

Competitive Assessment

Sharp MX-3050N

vs. Ricoh MP C2504



Key Benefits

- Faster speeds keep users more productive
- Intuitive operation with easy-to-use menus and a choice of two copy screens (Easy Copy and Advanced Copy)
- Standard Serverless Print Release feature provides enhanced security and flexibility
- Lower-cost wireless interface option makes mobile printing, mobile scanning, and cloud connectivity more accessible
- Available direct printing of Microsoft® Office files
- With the optional Adobe® PostScript® 3™ expansion kit, the MX-3050N supports PANTONE® color matching, which is not available on the Ricoh MP C2504
- Award-winning web utility with search feature simplifies MFP configuration, troubleshooting
- Toner Auto-eject feature ensures no toner is wasted, saving money



SHARP

This report is provided by Sharp with data sourced from Buyers Laboratory LLC (BLI), with written permission from BLI, the document imaging industry's leading source of unbiased and reliable test services and competitive intelligence. Test data was collected in BLI's U.S. and U.K. laboratories and published in BLI's Lab Test Reports, Field Test Reports and Environmental Test Reports.



Value Analysis: More business-critical features for less money provides greater value

Small business users demand cutting-edge features while still making the most of their budget. Sharp makes that easy with the **Color Essentials Series**. Although the base price of the Sharp MX-3050N is slightly higher than that of the Ricoh MP C2504, the Sharp model is five pages per minute faster and includes a better feature set. Once you realize that you can't configure the Ricoh MP C2504 to match all the features of the MX-3050N it is clear the MX-3050N is a better value.

Cost Comparison*	MX-3050N	MP C2504
Base MSRP of MFP	\$9,625	\$9,330
Paper Feed Unit	\$1,570 (Paper-feed unit 3 x 550 sheets)	\$1,584 (Paper-feed unit 2 x 550 sheets)
Inner Finisher	\$2,000	\$1,455
Serverless Print Release	No charge	Not available
Automatic Toner Cartridge Eject	No charge	Not available
Wireless Connectivity	\$400	\$739
Adobe PostScript 3	\$780	\$589
PANTONE Color Matching	Included with PostScript	Not available
Total Cost	\$14,375	\$13,862

Advantages are indicated in **red**.

*Based on MSRP for device and options, as provided by the manufacturer.

Sharp MX-3050N: BLI Highly Recommended and Winter 2017 Pick Award Winner



Sharp Imaging and Information Company of America
MX-3050N

Outstanding Entry-level 21- to 30-ppm A3 Color MFP

In BLI's exhaustive lab testing, the Sharp MX-3050N proved Highly Reliable and received the highest possible rating of "Highly Recommended," going on to win a Winter 2017 Pick Award for outstanding entry-level 21 to 30 page per minute multifunction printer (MFP).

The device was recognized for its outstanding value, excellent reliability to maximize uptime, high-quality output in print and copy modes, and award-winning web utility for device management.

"The MX-3050N offers an excellent value proposition given its low price and robust feature set. "

- BLI Senior Editor for A3 MFPs George Mikolay



Exceptional ease of use with large and responsive touchscreen, connectivity and workflow features

The Sharp MX-3050N features a 10.1" (diagonal) tablet-style control panel that offers:

- An intuitive menu system and simple navigation procedures
- A choice of two different copy screens (Easy Copy and Advanced Copy) for faster programming of common jobs that users can easily switch between
- Sharp's Remote Front Panel feature to simplify training, support and administration, letting administrators easily configure or troubleshoot the MFP



Tablet-style menu with flick, tap and slide navigation, and multi-touch pinch-and-zoom capability to reduce/enlarge images simplifies programming jobs and increases worker productivity.



The Sharp MX-3050N offers many flexible and user-friendly features that simplify workflow and keep users productive. With the available Direct Print Expansion Kit and the PostScript Kit, you can print popular file formats including Microsoft Word, PowerPoint®, Excel® as well as a variety of PDF formats from thumb drives.

Additionally, lower-cost wireless connectivity enables users to easily scan and print files from their mobile devices.

*Requires optional direct print expansion kit

"The usability of the Sharp MX-3050N is nothing short of outstanding. Programming jobs and building workflows are a cinch from the redesigned drivers and user interface, which now includes both simple and advanced copy and scan menus."

