

XEROX[®]

WorkCentre[®] 7228 / 7235 / 7245



Technology | Document Management | Consulting Services

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WorkCentre[®] 7228 / 7235 / 7245 Evaluator Guide



ABOUT THIS GUIDE

This guide will introduce you to the WorkCentre® 7228, WorkCentre® 7235 and WorkCentre® 7245 series of multifunction systems and aid you in your evaluation process.

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Product Overview

The Xerox WorkCentre® 7228/7235/7245 series of multifunction systems deliver amazing versatility and a powerful range of office features. The latest generation of colour-enabled multifunction systems is also designed to be easily deployed and integrated into your network environment, easily managed at the device or enterprise level, and to deliver the security to keep your data safe.

The WorkCentre 7227/7235/7245 series were built from the ground up to be multifunction systems. Three standard configurations offer you the performance choice that best meets your needs. These options include:

WorkCentre 7228 – copy and print up to 28 ppm black and white, 26 ppm colour

WorkCentre 7235 – copy and print up to 35 ppm black and white, 31 ppm colour

WorkCentre 7245 – copy and print up to 45 ppm black and white, 35 ppm colour

The WorkCentre 7228/7235/7245 series is modular and upgradeable allowing you to custom-fit the device to meet your needs today, and grow with your business in the future. Standard functionality includes all the traditional features you'd expect from an office copier with the option to add a wide assortment of advanced multifunction system features like network printing, network scanning, network fax, accounting and others.

Flexible media handling options build on the ability of the WorkCentre 7228/7235/7245 series to support your environment. Input options include a standard platen cover or up to 75-sheet Duplex Automatic Document Feeder. Media input includes a standard 520-sheet paper tray and 100-sheet bypass tray, with the option for a three-tray module (adding three additional 520-sheet adjustable trays – 2,180 sheets of total capacity) or a high capacity feeder (adding an additional 520-sheet adjustable tray, and two trays holding 2,000 sheets – 3,140 sheets of total capacity).

Paper output capabilities include the standard 400-sheet offsetting center catch tray (reduced to 200 sheets with a finisher option), and three optional finisher options:

Office Finisher – 1,000-sheet stacker, 50-sheet multi-position stapling

Advanced Office Finisher – 3,000-sheet stacker and 500-sheet top tray, 50-sheet multi-position stapling and hole punch

Professional Finisher – 1,500-sheet stacker and 500-sheet top tray, 50-sheet multi-position stapling and hole punch, saddle-stitch booklet maker, V-fold brochure maker

The benefits of the WorkCentre 7228/7235/7245 series won't just be felt by your users – your IT staff will like these products as well. These multifunction systems are easy to integrate into your network infrastructure, simple to setup and deploy, and offer robust tools for managing one or an entire fleet of systems. The integrated network controller in these multifunction systems is designed to optimise the productivity of your users and minimise the associated network traffic it produces.



SECTION 2

Evaluating Multifunction Systems

Evaluation Criteria

As the company that invented laser printing, Ethernet networking, and the first digital Multifunction System, Xerox has invested years of research and development in designing the most productive office devices in the industry. This experience has positioned Xerox as the recognised leader in office multifunction system design and performance. Based on our in-depth understanding of customer needs in the office, Xerox recommends the following criteria be considered in the evaluation process of a shared multifunction system:

Productivity

Can it keep up with the demands of a multiple user environment?

Deployment

How does the multifunction system ease the demands of the deployment process?

Ease of Use and Management

Are all the capabilities integrated and intuitive?

Reliability

Is it designed and build for demanding use and backed by a quality organisation?

Versatility

Can the multifunction system grow with changing demands?

Finishing

Can the multifunction system provide the distribution ready documents that you require?

Security

Is the multifunction system able to keep your confidential information safe?

Cost Control

Can you monitor and control your organisations cost of printing?

Multifunction systems often look the same from the outside. And from a quick look at specifications on speeds, feeds, and print resolution, you might incorrectly conclude that most multifunction systems are basically equal. This section of the Evaluator Guide will suggest ways you can thoroughly evaluate them, and show how the Xerox WorkCentre® 7228/7235/7245 series can best meet your needs.

Xerox: A History of Innovation



1959: The Xerox 914
1st Plain Paper Copier



1977: 9700 Production Printer
1st Xerographic Laser Printer (120 ppm)



1990: Docutech®
1st Digital Publishing System



1996: DocuColor®



2005: Industry's Broadest Portfolio

1973: Telecopier® 200
1st Laser Plain Paper Fax



1979: Ethernet
1st LAN



1995: Document Centre® Family



2006: The Innovation Continues



Now! WorkCentre 7245

Then

Now

SECTION 2

Evaluating Multifunction Systems

EVALUATE

PRODUCTIVITY

In addition to actual print engine speed, consider the things that effect overall throughput. Are the scanning and faxing features **powerful enough** for your busy workgroup? What is the **warm-up wait time**? Is the device sized for the **entire workgroup**? Does the system **minimise network traffic** created by the scan and print functions? Can you **monitor the device functions** from your desktop and at the device?

