

Xerox® Phaser® 6180MFP Series vs. Lexmark X544 Series Competitive Assessment



This document has been prepared from internal analysis as well as data prepared by Buyers Laboratory Inc. (BLI), the imaging industry's leading source of unbiased and reliable competitive intelligence. Data was collected in BLI's 10,000 square-foot lab in Hackensack, New Jersey and has been published in BLI's Lab Test Reports, Environmental Test Reports, and BLI Side-By-Side Comparison publications, among others.

Summary: Phaser 6180MFP advantages

Compared to the X544 Series, the Phaser 6180MFP has the following advantages:

Productivity

- Award-winning mobile print drivers
- Faster rated black engine speed
- Rated black scanning speed is twice as fast
- Higher maximum monthly duty cycle
- Faster tested black first-copy times
- Faster tested simplex copy speed in black mode
- Faster tested 1:2 duplex copy speed in black mode
- Faster tested simplex print speed in black mode
- Faster tested duplex print speed in black mode
- Faster tested first-print times (Word, PowerPoint and PDF files)
- Faster tested overall black print speed
- Higher tested overall color print efficiency rate
- Faster PCL job stream printing (black mode)
- Faster PCL job stream printing (color mode)
- 150-sheet bypass tray can be used as an additional paper source
- Higher maximum paper capacity
- Higher standard and maximum RAM
- Advanced copy features enhance ease of use

Cost Control

- Better administrative capabilities
- Lower color supplies cost per page
- Lower black toner cost per page
- Higher tested toner yield

Security and Environmental Considerations

- Port blocking and fax security functions
- Lower paper consumption
- Higher toner yield
- Lower energy consumption
- Xerox environmental awards

Comparing Image Quality

- Better printed text
- Better printed halftone pattern
- Higher tested printed halftone range
- Better copied halftone pattern
- Better copied photographic images
- Higher fax resolution

The Phaser 6180MFP's innovative print drivers were recognized with a BLI "Pick" award for "Outstanding Achievement," Fall 2008

The Phaser 6180MFP supports Xerox's Global Print Driver and the Mobile Express Print Driver, which received a BLI "Outstanding Achievement Award" in Fall 2008.

"In our lab trial using the Xerox Global and Mobile Print Drivers, we were able to print documents on non-Xerox devices, including copier-based and printer-based models, on our test network," said Tony Maceri, BLI's Senior Test Technician. This flexibility lets workers print anywhere in their office, even on non-Xerox printers and copiers, with a single interface, instead of having to keep numerous print drivers installed (which is time-consuming for IT workers as well as confusing to end users).

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Test conditions:

The devices were tested in BLI's Hackensack, New Jersey, laboratory, with daily conditions maintained between 68 and 78 degrees Fahrenheit and 35% to 65% RH. Letter-size 20-lb. bond paper is used for all testing. Electricity is automatically regulated to <1% variation at 115 VAC using a Powerstat voltage regulator.

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Productivity

Productivity analysis

Productivity is influenced by a variety of factors, ranging from the obvious (rated engine speed, rated scan speed) to the subtle (streamlined administrative procedures, for example, and overall ease of use). We will examine numerous factors that contribute to the overall productivity advantages of the Phaser 6180MFP in this section.

Ease of use is a critical factor in determining productivity. If users have to spend time figuring out how to use a function properly, they're not doing the jobs they're paid to do and their productivity suffers dramatically. The Phaser 6180MFP's advantages in ease of use include...

Advanced copy features enhance ease of use

Does the MFP offer...

	Phaser 6180MFP	X544 Series
Copy control codes?	Yes	No
Covers?	Yes	No
Poster mode?	Yes	No
ID card copy?	Yes	No

The Phaser 6180MFP's black engine speed is much faster than that of the X544, which is important considering that most offices print the majority of documents in black.

