

# Competitive Assessment

## Sharp MX-6070N

vs. Ricoh MP C6004



### Key Benefits

- Greater functionality at a lower configured price
- Faster duplex scan speeds help maximize productivity
- Built-in retractable keyboard simplifies data entry at the control panel
- Standard wireless interface makes mobile printing, mobile scanning and cloud connectivity more accessible
- Integrated OCR (optical character recognition) feature enables scanning to popular file formats including Microsoft® Word, Excel®, PowerPoint®, text searchable PDF
- Standard PANTONE® Color Matching delivers out-of-the-box accurate color
- Serverless Print Release feature provides enhanced security and flexibility
- Toner lock feature ensures cartridges don't get removed before they are empty, saving money and helping to eliminate waste
- Award-winning web interface with search feature simplifies MFP configuration and troubleshooting



**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: Greater functionality for lower price drives better value

Today's office workers require top-notch features and functionality for an affordable price. Sharp makes this happen with the **Color Advanced Series**. While the base price of the Sharp MX-6070N is slightly higher than that of the Ricoh MP C6004, the Sharp model delivers a wider range of standard features. When the two products are configured similarly, the Sharp model is significantly less expensive—making it a much better value. And considering the Ricoh model doesn't even offer some of the Sharp features, the difference in value is even greater.

Cost Comparison*	MX-6070N	MP C6004
Base MSRP of MFP	\$22,825	<b>\$22,015</b>
QWERTY Keyboard	No charge (Integrated retractable)	\$165 (External option)
Paper Feed Unit	\$2,000 (Large capacity tray 2,100 sheets; paper-feed unit 2 x 550 sheets)	<b>\$1,910</b> Large capacity tray 2,000 sheets; paper-feed unit 2x 550 sheets
Booklet Finisher (1,000 sheets)	<b>\$3,495</b>	\$3,900
Scan to Text Searchable PDF (OCR)	No charge	\$345 M13 OCR Unit
Scan to Microsoft Office files	No charge	\$739 M19 file format converter
Direct Print of Microsoft Office files	No charge	Not available
Serverless Print Release	No charge	Not available
Automatic Toner Cartridge Eject	No charge	Not available
PANTONE Color Matching	No charge	\$6,279 (Fiery print controller)
Wireless LAN	No charge	Not available (not compatible with Fiery controller)
<b>Total Cost</b>	<b>\$28,320</b>	<b>\$35,353</b>

Advantages are indicated in **red**. \*Based on MSRP for device and options, as provided by the manufacturer.

## Sharp MX-6070N: Highly Recommended and BLI Pick Award Winner

The Sharp MX-6070N excelled in BLI's exhaustive lab testing, proving Highly Reliable and receiving the highest possible rating of "Highly Recommended," and also going on to win a Winter 2017 Pick Award for outstanding 51 to 60 page per minute A3 color multifunction printer (MFP). The device was recognized for its reliable and consistent output, outstanding operability, high-quality output, seamless integration with network applications and cloud services, and award-winning web interface for device management.

*"The Sharp MX-6070N is a remarkably user-friendly machine. The easy-to-use, redesigned web interface includes an intuitive search function and shortcut creation for fast selection of common administrative tasks. The device also allows users to effectively manage and streamline workflows while also cutting costs with Sharp's highly adaptive OSA technology."*



–BLI Senior Editor for A3 MFPs George Mikolay



## Superior tools for completing tasks quickly and simply

The best tools make work easier and more effective. Sharp has put this into practice. The MX-6070N boasts new standard features that either cost extra on the Ricoh model, or are unavailable. The MX-6070N comes standard with a retractable keyboard that makes entering information at the MFP simple. The Ricoh MP C6004 offers an external keyboard as an option.



You can also **print Microsoft Office files from a thumb drive** with the Sharp MX-6070N, something that's not possible with the Ricoh MP C6004. Just plug the drive into your MFP and print – it can't get much simpler than that.

Standard **wireless connectivity** and **Serverless Print Release** also make life easier. Both give you the flexibility to print how you want – whether it's from a mobile device, cloud service, or at the nearest MFP at the moment. With Ricoh, these capabilities cost extra.

### The MX-6070N also offers these innovative productivity features:

- Customizable **10.1" (diagonal) touchscreen** display with easy-to-view tiles, tablet-like responsiveness
- Simplified **Easy Scan and Copy modes**, one-touch access to advanced modes
- **Easy access to information** and help features via touchscreen, searchable web interface
- Walk-up motion sensor that wakes the device up as a user approaches the control panel means less waiting time to use the device
- Single sign on for **quickly accessing cloud service** accounts
- MFP document storage for **trouble-free file access**

*"A standard retractable keyboard for simple data entry, along with impressive scan speeds, small compressed color file sizes and a preview, mean scan jobs will be output quickly and accurately."*

– BLI Manager of Lab Operations Joe Ellerman

## Digitize content quickly and easily with superior scanning capabilities

Today's organizations are tasked with digitizing information productively. Sharp's MX-6070N makes this happen. The robust scanner scans double-sided documents in one pass, letting you get on with your other tasks, while putting less wear and tear on the document feeder.

### The MX-6070 delivers:

- **200 images per minute scanning:** The single-pass scanner reaches duplex scan speeds of 200 images per minute, which is superior to Ricoh's 180 pages per minute. The time savings will add up letting you spend less time at the MFP, and more time completing other tasks.



- **Standard optical character recognition (OCR):** Unlock the information in your scans with Sharp's integrated OCR feature. OCR unlocks the content of scanned documents by converting them to Microsoft Office files so you can manipulate them later. Or you can convert a document to a text searchable PDF which enables you to search for specific words within the document. In contrast, Ricoh requires the purchase of 2 different OCR units to match these features.