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HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES EXCEEDS THE PRODUCTIVITY REQUIREMENT

Overall Productivity

With up to 45 ppm black and white and 35 ppm colour output speeds, up to 45 ppm scanning speed, concurrent scanning and printing, and warm-up time of less than 45 seconds from low power – documents can be produced and processed quickly, with less time spent waiting for the system. All network-print enabled configurations come with the powerful Xerox controller, which features a 600 MHz PowerPC® processor and 768 MB of memory.

Copy Features

The powerful and easy-to-use front panel allows simple access to commonly used features such as one or two sided copying, collation and stapling, and more. Users can also gain access to programming features like sample set, mixed-size originals, annotation, book copy, and page numbering of copy output with flexibility in numbering and placement options. Fast first copy out times as fast as 4.8 seconds for black and white and 7.2 seconds for colour keep your employees from waiting for their output.

Optional Print Features

Powerful print features are accessed primarily through the bi-directional print driver – which allows users to easily build their jobs by selecting paper types, finishing options, security settings, and more in-depth features like page-level programming for jobs including covers, tabs/inserts, special coloured pages, and more. The print driver supports both PCL and Adobe® PostScript® printing with a consistent interface, and users can view job status, supplies and system settings, and troubleshooting information as well.



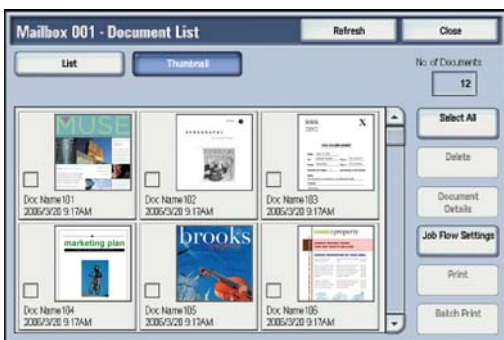
Evaluating Multifunction Systems

**ADVANTAGE
XEROX**
**HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES
EXCEEDS THE PRODUCTIVITY REQUIREMENT (cont'd)**

Optional Scan Features

Give your hard copy documents new life. Make the best use of both hard copy and digital files by using your WorkCentre 7228/7235/7245 to move, manage, manipulate, capture, repurpose and distribute your documents electronically. Scan in colour or black and white using the file format (PDF, JPEG, TIFF) and compression method (MRC, JBIG2) that works best for you with Xerox optional document distribution services. Scan options available with this series include:

- **Scan to Mailbox** – Scan documents to private or public mailboxes on the hard drive of the WorkCentre 7228/7235/7245 multifunction system for future reprint or to transfer back to your desktop. Images can be viewed with the optional Thumbnail Preview Accessory on the device.
- **Scan to Email** – Enter email address on front panel, download a Local Address Book, or connect via LDAP to your Global Address Book in Microsoft® Exchange or IBM® Lotus® Domino®; Network Authentication can be enabled to prevent unauthorised access, send files as TIFF, JPG, XPS, PDF, or password protected PDF.
- **Network Scanning** – Destination routing workflow templates are highly useful in offices with established, repetitive processes. These templates define the scanned document's format (XPS, PDF, TIFF, JPG) and distribution details (network location, email address, remote printer, document management system, desktop, etc).
- **Thumbnail Preview** – Preview images in the mailbox from the local user interface of the WorkCentre 7228/7235/7245 multifunction system.
- **FreeFlow™ Scan to PC Desktop®** – Sends scanned image directly to a PC desktop for fast, easy use with word processing or spreadsheet applications for editing, distribution and storage.
- **FreeFlow™ SMARTsend™** – Powerful routing tool for sending scanned images to multiple locations including network folders, email, PC desktop, remote printer and document management/workflow applications



Thumbnail Preview feature allows you to preview scanned images stored in mailboxes.



Evaluating Multifunction Systems



HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES EXCEEDS THE PRODUCTIVITY REQUIREMENT (cont'd)

Optional Fax Features

Optional fax functionality brings full featured, high performance faxing to your WorkCentre 7228/7235/7245 series. Transmission speeds as fast as two seconds per page, and support for two-sided fax up to A3. enable this system to meet all of your fax needs. A variety of fax options are at your disposal with the WorkCentre 7228/7235/7245 series, including:

- **PSTN Fax** – Single or new three line options using G3 33.6 Kbps, with JBIG compression.
- **Internet Fax** – Send faxes over the Internet and reduce/eliminate long distance dialing costs.
- **LAN Fax (fax from Print Driver)** – Increase productivity by allowing users to send faxes from their desks, eliminating the need to print the document to be faxed.
- **Fax Server Integration** – Allows consolidation of phone lines to reduce fax costs.
- **Fax Forwarding** – Allows all faxes received to be forwarded to another fax number, email address, or FTP or SMB location.

Automatic Features

Automatic features like auto image quality, auto registration, auto rotation, auto paper select, auto tray switching and auto job recovery ensure crisp and clear images and the fastest, best-in-class quality output every time.

Network Traffic

Files are sent over the network just once no matter how many sets are being printed – a job consisting of five sets of a 10-page document is sent over the network as 10 pages, minimising network traffic. Files are processed at the device, off the network, freeing up users' workstations and avoiding unnecessary network traffic.

