

Competitive tool

HP innovation delivers significant advantages over Xerox



HP LaserJet Enterprise MFP M725 series vs. Xerox WorkCentre 5335



HP LaserJet Enterprise MFP M725 series

Up to 40 ppm, letter²



Xerox WorkCentre 5335

Up to 35 ppm, letter¹

Ramp up your business efficiency with the impressive performance, workflow advantages, and comprehensive manageability the HP LaserJet Enterprise MFP M725 series offers over Xerox's WorkCentre 5335.¹

Boost office productivity and keep business moving

Why spend time waiting? Save time with HP's blazing-fast black-and-white printing speeds of up to 40 pages per minute (ppm)² – 14% faster than the Xerox device. HP's 800 MHz processor allows for quick processing of complex documents, compared to 667 MHz for the Xerox device.¹

Use HP Quick Sets to launch one-touch workflows from the MFP's 20.3 cm (8-inch) colour touchscreen. Easily send scanned files to a fax,³ folder, email, or USB – and with optional cloud-based HP Flow CM Professional,⁴ users can securely capture, store, search, retrieve, and share information from virtually anywhere. Get just the results you need, using robust touchscreen controls to preview, edit, and reorder images at the device prior to saving or sending scans. The Xerox's smaller display has a separate keypad, and doesn't offer image preview at all.¹

The Xerox device is 84% heavier than HP's base model (M725dn),¹ which is small enough to fit on your desktop but has the flexibility to expand to a maximum input capacity of 4,600 pages.⁵ Xerox's base model is a copier only – for print, scan, and fax functionality you must buy a higher model.¹

Does the vendor offer...¹

	HP	Xerox
Fast print jobs with an 800 MHz processor?	✓	⊗
A robust 200,000-page duty cycle?	✓	⊗
Support for media sizes up to 312 by 469.9 mm and the ability to print to within 2 mm of the paper's edge?	✓	⊗
An 8-inch colour touchscreen that makes it easy to launch workflows, and image preview to edit and reorder scanned images at the device?	✓	⊗
Standard PostScript printing language support?	✓	⊗
An all-in-one toner system for easy management of consumables?	✓	⊗
A light and affordable desktop model with full A3 print, copy, and scan functionality?	✓	⊗

Rely on outstanding management and easy extensibility

135%

more power consumed over one year by the Xerox WorkCentre 5335 than by the HP LaserJet Enterprise MFP M725 series⁶

Trim energy costs with HP

HP's advanced, fast-heating Instant-on fuser consumes significantly less power⁶ than Xerox's fuser. The HP device's Auto-On/Auto-Off modes help save energy by making sure your device is on when you need it and off when you don't.⁷

Whether planning on business growth or adding another device to the fleet, HP has you covered. HP Web Jetadmin is the most comprehensive fleet management tool among tested competitors⁸ and was recently awarded Buyers Laboratory Inc.'s highest rating of 5 stars and the Summer 2012 BLI Pick Award.^{9,10} It outperforms Xerox's CentreWare Web in several key areas (see below).⁸ Xerox's tool can be described as single-device management software adapted to handle a whole fleet, one device at a time.⁸

Does the vendor's management solution... ⁸	HP	Xerox
See the printer on the network?	✓	✓
Discover devices directly connected to PCs?	✓	✓
Report usage information by user or group?	✓	⊗
Forecast consumable replacement schedule?	✓	⊗
Configure unlike devices?	✓	⊗
Update multiple devices at once with a firmware repository?	✓	⊗
Control colour access by application?	✓	⊗

The HP device is also supported by the HP Universal Print Driver,¹¹ which can help slash costs associated with driver certification, management, and support tasks with features Xerox's driver doesn't offer.¹ It's simple to integrate third-party solutions, such as card and badge readers, using the HP LaserJet Enterprise MFP M725's hardware integration pocket. The Xerox WorkCentre 5335 does not offer this capability.¹

Protect your investment and provide consistency for end users with HP FutureSmart. HP's new firmware technology supports new imaging and printing features and capabilities that are continually developed even after a device is released. This means you can easily upgrade the HP LaserJet Enterprise MFP M725 to get new features, such as workflow and security enhancements, without having to purchase new hardware. HP FutureSmart technology helps your HP device remain state-of-the-art long into the future.

Print from virtually anywhere

HP's ePrint feature – which allows you to print from a smartphone, notebook, or other mobile device¹² – is superior to Xerox mobile print options.¹³ HP ePrint provides free features unavailable to Xerox users, including over 30,000 worldwide Public Print Locations,¹⁴ Apple® AirPrint™,¹⁵ Google Cloud Print™, and more. Only HP offers free mobile solutions for virtually any environment, with apps for Apple, Android, Symbian, and Blackberry devices, as well as a mobile Windows® driver. In addition to apps for printing, you can get iOS apps for supplies management and remote panel control.