Rated black engine speed (in ppm)

Phaser 6180MFP	X544 Series
31	25

Rated black scanning speed is twice as fast

Rated black scanning speed (in ipm)

Phaser 6180MFP	X544 Series
20	10

Higher maximum monthly duty cycle handles even the busiest workloads with ease

Maximum monthly duty cycle (in impressions)

Phaser 6180MFP	X544 Series
60,000	55,000

The Phaser 6180MFP's 150-sheet bypass tray can be used effectively as an additional paper source. A bypass tray is only offered standard for one model of the X544 (the X544dtn).

Standard bypass capacity (in sheets)

Phaser 6180MFP	X544 Series
150	1

Higher maximum paper capacity

Maximum paper capacity (in sheets)

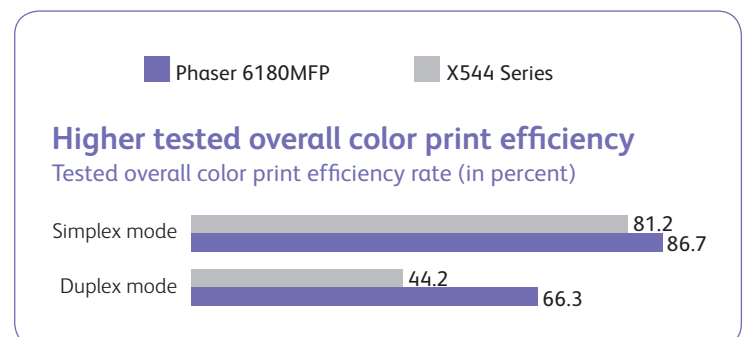
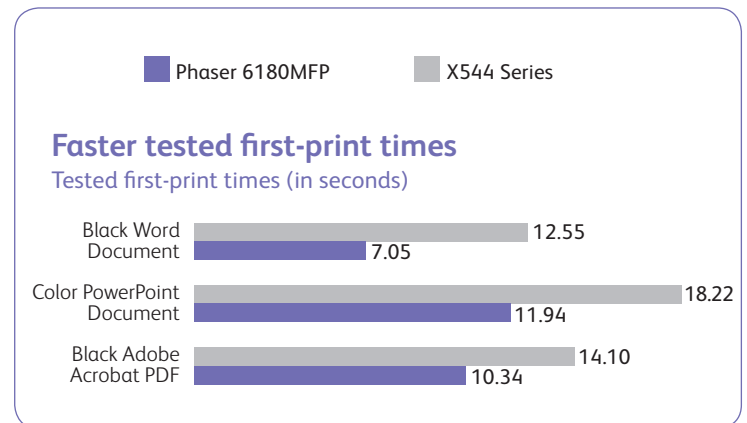
Phaser 6180MFP	X544 Series
950	900

Higher memory allows faster and more efficient processing of complex documents

Memory capacity (in MB)

	Phaser 6180MFP	X544 Series
Standard RAM	384	128
Maximum RAM	1,408	640

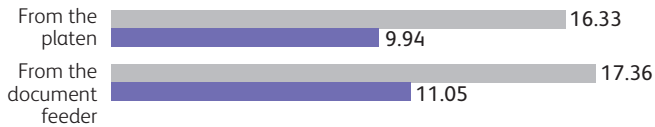
BLI productivity analysis



■ Phaser 6180MFP ■ X544 Series

Faster first-copy times

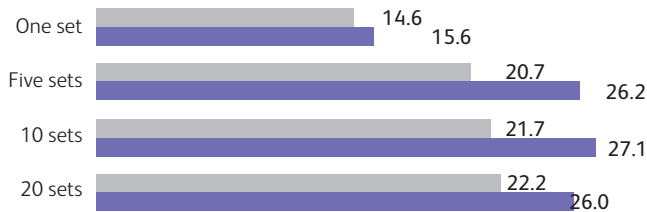
Tested first-copy times in black mode (in seconds)



■ Phaser 6180MFP ■ X544 Series

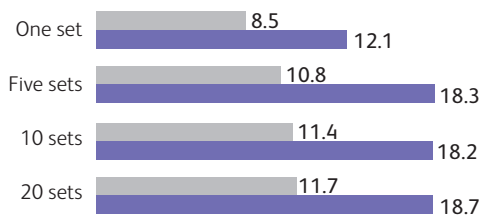
Faster simplex copy speed

Tested simplex copy speed in black mode (in CPM)