Managing Jobs

There are no unknowns. Up-to-date information on every job; print, copy, scan, email, or fax, plus in-depth device information at your fingertips. Both at the device via the front panel, or from your desktop via the network, you can manage documents and jobs through an integrated job queue, display job progress and status, and manage jobs all with a few mouse clicks or button pushes.

Evaluating Multifunction Systems

EVALUATE**DEPLOYMENT**

Installing and deploying a fleet of multifunction systems throughout your organisation is a potentially time consuming and complicated process. This process is not limited to physically placing the units in your environment, it is about how these systems will integrate into your **existing network infrastructure**. You also need to consider the process required to **deploy printing and scanning services** to your users, and how automated that process can be.

**ADVANTAGE
XEROX****HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES
EXCEEDS THE DEPLOYMENT REQUIREMENT****Easy to Install**

When you choose Xerox, you can rest assured that your equipment will be delivered and installed to your specifications and expectations. All network enabled configurations include an embedded 10/100 BaseT Ethernet connection with innovative features like auto IP addressing, device naming and Ethernet speed sensing to provide a simple and automatic installation onto your networks. Management and system setup can be accomplished through a variety of means, including the easy and wizard-based process found within Xerox CentreWare® Web. Additionally, the WorkCentre 7228/7235/7245 series can integrate with third party management applications like Unicenter® TNG, Tivoli® NetView®, Microsoft® Management Console, and HP OpenView.

Easy to Deploy

Another critical area to evaluate is the process by which you can deploy drivers for the print and scan services to your user population. Print and scan drivers can be deployed centrally – keeping your IT staff from having to walk from desk to desk manually installing new drivers. In many cases, existing Xerox drivers on your network will be able to work with your new hardware, potentially saving the step of updating your users' driver software altogether. Again, wizards are provided within CentreWare Web to aid in the process of installing, troubleshooting, and upgrading your users' driver software, freeing up your IT staff for more pressing projects.

Evaluating Multifunction Systems

EVALUATE

EASE OF USE AND MANAGEMENT

Look for **fully integrated functions** that work together to create more value than the sum of their parts. Are the functions **easy to learn**? Is the user interface **consistent** from function to function? Do the network features give you **full access** to the power of your network? Does the device include **additional software** to take full advantage of your digital documents? Is the device easy for your IT organisation to **manage as part of its infrastructure**?

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HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES EXCEEDS THE EASE OF USE REQUIREMENT

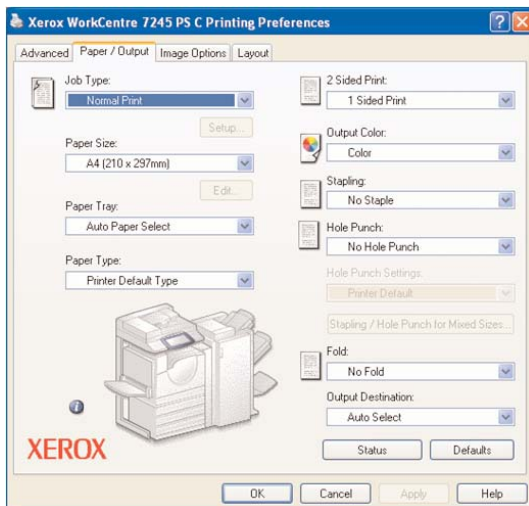
Consistent User Interface

It doesn't matter if the job is simple or complex, a new larger colour touch panel user interface with intuitive tab selections makes even advanced functions simple and convenient – and minimises the training required to get your users up and running. The UI is consistent across the Xerox multifunction system product line, enabling you to deploy a mix of Xerox products knowing users will be able to easily use each of them.



Bi-Directional Drivers

WorkCentre 7228/7235/7245 series include CentreWare print drivers with a clear, graphical user interface that provides an easy, intuitive way to interact with the printer. The driver provides immediate desktop access to all WorkCentre output functions. The driver also provides bi-directional information, indicating device status, job status, currently loaded paper sizes and types, and installed options – there is no need to consult separate software in order to obtain this information.



Similar to the Device User Interface, the Print Drivers also contain the commonly used features displayed graphically on the first page. These features include single or two sided printing, paper type and output. The print drivers have the same look and feel across the Xerox multifunction system portfolio – increasing user productivity and decreasing training time.

Accessible Advanced Features

Advanced functions such as poster mode, build job, watermarks, invert image, print-to-edge, N-Up, booklet layout, transparency interleaving, and covers are simple to access from the print driver and front panel. Easy to understand icons access the most commonly used functions such as selecting paper and document finishing. Plus with the “saved settings” feature, frequently used print job parameters can be stored for later reuse.