– BLI Senior Editor for A3 MFPs George Mikolay

Innovative features boost efficiency, cost savings

The Sharp MX-3050N offers other beneficial features, some of which are not included on the Ricoh device. **Serverless Print Release technology**, for example, allows users to release print jobs at any compatible Sharp MFP—including the MX-3050N—without the need for a dedicated server or special software. For no added cost, this feature helps ensure print jobs aren't left unattended, while giving you the freedom to print at the most convenient MFP.



Connect with mobile and cloud workflows at the MFP

The Sharp MX-3050N integrates a wide range of mobile and cloud functionality to extend your document capabilities. This includes support for mobile printing and scanning, connectivity to popular cloud services.

- **Mobile device support:** The MX-3050N comes standard with support for Apple AirPrint®, Google Android™ Printing and Google Cloud Print™. Additionally, Sharp offers **Sharpdesk Mobile** for advanced printing and scanning from mobile devices.
- **Connect to popular online storage:** Sharp's **Cloud Connect** feature lets users quickly and easily access popular cloud services, such as **Microsoft OneDrive® for Business, SharePoint® Online and Google Drive™**, to store scanned content or print documents right from the control panel.

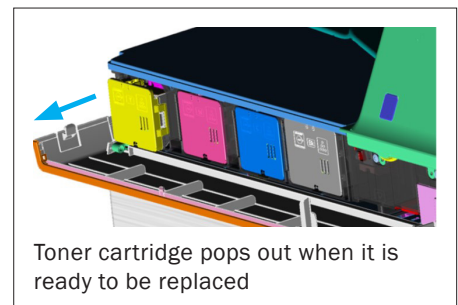
Faster printing with fewer interruptions enhances worker productivity

Today's workers face a growing need to get more done quicker. They can't waste their time at the MFP, waiting for a print to arrive, adding more paper, or replacing toner. Sharp has them covered. Compared to the Ricoh MP C2504, the Sharp MX-3050N delivers:

- **A faster warm up time:** The Sharp MX-3050N has a 60% faster warm up time compared to the Ricoh MP C2504—10 seconds compared to Ricoh's 26 seconds. This impacts how quickly you receive your prints, as well as your efficiency conducting other MFP functions (scan, copy, and fax). Use your extra time to get more done around the office.
- **Faster printing:** Printing is even faster with superior first page out times and print speeds. The Sharp MX-3050N has a first page out time of 6.7 seconds (in color), and can print up to 30 pages per minute (black and white and color). This compares to 7.5 seconds, and 25 pages per minute on the Ricoh device. Copying is also faster on the Sharp device, helping to alleviate bottlenecks at the MFP as well as productivity losses.
- **Higher cartridge yields:** Much higher cartridge yields also minimize interruptions. Toner cartridges for the Sharp MX-3050N can print up to 40,000 pages in black and 24,000 pages in color. In contrast, Ricoh's cartridges print a maximum of 15,000 pages in black and 9,500 pages in color.

Innovative Toner Cartridge System Helps Reduce Your Costs

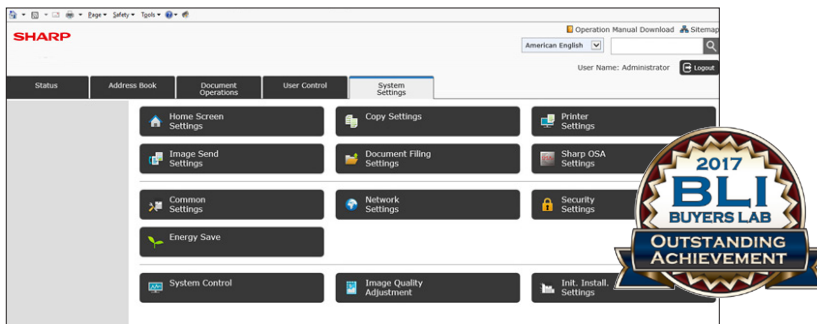
Sharp's innovative toner cartridge design keeps the cartridges for each color locked in place until empty to help make the most of your investment. And when it is ready for replacement, an auto-eject feature makes changing the cartridge mistake-proof.





