0.020</b>	<b>\$0.072</b>	4,000 pages	<b>\$4,896.26</b>	<b>\$17,255.06</b>	<b>\$8,925.70</b>
5,000 pages	<b>\$0.020</b>	<b>\$0.071</b>	5,000 pages	<b>\$5,920.57</b>	<b>\$21,369.07</b>	<b>\$10,959.37</b>

### Wirth Consulting Commentary

#### Strengths

- Very low B/W and color consumables' cost per page of approximately 1.7 and 6.8 cents respectively, and low total cost of ownership (TCO).
- Scan-to-e-mail, FTP and folder; OCR software, TWAIN and WIA scan drivers.
- Web Image Monitor Utility and Presto!Page Manager for document management.
- @Remote and SmartDeviceMonitor for Admin network management.
- User restriction and locked-print features.
- PC Fax.
- ID Card Authentication Platform for restricting access.

#### Limitations

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

#### Notes

- Optional 802.11b wireless interface.
- Optional 250-sheet Paper Feed Unit.
- Pricing is for high-yield toner cartridges.
- Optional 256 MB memory upgrade.
- 400 MHz CPU.

#### Best Use

Home office, small offices and workgroups, as well as enterprises, that require a color MFP for print, copy, fax, small workgroup scanning and for B/W and color office printing. Low color consumables' cost per page of 6.8 cents makes it an economical choice for environments with a higher percentage of color applications.