Evaluating Multifunction Systems

**ADVANTAGE
XEROX**
**HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES
EXCEEDS THE EASE OF MANAGEMENT REQUIREMENT**

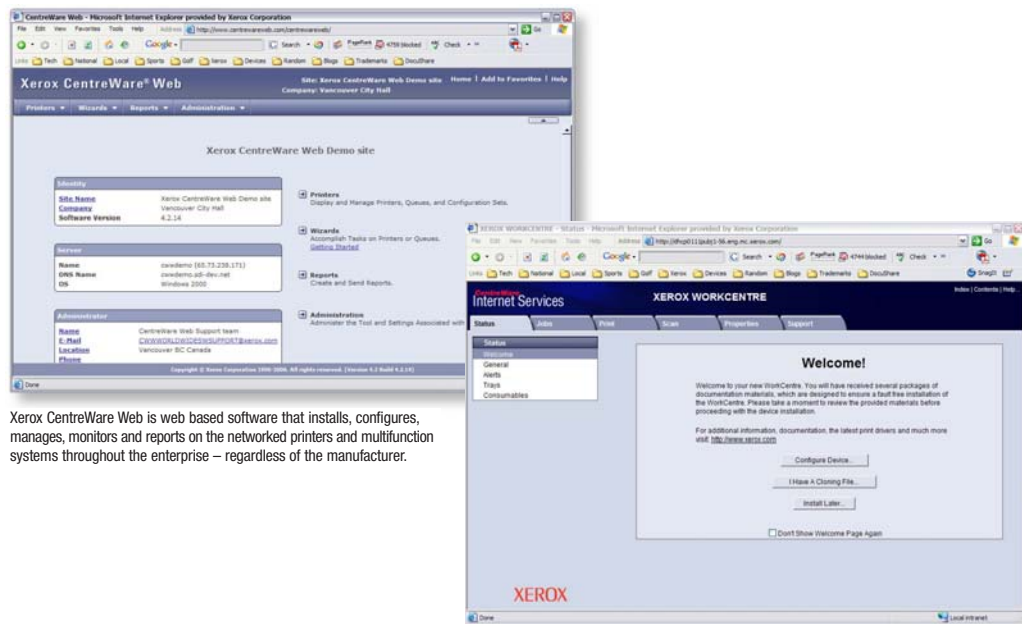
Network Printing

It couldn't be easier for the network administrator. The WorkCentre 7228/7235/7245 series integrates seamlessly into virtually any network environment, and network configuration is easy with CentreWare install wizards – eliminating the need for IT staff to travel device to device to reset parameters, connect users or manage job queues. On-board support Simple Network Management Protocol (SNMP) lets customers integrate with other network frameworks.

CentreWare System Management Software

Xerox CentreWare Web management software is a powerful enterprise management solution for I.T. CentreWare Web is optional free software that eases the chore of installing, configuring, managing, monitoring and pulling reports from the networked printers and multifunction systems throughout the enterprise – regardless of vendor. Xerox also addresses enterprise asset management through compatibility with network management tools for Sun, Novell, Microsoft and other environments.

The WorkCentre 7228/7235/7245 series also include CentreWare Internet Services, an embedded web browser that allows device management including detailed status checks and change settings without any special software tools.



Xerox CentreWare Web is web based software that installs, configures, manages, monitors and reports on the networked printers and multifunction systems throughout the enterprise – regardless of the manufacturer.

CentreWare Internet Services is a web server embedded in every WorkCentre product. You can submit and monitor print jobs and machine status from anywhere – from your intranet to the World Wide Web.

Xerox Office Services

Lastly, Xerox offers a set of services for managing document output and asset infrastructure in the office. These services deliver measurable business results by leveraging a powerful set of office technologies, business processes, methodologies, and software tools to reduce costs and improve productivity. These offerings are summarised in Section 3 of this guide.

SECTION 2

Evaluating Multifunction Systems

EVALUATE

RELIABILITY

Productivity relies on tools that do their job day-in and day-out. Consider how often you need to intervene with the machine to **replace paper or other consumables** or to **clear jams** or other problems. How **easy is that intervention** and **how long is the device down**? If outside assistance is required, how **easy is it to arrange** and how **long do you have to wait**? Is the device a **reliable network citizen**? Has it been **tested and certified** by independent industry participants?

ADVANTAGE XEROX

HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES EXCEEDS THE RELIABILITY REQUIREMENT

Day to Day Operation

Simple paper paths and a minimum of moving parts means there is very little that can go wrong. Any paper jams or misfeeds that do occur are all accessed from the front of the machine, making this an easy issue for users to resolve – and avoiding unnecessary calls to the IT Help Desk.

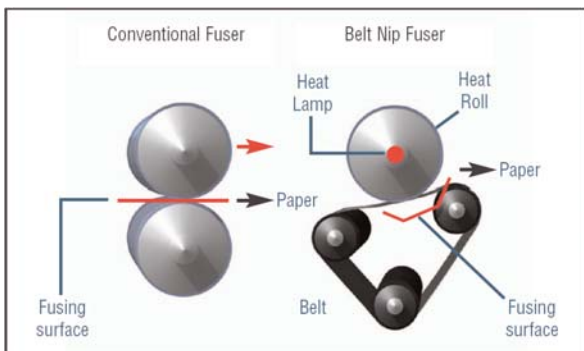
The WorkCentre 7228/7235/7245 series has been engineered to minimise user interventions and downtime. One clear example – SMart Kit™ technology is built into this series of multifunction systems to predict and prevent system downtime. The Xerox multifunction system constantly monitors itself and communicates to users and administrators through the local system UI, through the bi-directional print drivers, through email, through CentreWare Web and CentreWare IS to alert if a potential failure is going to occur. The user can simply order a SMart Kit, replace the SMart Kit as they would a laser print cartridge, and avoid costly downtime. Easy-access Smart Kits include:

- SMart Kit Waste Toner Container
- SMart Kit Fuser Module
- SMart Kit Print Drums

Smart eSolutions offers hands-free, hassle-free, and secure administration of automatic meter reads for Xerox devices – further easing the chore of managing supplies for the WorkCentre 7228/7235/7245 series.

