

# Wirth Consulting

## B2B Digital Imaging Product Evaluation

Thursday, April 09, 2009 3:57:32 PM

# WYSK

"What You Should Know"



<b>Make</b>	Ricoh	<b>Model</b>	Aficio SP C811DN-DL
<b>Functions</b>	Print/Copy/Scan	<b>Imaging Technology</b>	Laser
<b>Classification</b> Color MFPs From \$5,000 And Up			

This "DL" version of the A3 Aficio SP C811DN features the highest standard capacity--3,200 sheets--among four configurations, as well as document-finishing options, and also has maximum standard memory (512 MB). Powered by an 866 MHz CPU, it features versatile media-handling capabilities, as it can print on banners sheets up to 49.6" long, and can print on up to 140 lb. index stock. These media-handling capabilities, as well as PANTONE color-matching, make it appropriate for both B&W and color office applications, as well as for color-proofing and graphic-arts applications.



### Specifications

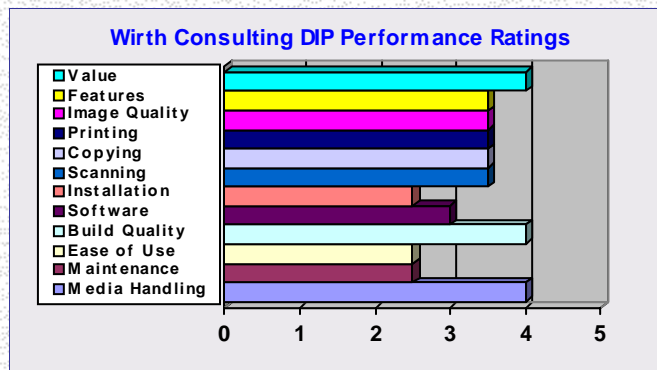
Monthly Duty Cycle		Max Media Width (inches)	12.0	304.8	mm	Price	\$5,349.00	€3,840.58
BW/Color Print Speed (PPM)	40/40	Max Media Length (inches)	49.6	1,259.8	mm	Duplex		
Max. Print Resolution (DPI)	9,600x600	Max Media Wt. (bond, lbs.)	68.0	229.5	gsm	Print		
Standard Memory (MB)	512.00	Height (inches)	25.0	635.0	mm	Network		
Std Media Capacity (sheets)	3,200	Width (inches)	26.0	660.4	mm	Scan	\$2,999.00	€2,153.28
Max Media Capacity (sheets)	3,200	Depth (inches)	26.0	660.4	mm	Doc Feeder		
Power Consumption (watts)	1,092W	Weight (pounds)	214.0	97.1	kg	Full System	<b>\$8,348.00</b>	<b>€5,993.86</b>

### Feature Checklist

<b>Value Add</b>	<b>Print</b>	<b>Scan</b>	<b>Copy</b>
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"/>	<b>Ease of Use</b>
Walk-Up Fax <input 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 Index Stock <input checked="" type="checkbox"/>	All-in-One Toner Cartridge <input type="checkbox"/>
Professional IQ <input checked="" 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 checked="" type="checkbox"/>	Holds Full Ream of Media <input checked="" type="checkbox"/>	Finishing <input checked="" type="checkbox"/>

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

Value	4.0
Features	3.5
Image Quality	3.5
Printing	3.5
Copying	3.5
Scanning	3.5



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

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

Overall Score	40.0	Copier Score	30.0	Printer Score	33.0	Scanner Score	26.5	Usability Score	14.5
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Model **Aficio SP C811DN-DL**

Classification **Color MFPs From \$5,000 And Up**

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

Black Ink/Toner Price	\$63.99	Magenta Ink/Toner Yield (pages)	15,000	Maintenance Kit Price	\$516.99
Black Ink/Toner Yield	20,000	Yellow Ink/Toner Price	\$183.99	Maintenance Kit Yield	280,000
Cyan Ink/Toner Price	\$179.99	Yellow Ink/Toner Yield	15,000	Other Type	Black and Color Drum
Cyan Ink/Toner Yield	15,000	Multicolor Ink Price		Other Price	\$643.99
Magenta Ink/Toner Price	\$183.99	Multicolor Ink Yield		Other Yield	80,000
Black Consumables Cost per Page		<b>\$0.0112</b>		Color Consumables Cost per Page	
				<b>\$0.0515</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	\$1.794	\$1.834	50 pages	\$5,377.21	\$5,497.88	\$5,363.26
100 pages	\$0.903	\$0.943	100 pages	\$5,405.42	\$5,646.76	\$5,431.01
250 pages	\$0.368	\$0.408	250 pages	\$5,490.04	\$6,093.41	\$5,634.25
500 pages	\$0.190	\$0.230	500 pages	\$5,631.09	\$6,837.81	\$5,973.00
1,000 pages	\$0.100	\$0.141	1,000 pages	\$5,913.18	\$8,326.63	\$6,650.48
2,000 pages	\$0.056	\$0.096	2,000 pages	\$6,477.36	\$11,304.25	\$8,005.46
3,000 pages	\$0.041	\$0.081	3,000 pages	\$7,041.54	\$14,281.88	\$9,360.43
4,000 pages	\$0.034	\$0.074	4,000 pages	\$7,605.72	\$17,259.50	\$10,715.41
5,000 pages	\$0.029	\$0.069	5,000 pages	\$8,723.81	\$20,791.05	\$12,618.76

### Wirth Consulting Commentary

#### Strengths

- Low B&W and color consumables' cost per page of 1.1 and 5 cents respectively, and low overall B&W and color Total Cost of Ownership.
- 866 MHz Intel Celeron CPU and 40-GB hard drive.
- Security includes hard-drive overwrite, SNMP v3 authentication, data encryption, authentication, etc.
- Two document-finishing options.
- Print on banner sheets up to 12"wide x 49.6" long via bypass tray; other paper sources accept up to 8.5"x11" or 11"x17".
- Adobe PS print driver (not an emulation).
- Print on up to 140 lb. index stock via bypass.
- Capable Smart Device for Admin network management.
- 10/100BASE-TX Ethernet network interface, optional Gigabit Ethernet and wireless.
- PANTONE color-matching.
- Optional IS300e Image Scanner (\$2,999) for scan to e-mail, folder, FTP, USB/Network, and to print.

#### Limitations

- No fax.
- No touch screen (graphic display and navigation keys instead).

#### Best Use

For B&W text printing and color printing in small/mid-size businesses and workgroups, as well as in enterprises, and where copy and scan is needed (but not fax), and for color-proofing and graphic-arts applications. It will suitable for customers who require a highly capable network management, and low cost per page for any application or environment.