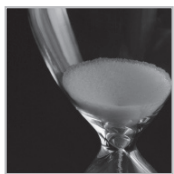
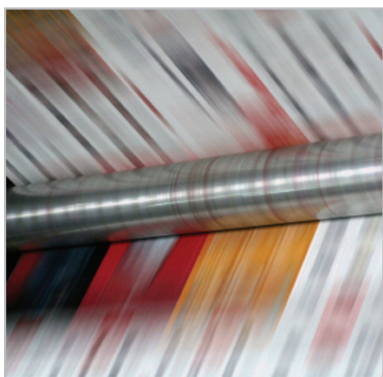


How Xerox Solid Ink is Meeting the Needs of IT Decision Makers



InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at www.infotrends.com.

Prepared for:



This white paper identifies key trends shaping IT purchase decisions in North America and Western Europe and explores how Xerox's Solid Ink printing technology addresses these concerns. Focusing on sustainability, information security, and cost savings, the document discusses how Xerox's latest A3 and A4 Solid Ink multifunctional devices address areas of greatest concern for print technology decision makers. Benefits of Solid Ink technology include claims of 90% less waste compared to similar laser technologies; a Hybrid Color payment plan, where color pages are billed at different rates depending upon the amount of color on the page; and security measures demanded by today's global companies. For businesses looking to reduce costs and minimize their impact on the environment without sacrificing security, InfoTrends recommends the consideration of Xerox Solid Ink technology for inclusion in the print environment.

What is Solid Ink?

Solid Ink is a proprietary printing technology, exclusive to a number of Xerox color printers and MFPs. Xerox's Solid Ink technology is a hybrid of liquid ink and toner-based technologies. Unlike liquid ink technology, Solid Ink printers use resin-based ink sticks—think of a giant crayon. During the imaging process, the ink is melted into a liquid form, jetted onto a transfer drum, and that drum is then pressed against the paper to transfer the image. The ink solidifies instantly on contact with the substrate (paper), preventing any smudging.

Sustainability, Security, and Cost Savings Lead IT Concerns

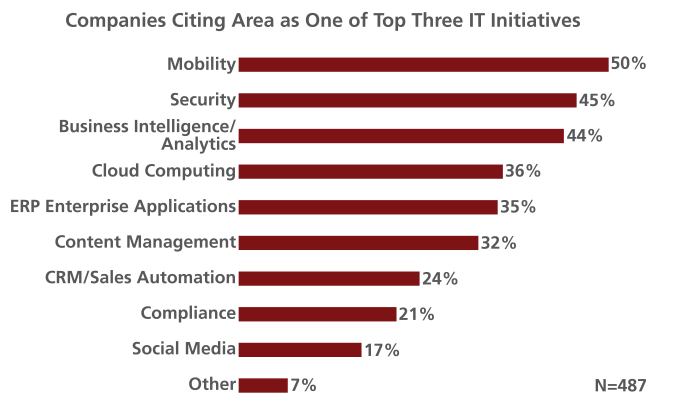
Recent InfoTrends research in North America has shown that sustainability, information security, and cost savings are major priorities for IT decision makers.

Sustainability

Sustainability has become such a critical trend that most IT decision makers now consider "green" behavior to be important to their operations.

Security

Security is also a top priority for IT, as shown in our Mobile Business Process Initiatives and Obstacles survey of U.S. businesses (2011).



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Cost Savings

Cost savings is another front-of-mind concern for managers involved with technology purchasing decisions, particularly in this post-recession economy.

Naturally, the priorities of sustainability, security, and cost savings are reflected in the types of technology products and services that IT departments evaluate and purchase. Here are a few ways Xerox Solid Ink devices, including the newest A4 ColorQube MFPs, address these key IT concerns:

How Xerox Solid Ink Addresses Key IT Concerns:

Sustainability

Cartridge-free, 90% less printing waste versus laser, no hardware fuser imaging units, packaging from post-consumer waste, and 100% recyclable

Security

Secure print release, password protected PDFs, user authentication, 256-bit hard drive encryption, image overwrite, and the IEEE 802.1x protocol

Cost Savings

Hybrid color payment plan, where color pages are billed at different rates depending on amount of color on page; only heavy color charged full rate

InfoTrends' Opinion

As companies strive to achieve their IT goals, it is important for them to consider the many ways in which these goals can be delivered. Xerox's latest generation of Solid Ink products, for instance, offer enhancements in security, efficiency, and sustainability—all identified as major IT priorities by IT decision makers in the U.S. and Western Europe. Given these priorities, it is a natural and logical progression to recommend the Xerox ColorQube technology for inclusion in the print environment.

Recommendations

- Align print infrastructure decisions to support the wider IT goals and objectives.
- If your IT goals include sustainability improvements, cost reductions, and security concerns, the benefits of Xerox Solid Ink technology are worthy of consideration.
- If you are looking to reduce your color printing costs, the benefits of Xerox's three tier color payment plan for Solid Ink technology are worthy of consideration.



ColorQube 8570/8870



ColorQube 8700/8900 with Two Additional Trays, High-Capacity Feeder, and Office Finisher



ColorQube 9301/9302/9303