Other advancements that contribute to the reliability of this multifunction system series include:

- The Micro Tandem Engine and Intermediate Belt Transfer enable faster, and more reliable colour printing and copying speeds in a very small footprint. Four developer assemblies process each colour individually and then transfer that image onto the intermediate image belt - registering it with the previous images and limited the number of paper passes required by the printing process.



- The short, straight paper path also allows the WorkCentre 7228/7235/7245 to reliably handle heavyweight paper – up to 220 gsm from all trays.

- The Belt Fuser has an extended contact area, which means toner adheres more completely for fast printing and a professional finish.

- Trickle Development, which adds fresh developer material as it's needed, assures that prints are consistent from the beginning of a job to the end.

Evaluating Multifunction Systems

**ADVANTAGE
XEROX****HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES
EXCEEDS THE RELIABILITY REQUIREMENT (cont'd)**

Service and Support

Building on the reliability that is engineered into the WorkCentre 7228/7235/7245 series, Xerox has trained and developed a sophisticated service-delivery network that is capable of helping you maintain your equipment, address issues that you may encounter with your equipment, and train you and your users on how to get the most out of your equipment.

Network Reliability

Network reliability is another area Xerox focuses on to deliver a consistent and positive customer experience – the WorkCentre 7228/7235/7245 has been subjected to a controlled, formal test based on the IEEE software testing standards. Compatibility testing uses a number of environmental conditions including server operating systems, client operating systems, network topologies, email servers and Web browsers. Xerox devices maintain standards through adherence to standard protocols (setup, authentication, secure print), consistency in physical standards (network cards, drivers, front end) and operations (copy, print, scan, fax, store) with rock solid security and data integrity.

Lastly, the WorkCentre 7228/7235/7245 series have been evaluated for functionality and quality by a number of independent entities and have been awarded the following certifications:

- Microsoft WHQL
- Industry standards compliance:
 - SNMP Version 1 and SNMP Version 2
 - CB Certified (IEC 60950-1:2001/EN 60950-1:2001)
 - Host Resources MIB RFC 2790
 - 73/23/EEC (Europe)
 - Printer MIB RFC 1759 v.2
 - 95/5/EEC (Europe)
 - 89/336/EEC (Europe)

Evaluating Multifunction Systems

EVALUATE

VERSATILITY

Does the system support the **range of media** your users require? Are **finishing features** available to help boost your office productivity? How easy is it to **upgrade** from basic functions to more advanced functions? Can **specific functions be added** as requirements grow? Are **solutions** available from **third parties** to deliver additional capabilities?

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HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES EXCEEDS THE VERSATILITY REQUIREMENT

Media Support

A wide range of paper sizes and weights are supported. Paper sizes up to A3 are supported in all trays, with SRA3. media supported through the bypass tray. All trays support media up to 220 gsm, with up to 300 gsm through the bypass tray. Auto duplex is supported up to 176 gsm. Save money by bringing outsourced work in-house with the media and finishing flexibility of the WorkCentre 7228/7235/7245 series.

Finishing Features

Whether you need collated output, 50-sheet multi-positioned stapled output, hole-punched documents, or fully finished saddle-stitched booklets, the WorkCentre 7228/7235/7245 series has finishing options to meet your needs.

- The Office Finisher offers a 1,000-sheet stacker, and 50-sheet multi-position stapling.
- The Advanced Office Finisher includes a 3,000-sheet stacker, 500-sheet top tray, and 50-sheet multi-position stapling and hole-punching capabilities with separate output trays.
- The Professional Finisher features a 1,500-sheet stacker and 500-sheet top tray, with 50-sheet multi-position stapling, hole punching, a saddle-stitch booklet maker and V-fold brochure maker.

With these finishing options, you can create training brochures, newsletters, manuals and other professional looking documents on demand and in colour or black and white.

Upgradeability/Extensibility

Upgrade as your needs change and you need more powerful document distribution capabilities such as network scanning, email or additional faxing or network accounting capabilities. You can also add finishing options to extend the functionality of your multifunction system.

An optional Foreign Device Interface Kit controls device offers access and accounting via magnetic card readers, coin devices, and third-party accounting solutions.

Xerox Alliance Partner Solutions

Xerox alliance partners offer a wide range of server and client – based software solutions that extend the value of Xerox products by providing advanced solutions for document distribution and management, access and usage control, job tracking/reporting, and output fleet management.

With these finishing options, you can create training brochures, newsletter, manuals and other professional looking documents on demand in colour and black and white.

Finishing Options on WorkCentre 7228/7235/7245



Evaluating Multifunction Systems

EVALUATE**SECURITY CAPABILITIES**

What type of security requirements does your office require? Does the device have the **security features** to meet this demand? Can the device access be **protected by a password**? Does the device **remove latent images** on disk drives and in memory? Does the multifunction system vendor participate in third-party testing and certification?

