



HP PageWide Enterprise Color MFP 780 series

Modern business demands forward-thinking technology—it’s why HP engineered the next generation of HP PageWide Enterprise to deliver a competitive edge from every angle: lowest colour cost,¹ maximum uptime, and the industry’s strongest security.²



Key benefits

The HP PageWide Enterprise Color MFP 780 series wins against the competition³ with breakthrough low-cost colour,¹ faster printing, the world’s most secure printing,² and best in-class energy efficiency.⁴

- Get the quality you expect for a game-changing value—HP PageWide Technology delivers the lowest cost per colour page.¹
- Print up to 160% faster than the listed competitors—as fast as 65 pages per minute (ppm) for both colour and black-and-white.^{5,6}
- Automatically monitor threats, detect intrusions, and validate operating software with security offered only by HP.²
- Help keep energy costs down with the most efficient MFP in its class.⁴

HP security vs. the competition³



HP PageWide Enterprise Color MFP 780 series



Canon iR Advance C3500i series



Konica Minolta bizhub C250 series



Kyocera Taskalfa 2552ci/3252ci series



Fuji Xerox DocuCentre-VI C2271 series

Device	HP PageWide Enterprise Color MFP 780 series	Canon iR Advance C3500i series	Konica Minolta bizhub C250 series	Kyocera Taskalfa 2552ci/3252ci series	Fuji Xerox DocuCentre-VI C2271 series
Device					
Secure boot with self-healing BIOS	✓	⊘	< ⁷	⊘	⊘
Firmware code integrity	✓	⊘	⊘	⊘	⊘
Runtime intrusion detection	✓	⊘	⊘	⊘	⊘
Trusted platform module (TPM)	+	✓	⊘	⊘	⊘
Data					
Hard disk drive (HDD) encryption	✓	✓	⊘	+	+
FIPS 140	✓	✓	⊘	+	✓
Secure storage erase	✓	✓	⊘	+	+
Documents					
IPPS printing	✓	✓	✓	✓	✓
Encrypted PDF scanning	✓	✓	✓	✓	✓
Encrypted PIN printing	✓	✓	✓	✓	✓

Legend

- ✓ Solution/feature available directly from vendor; hardware feature comes with device at purchase
- ⊕ Solution/feature is optional or requires third-party purchase
- < Solution/feature lacks functionality
- ⊘ Solution/feature is not available/present

HP performance vs. the competition³



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Cost per colour page ⁸	Lowest cost per colour page, enabling affordable colour and more colour use	Higher cost per colour page	Higher cost per colour page	Higher cost per colour page	INA
Mono/colour	\$0.0076/\$0.0400	\$0.0100/\$0.0745	\$0.0152/\$0.0805	\$0.0096/\$0.0678	INA
Control panel	<p>Increase productivity with an easier to use control panel</p> <p>20.3-cm colour touchscreen with a tablet-like interface:</p> <ul style="list-style-type: none"> ✓ New HP FutureSmart 4 capabilities ✓ Unique, fleetwide user interface upgradeability ✓ Consistent interface across the portfolio ✓ Consistent end-user experience across colour and mono enterprise devices 	<p>Larger control panel, but falls short on ease of use and consistency</p> <p>25.6-cm colour touchscreen with WVGA LCD display:</p> <ul style="list-style-type: none"> ✗ Limited fleetwide user interface upgradeability ✗ Limited interface consistency across the portfolio 	<p>Larger control panel, but falls short on ease of use and consistency</p> <p>22.8-cm colour touchscreen control panel:</p> <ul style="list-style-type: none"> ✗ Limited fleetwide user interface upgradeability ✗ Limited interface consistency across the portfolio 	<p>Larger control panel, but falls short on ease of use and consistency</p> <p>22.8-cm colour touchscreen with a tablet-like interface:</p> <ul style="list-style-type: none"> ✗ Limited fleetwide user interface upgradeability ✗ Limited interface consistency across the portfolio 	<p>Larger control panel, but falls short on ease of use and consistency</p> <p>22.8-cm colour touchscreen with keypad</p> <ul style="list-style-type: none"> ✗ Limited fleetwide user interface upgradeability ✗ Limited interface consistency across the portfolio
Replacement part comparison	Fewest parts in the lineup, which means reduced downtime, lower costs	More than 5x as many parts with Canon	3x as many parts with Konica Minolta	More than 3x as many parts with Kyocera	INA
Number of replaceable parts beyond ink/toner for 600,000 pages (40% colour) ⁹	8	41	24	26	INA
Energy consumption	Best-in-class energy efficiency ⁴	346% higher TEC than HP	566% higher TEC than HP	386% higher TEC than HP	173% higher TEC than HP
Normalised TEC (watt hours per page) ¹⁰	0.15	0.67	1.00	0.73	0.41
Scan speed	Among the leaders with fast scan speeds	Slower simplex and duplex scan speeds	Slower simplex and duplex scan speeds	Among the leaders with fast scan speeds	Slower simplex and duplex scan speeds
Simplex/duplex scan speeds (mono and colour)	90/180 ipm¹¹	80/160 ipm	80/160 ipm	100/180 ipm	80/154 ipm
Print speed	Fastest simplex print speed in the lineup	Slower simplex print speed	Slower simplex print speed	Slower simplex print speed	Slower simplex print speed
Simplex print speed (mono and colour)	65 ppm^{5,6}	25 ppm	25 ppm	25 ppm	25 ppm
Top competitors	HP PageWide Enterprise Color MFP 780dn/dns	Canon iR Advance C3525i	Konica Minolta bizhub C258	Kyocera Taskalfa 2552ci	Fuji Xerox DocuCentre-VI C2271

