

THE INKJET REVOLUTION:

WIDEN YOUR OPTIONS WITH
MODERN INKJET TECHNOLOGY

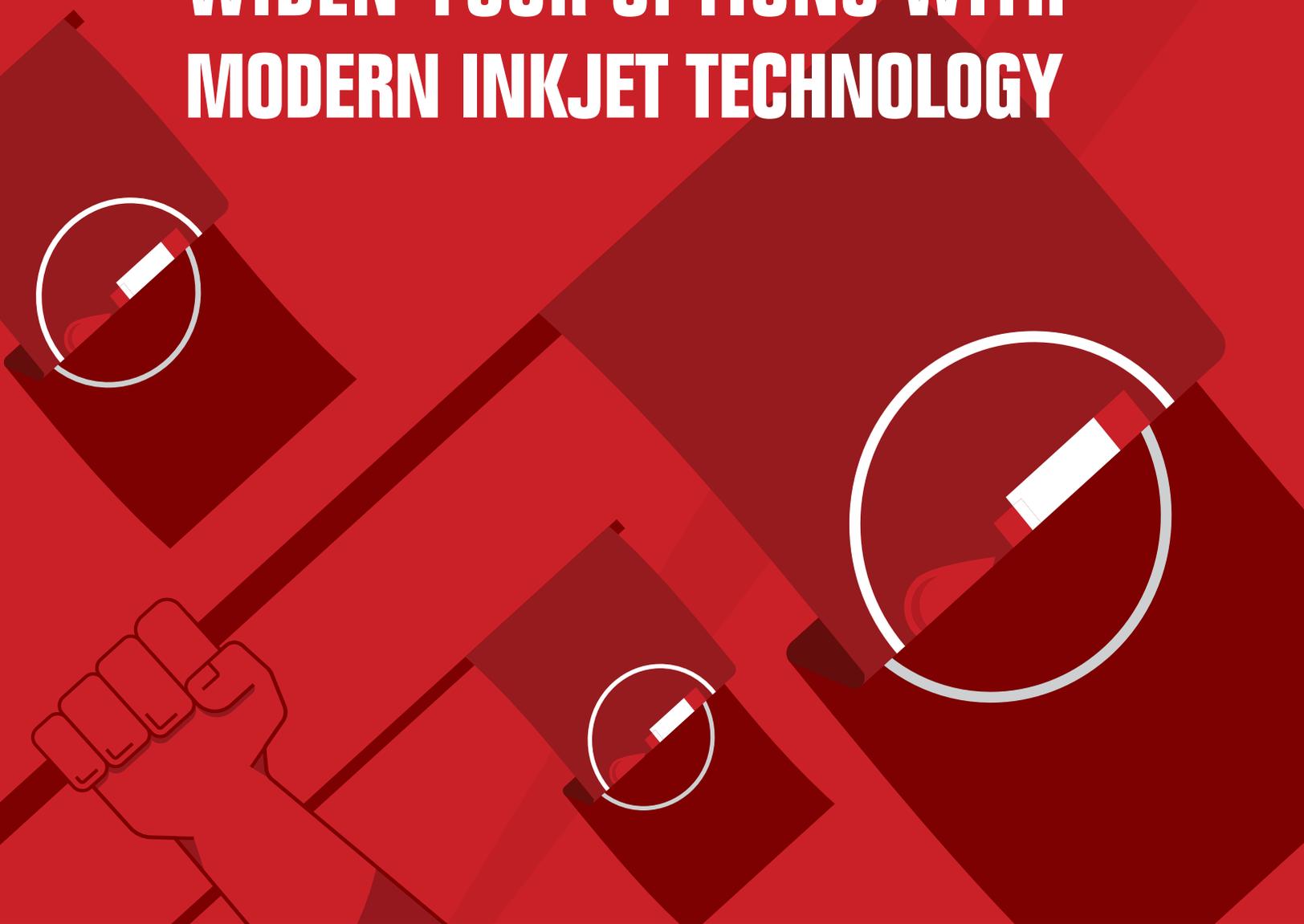


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INTRODUCTION

There's no question: A workplace printer is a requirement for the modern small office – but it's also often a huge headache for IT professionals. Outdated office printers, the influx of new devices and technology needing to connect to those printers, increasingly high demand and the high cost of maintenance place more stress on already-stretched IT departments.

The newest inkjet technology is coming to the rescue. With easy-to-use, high duty cycles; quick first prints; a low cost of printing; the ability to print from the cloud; and 100%-USA service and support, modern inkjet printers are an excellent choice in the small office printing arena.

PRINTER NEEDS ASSESSMENT

Many IT professionals assume that laser printers are the only choice for workplace printing. After all, laser printers are fast and produce high-quality prints. But times have changed, and so have your options for workplace printing. Inkjet technology has evolved – and now users can get laser-quality prints from inkjet printers.

For smaller IT departments operating on limited budgets the low initial cost of an inkjet printer, as well as the small space requirement, makes inkjet printers worth considering.

Today's inkjet printers not only have better technology than ever before, but they also bring big savings to small businesses and their IT departments. Small offices can buy more printers and place them closer to workers, which saves time – and productivity – for employees, rather than walking across the office to wait in line for the central printer.

“Studies tell us that each worker executes an average of five print jobs per week... This translates to approximately 4,333 hours per year. At an average employee salary of \$30 per hour, the cost of wasted transit is \$129,987 per year – a significant amount that can be recovered... by placing printers more strategically.”

- Wired ¹

BENEFITS OF MODERN INKJET TECHNOLOGY

Today's inkjet printers have more benefits than ever. From time savings to cost savings, buying an inkjet is a smart choice for IT professionals in small offices.