**ADVANTAGE
XEROX****HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES
EXCEEDS THE SECURITY CAPABILITIES REQUIREMENT****Security Features**

Xerox is committed to the security of its products, and is taking a unique approach to security within the document industry. Xerox believes security should be built in as a core component of the multifunction system system and its controller.

Standard security features delivered in the WorkCentre 7228/7235/7245 series include:

- **Analogue Fax and Network Isolation** – Controller architecture isolates the fax telephone line and the network connection to foil in-coming attacks.
- **Secure Print** – Unlimited Secure Print holds jobs at the device until the owner releases them with the PIN code.
- **Encrypted Email** – Emails sent from the device to the SMTP server are encrypted with digital keys.
- **Authentication**
 - **System Administrator Authentication** – The WorkCentre 7228/7235/7245 support IP Filtering, limited access by IP address or a range of IP restrictions on Web pages. This allows access to administrative Web pages to be restricted to authorised IP addresses. Device Access Password Protection further restricts access to device setup screens and remote network settings.
 - **Network Authentication** – Restricts access to scan, email and fax features by validating network user names and passwords.
 - **Copy Auditron** – Restricts access to the device for copy functionality.

Evaluating Multifunction Systems

**ADVANTAGE
XEROX****HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES EXCEEDS THE
SECURITY CAPABILITIES REQUIREMENT (cont'd)**

Advanced Security Features

Optional, advanced security features available for the WorkCentre 7228/7235/7245 series include:

- **Disk Image Overwrite** – This feature electronically erases data that has been processed to the hard disk in print, copy, scan, Internet and server fax modes. This feature uses a 3-Pass algorithm specified in the US Department of Defense Directive 5200.28-M.
- **Print Channel Encryption** – Delivering secure communication via SSL/TLS.
- **Password Protected PDF** – A user can select Password Protected PDF from Scan to Email enabling only the recipient that has the password to open the file.
- **Secure Data Protocols** – The WorkCentre 7228/7235/7245 series supports HTTPS, enabling the CentreWare Internet Service to be set up using Industry Standard security Secure Sockets layer technology.
- **Secure Watermark** – When enabled on the device, all copies are printed with a digital watermark. If a user attempts to re-copy an image with the digital watermark on any WorkCentre 7228/7235/7245, the device will not allow it. When re-copied on other devices, the watermark in the background will be enhanced not allowing for a clean reproduction.
- **Audit Logging** – A new feature that captures job activity and exports the log via HTTPS at the request of an authorised user or administrator.
- **Encrypted Hard Disk** – Data stored on a hard disk is protected using 128-bit encryption.

Evaluating Multifunction Systems

EVALUATE

COST CONTROL

One of the most important things to consider when evaluating a device with **colour capabilities** is to understand how you can **control colour usage**. Does the device charge a premium for black and white printing? Can the device **automatically check for black and white and colour pages**?

ADVANTAGE
XEROX

HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES EXCEEDS THE COST CONTROL REQUIREMENT

Black and white system costs, with built-in colour

All WorkCentre 7228/7235/7245 series devices separate colour and black and white page counts to allow for separate billing of these pages. Further, with a Xerox maintenance and supplies contract – page costs are fixed, meaning the per-click charge doesn't change depending on how much toner is used. Similarly, page-size doesn't effect your per page cost – A3 and A4 size pages carry the same cost.

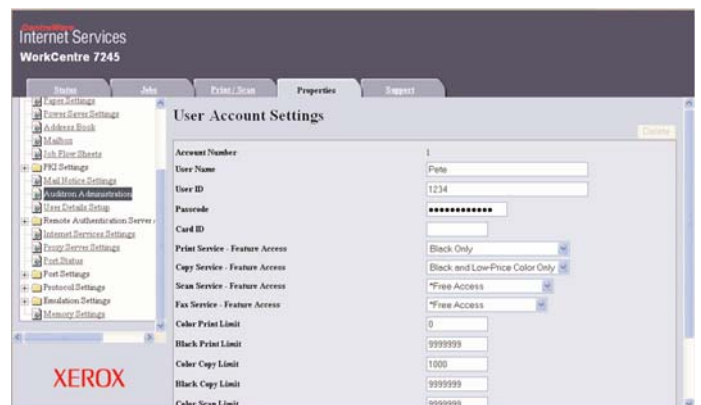
Accounting for Colour

Two features have been specifically developed to ensure colour and black and white copies and prints are accurately accounted for, and that access to walk-up colour copying features can be managed.

- **Automatic Colour Copy** – the device detects black and white and colour pages separately in the original source document and prints and charges for them at their different rates. In addition, you can select “Black and White Only” to copy colour documents in black and white. These output settings can be assigned as the copy default for the device to limit colour usage and manage costs.
- **Automatic Colour Print** – the device detects black and white pages within a print job even with the output selection set to Colour. The black and white printed pages are then printed and charged at the black and white rate.

The Xerox WorkCentre 7228/7235/7245 also enables several tools to allow for the following capabilities:

- **Device Auditron** – Can restrict and track copy, print, fax and scan usage.
- **Xerox Standard Accounting** – Restricts and tracks copy, print, fax and scan usage. XSA can also generate reports from the web showing print, copy, scan and fax events with time stamps.
- **Xerox Page Accountant** – Sets colour quotes for copy and print across your enterprise.
- **3rd Party Enablement for Accounting** – Additional accounting solutions for specific industries and vertical applications are available from Xerox Alliance Partners including Equitrac Corporation, Pharos Systems, Control Systems Inc., and others.