Competitive intelligence—
Product compare tool

This tool is available to compare HP products to the competition and the other way around. You can also create a custom match-set. Both methods allow you to export to Excel or PDF.

For internal use only:
<http://pct.mdwwwweb.boi.rd.hpincorp.net/>

Regional sales drivers

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¹ Lowest cost per colour page claim applies to devices that are not sold under contract: Comparison of HP PageWide A3 devices with the majority of in-class colour ink/laser MFPs (\$3,000-\$7,499), and colour ink/laser single function printers (\$1,500-\$2,999) as of January/February 2017; market share as reported by IDC as of Q4 2016. Cost per page (CPP) reported by Gap Intelligence Pricing and Promotions Report January/February 2017, comparisons for devices/supplies not sold under contract are based on published specifications of the manufacturers' highest-capacity cartridges, inclusive of long-life consumables and page yield. Average HP yield based on ISO/IEC 24711 and continuous printing in default mode. Actual yield varies based on content of printed pages and other factors. For more information, see hp.com/go/learnaboutesupplies and hp.com/go/PageWideClaims.

² Based on HP review of 2017 published security features of competitive in-class printers. Only HP offers a combination of security features that can monitor to detect and automatically stop an attack then self-validate software integrity in a reboot. For a list of printers, visit hp.com/go/PrintersThatProtect. For more information, visit hp.com/go/printersecurityclaims.

³ Based on the manufacturers' published product specifications and/or HP internal testing as of August 2017, unless otherwise specified.

⁴ Energy claim based on TEC data reported on energystar.gov as of March 2017. Data normalised to determine energy efficiency of in-class A3 colour laser printers (\$1,500-\$2,999) and MFPs (\$3,000-\$7,499) as of February 2017, excluding other HP PageWide products. Subject to device settings. Actual results may vary.

⁵ Measured using ISO/IEC 24734, excludes first set of test documents. For more information see hp.com/go/printerclaims. Exact speed varies depending on the system configuration, software application, driver, and document complexity.

⁶ 45 ppm Professional mode; 65 ppm General Office mode.

⁷ No self-healing BIOS.

⁸ Average Private Sector CPC as reported by Gap Intelligence 2017.

⁹ Excludes rollers; based on the manufacturers' published product specifications and/or HP internal analysis as of August 2017.

¹⁰ Normalised TEC represents the approximate amount of energy used to print one page; TEC from Gap Intelligence Database and/or ENERGY STAR® Database, August 2017.

¹¹ Scan speeds measured from ADF. Actual processing speeds may vary depending on scan resolution, network conditions, computer performance, and application software.

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