- **Wide range of scan-to destinations:** One-touch shortcuts let you quickly scan to your email, network folder, desktop, mobile device, or cloud service. Some of these capabilities are supported by Sharp's standard wireless interface, which costs extra on the Ricoh model.

*“Programming jobs and building workflows are a breeze from the redesigned drivers and user interface, which now includes both simple and advanced scan and copy menus.”*

– BLI Senior Editor for A3 MFPs George Mikolay

## Mobile printing, scanning and cloud connectivity help streamline productivity

The Sharp MX-6070N is a modern multifunction printer (MFP) that was built on a clean sheet design. Contemporary workflow features such as printing and scanning from mobile devices, as well as easy access to popular cloud services help speed document communication whether in the office or on the go.

- **Standard wireless connectivity** simplifies printing from mobile devices. Ricoh users will need to purchase a wireless upgrade to get the same functionality.
- **Serverless Print Release:** This pull printing technology allows users to release print jobs at any compatible Sharp MFP, including the MX-6070N, without the need for a dedicated server or special software. For no added cost, you can ensure print jobs aren't left unattended, while having the freedom to print at the most convenient MFP.
- **Mobile connectivity:** The MX-6070N comes standard with support for popular mobile technologies including Apple® AirPrint®, Google Cloud Print™ and others. Additionally, Sharp offers **Sharpdesk Mobile** for advanced printing and scanning from mobile devices.
- **Cloud connectivity:** The Sharp 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 stored in the cloud right from the control panel.

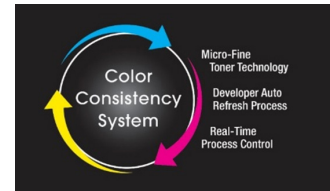




## Accurate color reproduction boosts the professionalism of your organization

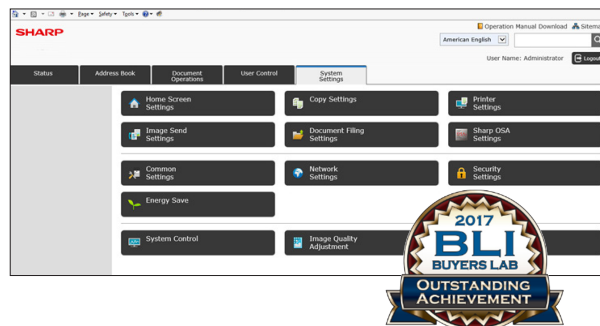
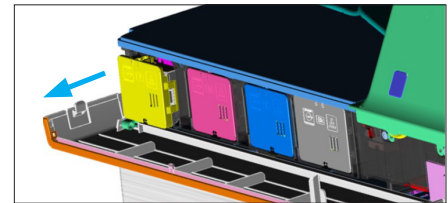
Standard features contribute to outstanding color accuracy in the Sharp MX-6070N. These features are either extra for the Ricoh model, or not available.

- **Standard PANTONE** licensing provides professional-grade color matching and precise printing of corporate logos and other branding. This capability is only available in the Ricoh MP C6004 as part of a Fiery print controller option.
- **Standard Adobe® PostScript® 3™** helps ensure visually rich documents are printed reliably, driven by advanced features like smooth shading, flexible color controls, and intelligent handling of transparent objects. This feature costs extra money in the Ricoh model.
- Sharp's cutting-edge **Color Consistency System** blends micro-fine toner technology, advanced image process control, and a developer auto refresh system to help guarantee color output is always at peak performance.



## 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.



The last thing an IT director wants to worry about is the office MFP, and Sharp makes managing the device fast and easy. Sharp's newly designed web interface includes a search function to help administrators find information quickly, as well as shortcut creation for fast selection of common administration tasks. Ricoh offers nothing comparable for the MP C6004. The extra Sharp features prompted BLI to award the Sharp web page user interface 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



## Summing up

Compared to the Ricoh MP C6004, the Sharp MX-6070N boasts faster duplex scanning, more standard productivity features (e.g., wireless connectivity, a built-in retractable keyboard), and a higher paper capacity. Other advantages of the Sharp model include standard optical character recognition, support for Microsoft Office direct printing, and Serverless Print Release technology. Standard PANTONE licensing as well as Adobe PostScript 3 give the Sharp additional out-of-the-box capabilities that cost extra on the Ricoh product. When the two devices are configured similarly, it becomes clear the Sharp MX-6070N delivers greater value than the Ricoh MP C6004.

## Key Specs at a Glance

	Sharp MX-6070N	Ricoh MP C6004
Rated Engine Speed	60 cpm color/60 cpm black	60 cpm color/60 cpm black
Rated First Copy Time	4.8 sec color/3.7 sec black	4.5 sec color/3.1 sec black
Rated Warm-Up Speed	15 sec	24 sec
Maximum Paper Capacity	6,300 sheets	4,700 sheets
Document Feeder	Standard 150-sheet. duplex single pass feeder	Standard 220-sheet. duplex single pass feeder
Duplex Scan Speed	200 ipm	180 ipm
PCL Printing/Adobe PostScript 3	Standard/Standard	Standard/Optional (\$589)
Black Toner Cartridge Yield	40,000 pages	33,000 pages
Color Toner Cartridge Yield	24,000 pages	22,500 pages
Wireless LAN Interface	Standard	Optional (\$739)
PANTONE Color Matching	Standard	Optional (Fiery print controller option)
Maximum Hard Disk Drive Overwrites	10	9
End-of-Lease feature (deletes all user information at 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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