SECTION 2

Evaluating Multifunction Systems

ADVANTAGE XEROX

HOW XEROX WORKCENTRE® 7228/7235/7245 SERIES EXCEEDS THE COST CONTROL REQUIREMENT (cont'd)

Assessing your Environment

Xerox can help you decrease your overall document costs by optimising and right-sizing your technology deployment. Three levels of assessment tools and services are available to help you deploy the right mix of equipment to best serve the needs of your environment:



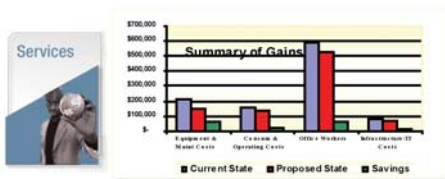
LEVEL 1: Xerox Office Efficiency Calculator

A five minute, Web-based “instant analysis” offers suggestions on your technology needs using information you enter on your environment and key, known industry metrics.

XOPA Metrics	Current state	Proposed state	Consulting/Professional level baseline industry average	Benchmark
Employees per element	3.42	3.08	2.88	10 - 20
Device utilization	3.02%	4.81%	3.82%	5% - 7%
Direct cost per page	\$ 0.081	\$ 0.056	\$ 0.073	\$ 0.050 - \$ 0.070
Pages per employee (monthly)	1,670	1,678	1,362	
Monthly costs per employee				
Direct cost per employee	\$ 132	\$ 119	\$ 82	
Infrastructure cost per employee	\$ 34	\$ 30	\$ 25	
Productivity cost per employee	\$ 242	\$ 217	\$	
Total direct and indirect cost per employee	\$ 408	\$ 366	\$	
Annual costs per employee				
Direct cost per employee	\$ 1,629	\$ 1,424	\$ 979	
Infrastructure cost per employee	\$ 427	\$ 365	\$ 305	
Productivity cost per employee	\$ 2,910	\$ 2,603	\$	
Total direct and indirect cost per employee	\$ 5,146	\$ 4,396	\$	

LEVEL 2: Xerox Office Productivity Advisor (XOPA)

More in-depth Web-based tool assesses your specific document environment. XOPA results suggest better ways to manage page volume between printing, copying and faxing – delivering end user satisfaction and cost efficiency. XOPA is a free service performed by your local Xerox sales representative.



LEVEL 3: Xerox Office Document Assessment (ODA)

An analytical model that measures and analyses your current document production infrastructure, the ODA provides in-depth improvement plans for significant cost savings and increased efficiency. The ODA is a six-sigma fee-based tool and consultative service oriented more at enterprise level organisations.

SECTION 3

Configurations, Service & Support, Additional Information Sources

Configuration Summary



CONFIGURATIONS		WorkCentre® 7228	WorkCentre® 7235	WorkCentre® 7245
Speed		Up to 28 black and white / 26 ppm colour	Up to 35 black and white / 31 ppm colour	Up to 45 black and white / 35 ppm colour
Duty Cycle		Up to 135,000 images / month depending on model		
Paper Handling		Bypass Tray: 100-sheets; Size: 105 x 148 mm to SRA3 Tray 1: 520-sheets; Size: 139.7 x 182 mm to A3 Up to 75-sheet Duplex Automatic Document Feeder Three Tray Option (Total 2,180 sheets): Adds three 520-sheet Paper Trays; Size: 139.7 x 182 mm to A3 High Capacity Feeder (Total 3,140 sheets): Adds one 520-sheet Paper Tray; Size: 139.7 x 182 mm to A3, one 800-sheet Tray and one 1,200-sheet Tray; Size: A4		
Paper Input	Standard	400-sheet Offsetting Center Catch Tray (200 sheets with any Finisher option)		
	Optional	Office Finisher: 1,000-sheet stacker, 50-sheet multi-position stapling Advanced Office Finisher: 3,000-sheet stacker and 500-sheet top tray, 50-sheet multi-position stapling and hole punch Professional Finisher: 1,500-sheet stacker and 500-sheet top tray, 50-sheet multi-position stapling and hole punch, saddle-stitch booklet maker, V-fold brochure maker		
Security		Fax Security, Secure Print, Image Overwrite Security, Secure Watermark, Scan to Email, password protected PDF, and Encrypted Disk Drive		
Accounting		Internal Auditor – Xerox Standard Accounting – Copy, Print, Fax, Scan; Optional Job Based Accounting (3rd Party)		
Copy		768 MB plus 40 GB hard drive		
Pre-Collation Memory		768 MB plus 40 GB hard drive		
First Page Out Time		As fast as 5.7 seconds black and white / 7.5 seconds colour		4.8 seconds black and white / 7.2 seconds colour
Copy Resolution		600 x 600 dpi		
Copy Features		Automatic two-sided, colour touch screen interface, electronic pre-collation, automatic tray selection; build job, negative/mirror image, automatic booklet creation, multi-up, auto RE, mixed-size originals, auto registration, covers insertion, sample set, bound copying, store and recall job programming, annotation, auto colour selection, area designation, poster mode, watermark		
Print		600 MHz / Adobe® PostScript® 3™, PCL 5c and PCL 6 emulations		
Processor / PDL		600 MHz / Adobe® PostScript® 3™, PCL 5c and PCL 6 emulations		
Connectivity		10/100 BaseT Ethernet, 10Base2, 10Base5 (via adapter), USB (optional), Wireless Ethernet 802.11b (via third-party adapters)		
Print Resolution		600 x 600 x 8 dpi, 1200 x 1200 dpi		
Print Features		Secure print, delay print, sample set, booklet creation, cover selection, paper selection by attribute, multi-up, watermark, annotation, banner sheets, poster, fit to new paper size, transparency interleave, output tray selection, store and recall driver settings, colour balance and controls		
Fax		Walk-Up Fax (one-line and three-line options), Network Server Fax, Internet Fax, Fax from Print Driver		
Fax Features		Fax Forward to Email, Mailbox, Duplex Send and Receive, print on fax up to 11 x 17 / A3, Fax Build Job, Fax Bound Originals		
Scan		Scan-to-Email, Scan to PC Desktop, Scan to Mailbox, Scan to FTP, Thumbnail Preview, Various Xerox Business Partner Solutions, SMARTsend		
Scan Features		PDF, High Compression PDF, JPEG, TIFF, Multi-page TIFF, Mixed Size Originals, Scan Build Job, Auto Colour		
Other Options		Foreign Device Interface, Media Card Reader		