Here are just a few benefits of inkjet printers for IT professionals to consider when making their next printer purchase:

INITIAL COST

Inkjet printers are lower cost – even with the dramatic improvements in inkjet technology. This means you can get a high-quality inkjet printer for less than what you think it will cost you.

QUALITY

With the recent improvements in inkjet technology, images are now crisper and more vivid than with older inkjet models. Inkjet printers now produce printouts with a high-density black ink that is smudge-proof and highlighter resistant.

TIME SAVINGS

Inkjet printers don't need to warm up before they print. There is also a shorter delay between sending the document to the printer and the beginning of the print process.

SPACE SAVINGS

Many inkjet printers have a smaller footprint than their printer counterparts. They can easily be placed on a desk or in a small office room, with no special equipment or added furniture needed to support them. Even with the modern inkjet's space-saving design, there is no need to sacrifice paper-tray capacity; many can accommodate up to a full ream of paper (500 sheets).

All-in-one and multifunction inkjet printer models have added benefits as well. When multiple devices (printer, copier, fax machine and scanner) are replaced with a single device (for example, an all-in-one), not only are there significant space savings for small offices – and time savings for IT pros – but there will be cost savings on ink and paper as well.

ENERGY-SAVING DESIGN

Since inkjet printers don't have fusers to heat up, as laser printers do, inkjets consume less power.

“There might be some up-front costs, but do the math. ...By replacing your fax, printer and scanner with one device, the savings in ink and paper should pay for your new machine in no time.”

- Salesforce Desk ²

PROGRESSION OF INKJET TECHNOLOGY

Inkjet printers have come a long way from the low-output, high-cartridge-cost models of the now-distant past.

Before the first inkjet printers hit the shelves around 1977, loud and complex dot-matrix printers and large, early versions of laser printers were the norm in the workplace.

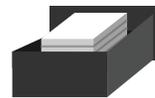
At the turn of the twenty-first century, dramatic improvements in computing and printing technology brought inkjet printers to the forefront of small office printing.

With today's technology improvements, some inkjet printer models can produce laser-quality prints.



FAST PRINTOUTS:

First printout in seconds with fast print speeds



LARGE CAPACITY:

Full ream paper tray capacity and duplexing automatic document feeder (ADF)



LASTING CARTRIDGES:

Print a higher number of pages per cartridge with XL cartridges



DURABILITY:

High-page monthly duty cycle



HIGH PERFORMANCE:

Simultaneous scanning and printing of two-sided documents



SHARP PRINT QUALITY:

Laser-quality print resolution



CONVENIENCE:

Print from the cloud on compatible smartphones and tablets

THE IDEAL INKJET SOLUTION

Today's IT professionals have enough on their plates. Spending time on printer maintenance is not an efficient or cost-effective use of their time. Canon has created the ideal, low-maintenance solution for small-office printing needs.

If you are considering an inkjet alternative – whatever your reasoning is – the Canon MAXIFY MB5420 should be at the top of your list. This wireless, all-in-one printer produces rapid, high-volume and high-quality prints with low maintenance, high uptime and low printing costs.

IT pros can enable office productivity while spending less time troubleshooting or on the phone with tech support. The MAXIFY MB5420 eliminates IT headaches while offering high performance with anywhere accessibility.

PRINT:

3.5" touch LCD

First printout in just seven seconds

Automatic two-sided printing

Print speeds as fast as 24 ipm b/w and 15.5 ipm color

500-sheet paper tray capacity (fits an entire ream of paper)

XL cartridges produce 2,500 black/white pages and 1,500 color pages

50-sheet duplexing ADF

Wireless printing

USA-based service and support with special extended service hours for each MAXIFY customer

SUPPORT:

100% USA-based service and support, with dedicated MAXIFY phone number (1-844-4MAXIFY), email (MAXIFY@cits.canon.com) and extended service hours (M-F 8am – 10pm, Saturday 10am – 7pm)

COPY:

Approximately 10 ipm copy speed for color and 21 ipm for b/w

Two-sided copy

Frame-erase copy

SCAN:

Single-pass two-sided scan saves time by scanning both sides of a document with one pass

Legal-size scanning

Scan to email

Scan to cloud

FAX:

Up to 33.6 Kbps modem speed

Transmission speed approximately three seconds per b/w page or one minute per color page

Group dialing for up to 100 locations

MAKE THE RIGHT CHOICE FOR YOUR ORGANIZATION

Still unsure whether you need a laser printer, or the laser-quality of the Canon MAXIFY MB5420 inkjet printer? It comes down to what your users print the most and which features are most important to your organization.

When deciding on which technology is best for you, you can ask yourself a few questions to help narrow down your decision. Be prepared to answer these questions when you speak to a representative:

- ▶ How many people will be using the printer?
- ▶ How many pages per month are you printing/
how many reams of paper do you go through a month?
- ▶ Do you need an SFP or an MFP?

Canon can help you decide. Call 1-844-4MAXIFY to speak directly to a representative, email MAXIFY@cits.canon.com, or visit the website to learn more about how the MAXIFY MB5420 is a great fit for small offices – and how it can solve your workplace printing needs without adding maintenance time and headaches for IT professionals.



Sources

¹ "Overlooked Cost-Saving, Productivity Strategies Through Misallocated Office Devices," *Wired*, October 2014.
<http://insights.wired.com/profiles/blogs/overlooked-cost-saving-and-productivity-strategies-for-smbs>

² "6 low-cost technology trends to improve SMB customer service," *SalesForce Desk*, October 2014.
<http://www.desk.com/blog/6-low-cost-technology-trends-to-improve-smb-customer-service/>