

Competitive Face-off

Xerox® Phaser® 3300MFP vs. HP® LaserJet® M2727nf MFP



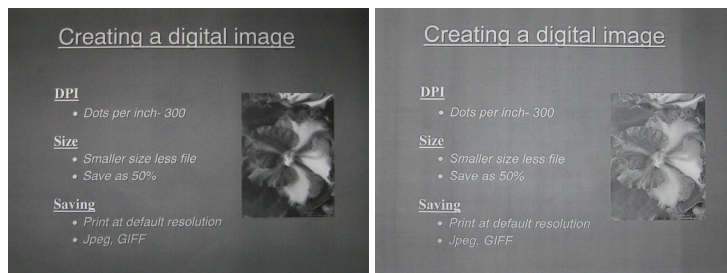
The Phaser 3300MFP advantages:

- Outstanding value
- Greater performance
- Superior ease-of-use
- Better scanning functionality
- The Xerox Total Satisfaction Guarantee

Features	Phaser 3300MFP	HP LaserJet M2727nf MFP
Outstanding value The Phaser 3300MFP offers more standard memory (96 MB vs. 64 MB), a USB port for direct USB printing/scanning, and a higher monthly duty cycle (25,000 pages vs. 15,000 pages).	Phaser 3300MFP/X: \$599*	LaserJet M2727nf: \$599*
Better scanning functionality Unlike the Xerox Phaser 3300MFP, the HP M2727nf MFP doesn't support scan-to-email from the control panel nor does it support scan to a USB memory drive. Furthermore, walk-up scanning of any kind cannot occur unless the HP scan utility has been installed and run from a client PC.	Address book accessible for walkup scan-to-email. Walk-up scanning is easy, just insert a USB drive or select scan to network, FTP, SMB, or application.	No support for walk-up scan-to-email. Walk-up scanning cannot occur unless a client PC has already gone through the arduous process of template creation.
Superior driver installation Users will be up and printing in 3 easy steps with the Xerox driver installer. By contrast, the HP driver installer takes 6 steps to complete and doesn't include the HP fax setup utility.	Driver installation: only 3 steps and 1:10 to install	Driver installation: 6 steps and more than 3 minutes to install.

Better print quality

As seen below, the Phaser 3300MFP device's default print quality mode produces crisp and smooth output as opposed to the banded output from the HP device.



Phaser 3300MFP output

HP M2727nf MFP output

Better real-world performance

Today's busy office needs a multifunction that can keep up, and the Phaser 3300MFP delivers — outperforming the HP device in real-world printing environments, even though the HP device has a faster processor.

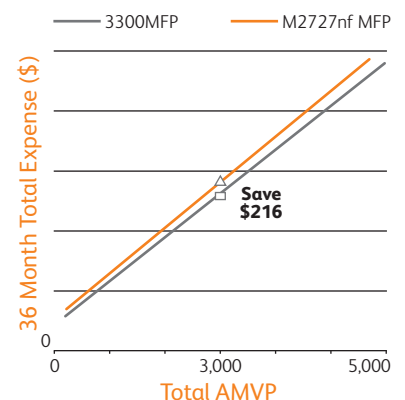
Product specifications	Phaser 3300MFP	HP LaserJet M2727nf MFP
Print speed (up to)	Up to 30 ppm	Up to 27 ppm
Memory (std / max)	96 MB / 320 MB	64 MB / 320 MB

Real-world performance**		Phaser 3300MFP	HP LaserJet M2727nf MFP
	24-page Acrobat PDF file	57 seconds	1:39
	15-document suite***	2:13	3:30
	8-page PowerPoint file	25 seconds	55 seconds

Better Total Cost of Ownership Story

As seen in the chart, Phaser 3300MFP owners save up to \$216 more than their HP M2727nf MFP counterparts based on an Average Monthly Print Volume (AMPV) of 3,000 pages over 3 years.

In addition to costing less to operate than the HP device, the Phaser 3300MFP is easier for customers to operate and brings real savings in terms of efficiency gains.



(Numbers are derived using manufacturers' published unit and consumable prices). Assumptions: Term of evaluation = 36 months; Average Monthly Print Volume = 3,000 pages; Toner coverage is 5%.

* All prices are U.S. ERP. Reseller prices may vary. ** Tested using industry standard PageSense performance measuring software. *** Standard business suite of 15 simple documents of various applications printed simplex.