SECTION 3

Configurations, Service & Support, Additional Information Sources

Specifications

DIMENSIONS AND WEIGHT	<i>width</i>	<i>depth</i>	<i>height</i>	<i>weight</i>
<i>Fully Configured</i>	1,346 mm	635 mm	1,115 mm	257 kg

ELECTRICAL REQUIREMENTS

220–240 V Nominal, 50/60 Hz, 10A

POWER CONSUMPTION/ENVIRONMENTAL FACTORS

Running < 1012 watts

Standby < 200 watts

Low-Power Mode < 80 watts

Sleep Mode < 10 watts

Warm Up 45 seconds (maximum)

Low-Power Recovery 30 seconds (maximum)

SUPPLIES	<i>Description</i>	<i>Order Number</i>	
<i>Toner Cartridges</i>	Black	006R01280	
	Cyan	006R01281	
	Magenta	006R01282	
	Yellow	006R01283	
<i>Staple Refills</i>	For Office Finisher	8R12915	
	For Advanced Finisher	8R12941	Used on Advanced and Professional Finisher plus Convenience Stapler 3 refills at 5,000 each
	For Professional Finisher	8R12925	Used on Professional Finisher (Booklet Function) 4 refills at 5,000 each
<i>Staple Cartridges</i>	For Advanced and Professional Finishers	8R12964	Used on Advanced and Professional Finisher plus Convenience Stapler (1 cartridge for repair)

Configurations, Service & Support, Additional Information Sources

Support and Information sources

Unrivaled service and support

Behind every Xerox product is a large network of customer support that's unrivaled in the industry and available when you need it. Xerox service professionals use leading-edge technologies to keep you up and running. They're even linked to the engineers who designed your product, so you can be confident when you choose Xerox. And genuine Xerox supplies are always easily available.

Xerox Office Services Support

Asset Management Services

- **Asset Optimisation and Tracking** – Process and tools to optimise an enterprise's office output infrastructure and reduce hard costs.
- **Break-Fix Management** – Single point of ownership and management for break-fix service for all brands of office output devices
- **Supplies Management** – Process and tools to procure, monitor and replenish all document related supplies proactively.

Imaging and Output Management Services

- **Output Management** – Single point of management of office output from all output devices – regardless of manufacturer
- **Image Capture and Workflow** – Cost efficient solutions for capturing, managing, retrieving and distributing information into digital repositories.

Support Services

- **Technology Procurement and Deployment** – A creative and flexible end-to-end print/computer product acquisition solution using a single point of contact model, while lowering the total cost of acquisition.
- **Help Desk Services** – A broad range of enterprise services managed through a centralised single point of contact and delivered through an on-site or off-site model.
- **End User Services** – Microsoft software implementation, IT project consulting, and customer education.

Configurations, Service & Support, Additional Information Sources

Support and Information sources

Additional Information Sources

The Front Panel

The Front Panel offers tools and information pages to help with machine set-up, feature selections, solve operational problems, media feed and supply issues.

The Customer Documentation contains:

- Read Me First
- Interaction User Guide CD
- Quick Use Guide
- Quick Network Set-Up Guide
- System Administrator Guide CD

On the Web

Visit www.xerox.com/office for:

- Product, supplies, and support information
- Downloading drivers
- On-line documentation

Visit www.xerox.com/office/support for:

- Support and service information including the same troubleshooting knowledge base used by Xerox Customer
- Support staff to provide the latest technical information on:
 - Application issues
 - Errors
 - Print-quality issues
 - Troubleshooting



Questions? Comments? Problems?

If you have any questions,
please contact your Xerox
sales representative or
visit us on the web at
www.xerox.com/office