HP web-connected printers – such as the HP LaserJet Enterprise MFP M725 series – can print directly from these solutions without the need for a subscription and additional software or agent computers, as required by Xerox mobile print solutions.¹³

Does the vendor's mobile print solution offer... ¹³	HP	Xerox
A free solution for printing from any Internet- or email-capable device, including your mobile phone, directly to the MFP without the need to pass through a PC? ¹²	✓	⊗
Public print locations located worldwide for secure printing on the go? ¹⁴	✓	⊗
A printer control app to control printer settings?	✓	⊗
Windows (including Windows 8) and Mac print drivers?	✓	⊗
Native support for Apple AirPrint and Google Cloud Print?	✓	⊗

Do more with a single app

HP's ePrint app can be used for the ePrint Enterprise solution, public print locations, remote print, and local Wi-Fi printing.

Printing at home, in the office, or on-the-go is now seamless and intuitive from just a single app. No other app compares!¹³

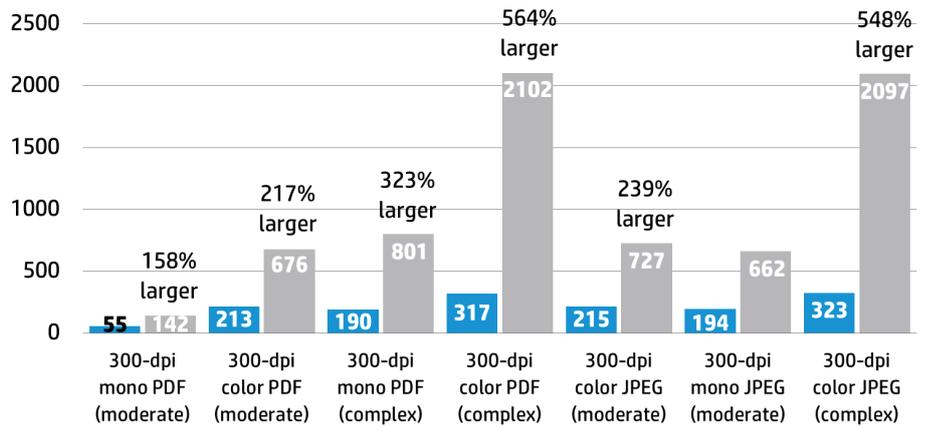
Conserve file size

Save digital storage space with efficient file creation. When scanning to PDF or JPG, the HP LaserJet Enterprise MFP M725 series creates significantly smaller files than the Xerox WorkCentre 5335.¹⁶

564%

Scan file sizes were up to 564% larger using the Xerox WorkCentre 5335 than when scanning with the HP LaserJet Enterprise MFP M725 series.¹⁶

Scan size per file (in kilobytes)¹⁶



■ HP LaserJet Enterprise MFP M725 ■ Xerox WorkCentre 5335

Notes

- ¹ Information gathered from Gap Intelligence or manufacturers' published product specifications in March 2013.
- ² 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.
- ³ Fax capabilities are standard on the M725f, M725z, and M725z+ models; available with an optional fax card on the M725dn model.
- ⁴ HP Flow CM Professional is available in US only and through select HP partners.
- ⁵ Maximum paper capacity of 4,600 sheets requires the purchase of optional paper tray accessories.
- ⁶ Results are based on internal HP testing using the U.S. Environmental Protection Agency ENERGY STAR® program's Typical Electricity Consumption (TEC) method in April 2013. Test data was extended to one year. Testing was on a single unit of each product. Individual product configuration will affect power consumption. Actual cost and energy usage may vary.
- ⁷ HP Auto-On and Auto-Off Technology capabilities are subject to printer and settings.
- ⁸ Based on manufacturers' published product specifications and internal HP analysis of leading printer manufacturers' network device management solutions as of April 2013.
- ⁹ See buyerslab.com. Subscription required for award details.
- ¹⁰ HP Web Jetadmin is free and can be downloaded at hp.com/go/webjetadmin.
- ¹¹ The HP Universal Print Driver is free and can be downloaded at hp.com/go/upd.
- ¹² Requires an Internet connection to HP web-enabled printer and HP ePrint account registration (for a list of eligible printers, supported documents and image types, and other HP ePrint details, see hpconnected.com). Mobile devices require Internet connection and email capability. May require wireless access point. Separately purchased data plans or usage fees may apply. Print times and connection speeds may vary. Some HP LaserJet printers may require firmware upgrades.
- ¹³ Based on the manufacturers' published product specifications in April 2013. For more information about all HP ePrint solutions, see hpconnected.com.
- ¹⁴ Usage of HP ePrint service app at HP ePrint Public Print Locations requires Internet- and email-capable BlackBerry® smartphone OS 4.5 or newer, iPhone® 3G or newer, iPad® and iPod Touch® (2nd gen) devices running iOS 4.2 or later, or Android® devices running version 2.1, 2.2, and 2.3, with separately purchased wireless Internet service, and the HP ePrint service app. Availability and cost of printing varies by location. Solution works with PCL5/6, PCL3, and PCL3GUI printers (HP and non-HP).
- ¹⁵ Supports OS X® Lion, OS X® Mountain Lion and the following devices running iOS 4.2 or later: iPad® (all models), iPhone® (3GS or later) and iPod touch® (3rd generation or later). Works with HP's AirPrint-enabled printers and requires the printer be connected to the same network as your OS X or iOS device. Wireless performance is dependent upon physical environment and distance from the access point.
- ¹⁶ Based on internal HP testing in April 2013.

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