Faster 1:2 duplex copy speed

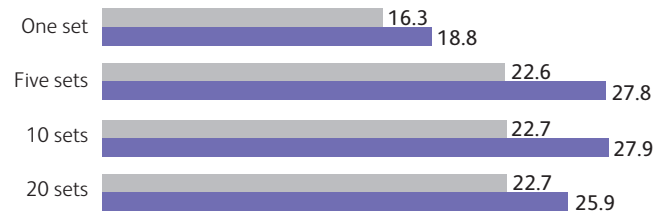
Tested in black mode (in CPM)



■ Phaser 6180MFP ■ X544 Series

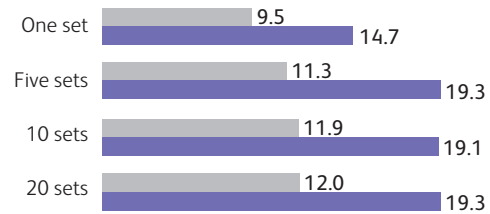
Faster simplex print speed

Tested simplex print speed in black mode (in PPM)



Faster duplex print speed

Tested duplex print speed in black mode (in PPM)



Faster tested overall print speed

Tested overall black print speeds including first page (in PPM)



* Print speed is tested using BLI's Monochrome Test Original with 6% page coverage. The test page is printed in a quantity equal to double the vendor's rated print speed for the device in each mode tested (e.g., if the vendor's rated print speed is 20 ppm, 40 pages are printed). The unit's print speeds were tested at the default mode using the PCL driver.

Faster job stream printing

Tested PCL job stream print speed (in PPM)



BLI's job stream includes Word documents, Outlook e-mail messages, Excel spreadsheets, PowerPoint, HTML and Acrobat PDF files, totaling 19 pages. All of the files are sent the printer simultaneously. This test simulates the type of traffic a typical device might experience in a real-world, multi-user environment.

Cost control

Reducing overlooked costs

Cost control is influenced by factors including actual toner and supplies cost as well as energy usage and – most often overlooked – the amount of time workers spend installing, tracking and maintaining the device on the network. In this section, we’ll examine the Phaser 6180MFP’s advantages over the X544 series in these key areas.

Advantages For a Company’s CTO

Comparing Xerox CentreWare Web with Lexmark MarkVision Professional

	CentreWare Web	MarkVision Professional
Discovery of locally connected devices?	Yes	No
Active Directory integration?	Yes	No
Standard report templates?	11	None
Automated consumables ordering?	Yes	No
Accounting capability?	Standard	Optional

According to BLI’s Lab Test Reports...

“CentreWare Web (CWW), the fleet management tool for the Phaser 6180MFP, can be downloaded for free from Xerox’s Web site. BLI has tested the utility and found it to be powerful and flexible.”



CentreWare Web Wizards provide a guide to using features and functions, stepping system administrators through common tasks and helping them use the software to its full potential.

BLI cost analysis: Lower supplies cost per page

Calculated color supplies cost per page (in cents)*

Phaser 6180MFP	X544 Series
11.289	11.689

* Yield was tested using the ISO/IEC 24712 five-page color toner-yield test original.

Calculated black toner cost per page (in cents)*

Phaser 6180MFP	X544 Series
2.089	2.208

* Data from BLI Lab Test Reports. Yield was tested using the ISO/IEC 24712 five-page color toner-yield test original.

BLI analysis: Higher tested toner yield

Tested toner yield (in impressions)*

	Phaser 6180MFP	X544 Series
Black	9,094	6,430
Cyan	6,427	4,351
Magenta	6,657	5,443
Yellow	6,112	4,795

* Yield was tested using the ISO/IEC 24712 five-page color toner-yield test original.

Security and environmental considerations

Safeguard against attacks

The Phaser 6180MFP leverages port blocking and fax security functions to ensure product safety.