Simplified Management Reduces IT Burden

The last thing an IT director wants to worry about is the office MFP, and Sharp makes managing the device fast and easy. For checking device status and troubleshooting errors, both the Sharp MX-3050N and Ricoh MP C2504 web user interfaces are easy to use. But Sharp includes a search function to help administrators find what they need quickly, as well as shortcut creation that allows for one-click selection of common tasks and the ability access shortcuts right from the control panel. Ricoh offers nothing comparable for the MP C2504. In fact, BLI analysts were so impressed with the Sharp web page user interface that they awarded it a Winter 2017 Outstanding Achievement Award for Innovation.



“Sharp’s newly designed web user interface is extremely easy to use and includes a number of capabilities not seen on the web interfaces of competing vendors. The highly intuitive search function lets an administrator search for and click on functions to quickly and easily access them. An administrator can also easily create a shortcut when on a tab or settings page and name it and save it for future use to streamline daily tasks.”

– BLI Senior Editor for A3 MFPs George Mikolay

Quality output that is just right for business, even for those with color-critical applications

Sharp MFPs include key technologies that users need for the best quality color output:

- **PANTONE** licensing for professional-level color matching and precise printing of corporate logos and other branding. PANTONE color matching is not available for the MP C2504, even as an option.
- Sharp’s innovative **Color Consistency System** is a synergy of three processes that help ensure color output always looks as good as the day the machine was installed



- **Micro-fine Toner Technology** offers better fill and helps maintain color balance and edge definition
- **Advanced Image Process Control** monitors ongoing image quality and automatically makes adjustments to help ensure high quality color output
- **Developer Auto Refresh System** mixes a small amount of carrier with toner, which extends developer life and helps maintain image quality between maintenance cycles



Summing up

Compared to the Ricoh MP C2504, the Sharp MX-3050N delivers faster printing, higher toner cartridge yields, and a much higher maximum paper capacity (by 4,000 sheets). Other usability and productivity advantages include standard features like Toner Auto-eject, USB printing and scanning, and Serverless Print Release technology. When the Ricoh MP C2504 is configured to match the Sharp MX-3050N the Ricoh is about \$500 less expensive. When you consider that the Ricoh MP C2504 can't match all the functionality of the MX-3050N it is clear that the Sharp MX-3050N is the better value.

Key Specs at a Glance

	Sharp MX-3050N	Ricoh MP C2504
Rated Engine Speed	30 cpm color/30 cpm black	25 cpm color/25 cpm black
Rated First Copy Time	6.7 sec color/4.7 sec black	7.5 sec color/5.3 sec black
Rated Warm-Up Speed	10 sec	26 sec
Standard RAM	5-GB RAM, plus 250-GB HD	2-GB RAM, plus 250-GB HD
Maximum Paper Capacity	6,300 sheets	2,300 sheets
Document Feeder	Standard 100-sheet RADF	Standard 100-sheet RADF
PCL Printing/Adobe PostScript 3	Standard/Optional (\$780)	Standard/Optional (\$589)
Black Toner Cartridge Yield	40,000 pages	15,000 pages
Color Toner Cartridge Yield	24,000 pages	9,500 pages
Wireless Connectivity	Optional (\$400)	Optional (\$739)
PANTONE Color Matching	Included with PS	Not available
Maximum Power Consumption	1,440 watts	1,584 watts
Direct Printing of Microsoft Office Files	Optional	Not Available
End-of-Lease Feature (deletes all user information and data files at time of trade-in)	Standard (10x)	Standard (9x)

Advantages are indicated in red.

About BLI

Since 1961, Buyers Laboratory LLC. (BLI) has been the leading global independent office-equipment test lab and business consumer advocate. In addition to publishing the industry's most comprehensive and accurate test reports on office document imaging devices, each representing months of exhaustive hands-on testing in BLI's US and UK laboratories, the company has been the leading source for extensive runnability testing on imaging media and device consumables, as well as extensive specifications/pricing databases on MFPs, printers, scanners, solutions and fax machines. BLI also has a long-standing reputation for being the industry's most trustworthy and complete source for quality testing services and global competitive intelligence.

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