Lower paper consumption can lead to less waste

Phaser 6180MFP	X544 Series
ID Card Copy capability saves paper by copying two sides of a document (like an insurance ID card) onto one sheet of paper.	No ID Card Copy capability.

Higher toner yield can lead to less waste

Rated toner yield (highest yield cartridge; in impressions)

	Phaser 6180MFP	X544 Series
Black	8,000	6,000
Color	6,000	4,000

Lower energy consumption can lead to lower cost, greener operation

Energy used in power-save mode (in watts)*

Phaser 6180MFP	X544 Series
17	22.9

* Data from manufacturer specifications

Xerox's Environmental Awards:

- Corporate Leader by US EPA
- Climate Protection Award
- FTSE4Good Index
- World's Most Ethical Companies List

Comparing image quality

The Phaser 6180MFP was rated higher than the X544 in BLI print quality categories including:

BLI Print Quality Ratings

	Phaser 6180MFP	X544 Series
Text	Excellent	Very Good
Halftone Pattern	Very Good	Good

Higher tested printed halftone range creates better patterns

Tested print halftone range

Phaser 6180MFP	X544 Series
1% to 100%	2% to 99%

The Phaser 6180MFP was rated higher than the X544 in BLI copy quality categories including:

BLI Copy Quality Ratings

	Phaser 6180MFP	X544 Series
Halftone Pattern	Very Good	Good
Color Photographic Images	Good	Fair

Higher fax resolution for better legibility

Fax resolution

Phaser 6180MFP	X544 Series
400 x 400 dpi	300 x 300 dpi

Key positioning strengths of the X544 Series and how to combat them with prospective customers

Uses less energy in Ready mode

What the Lexmark sales rep could say:

"The X544 Series uses only 46.2 watts when in Ready mode, while the Phaser 6180MFP uses about twice that – up to 90 watts."

How to respond:

"The Phaser 6180MFP uses much less energy than the X544 when in power-save mode (17 watts versus 22.9 watts for the X544), which is far more efficient overall considering how much time in a day a typical MFP is inactive."

Standard OCR capability

What the Lexmark rep could say:

"The X544 series includes standard OCR capability via Presto! PageManager. Users of the Phaser 6180MFP have to purchase Xerox's Scan to PC Desktop software, which costs more than the device itself at \$1,195 for the basic package – and \$4,399 for Scan to PC Desktop Professional."

How to respond:

"OCR scanning is a relatively specialized function that won't be missed by the majority of workgroups. When it is required, Xerox offers users a choice of two different options so businesses can get all the functionality they require, not just a bare-bones, 'one-size-fits-all' system that may not suit their workflow."

Specifications at a glance



	Xerox Phaser 6180MFP/D	Lexmark X544 Series
Black Engine Speed	31 ppm	25 ppm
Color Engine Speed	20 ppm	25 ppm
Street Price	\$949	\$999 (X544dtn configuration)
Max. Monthly Duty Cycle	60,000 impressions	55,000 impressions
Standard Paper Capacity	250 sheets	250 sheets/850 sheets (X544dtn configuration)
Bypass Capacity	150 sheets	1 sheet
Max. Paper Capacity	950 sheets	900 sheets
ADF Capacity	50 originals	50 originals
Standard RAM	384 MB	128 MB
Max. RAM	1,408 MB	640 MB
Fax Resolution	400 x 400 dpi	300 x 300 dpi
Max. Paper Weight	80-lb. cover/219 gsm	90-lb. index/199 gsm
Color Supplies Cost Per Page*	11.289 cents	11.689 cents
Rated Black Toner Yield (in impressions)	High-yield: 8,000/Standard: 3,000	Extra high-yield: 6,000/High-yield: 2,500/Standard: 1,000
Rated Color Toner Yield (in impressions)	High-yield: 6,000/Standard: 2,000	Extra high-yield: 4,000/High-yield: 2,000/Standard: 1,000

* As calculated by Buyers Laboratory Inc.



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