CS-C2520 vs. Competition

COMPETITIVE EDGE

CS-C2520	Months											
Year 1	1	2	3	4	5	6	7	8	9	10	11	12
Year 2	13	14	15	16	17	18	19	20	21	22	23	24
Year 3	**25**	26	27	28	29	30	31	32	33	34	35	36

Competitive Preventive Maintenance (PM) Analysis is based on 7,000 impressions per month for a total of 36 months (252K impressions)

***Maximum Monthly Duty Cycle on the CS-C2520 is 85,000 impressions**

Chart Key	
Orange Shaded Box	Recommended PM Schedule
Wrench Icon	Developer Replacement
Star Icon	Drum / Imaging Unit Replacement
Grey Shaded Box	Black Developer or Drum Replacement
Cyan Shaded Box	CMY Developer or Drum Replacement
Green Shaded Box	CMYK Developer or Drum Replacement
Magenta Shaded Box	Fuser Unit, Fuser Roller or Transfer Belt Replacement

Max Monthly Duty Cycle	90,000
Drum Yield	
Black:	100,000
Color:	60,000
PM Schedule	100,000
Developer Yield	
Black:	100,000
Color:	60,000
Heat Roller Kit (Fuser)	200,000
Primary Transfer Kit	100,000
Secondary Transfer Kit	300,000

Sharp MX-2300N	Months											
Year 1	1	2	3	4	5	6	7	8	9	10	11	12
Year 2	13	14	15	16	17	18	19	20	21	22	23	24
Year 3	25	26	27	28	29	30	31	32	33	34	35	36

Max Monthly Duty Cycle	25,000
Drum Blade	240,000
PM Schedule	240,000
Drum Yield	
Black:	39,000
Color:	36,000
Developer Yield	
	Included with Toner
Waste Toner Bottle	28,000
Fuser Roller(s) Yield	1- 120,000
	2- 240,000

Panasonic WORKIO DP-C262	Months											
Year 1	1	2	**3**	4	5	6	7	8	9	10	11	12
Year 2	13	14	15	16	17	18	19	20	21	22	23	24
Year 3	25	26	27	28	29	30	31	32	33	34	35	36

COPYSTAR- The CS-C2520 is in a unique situation compared to the competition in this segment. The PM Schedule for the CS-C2520 is set at 300,000 impressions, with an ASi Drum Yield to match. Based on 7,000 impressions per month the CS-C2520 will not have to undergo any required service calls over the course of a 36 month acquisition. The first PM that this device would require will be at the end of the 42nd month. ***This means that at 7,000 impressions per month the customer will not experience any down time due to required maintenance, a compelling story to tell versus its closest competition.***

SHARP - The Sharp MX-2300N has a PM Schedule of 100,000 impressions, 1/3 of the KM-C2520. During the course of a 36 Month acquisition, this machine will require two (2) PMs. In addition to the scheduled PMs, the MX-2300N Developers and Fuser Rollers need to be replaced periodically (every 60,000 impressions for color and 100,000 impressions for black on the developers, fuser roller yield is unavailable). ***This represents a minimum of six (6) required service calls during the course of a 36 month acquisition in which the customer will experience machine down time due to service.***

PANASONIC - The Panasonic WORKIO DP-C262 is a color MFP targeted at the small workgroup environment. This device has a Maximum Monthly Duty Cycle of 25,000 impressions and a PM Schedule of 240,000 impressions, with a Drum yield to match. Although this is a fairly high PM cycle for this type of device there are other components that need to be replaced rather frequently. Photoconductors only have a yield of 39,000 for black and 36,000 for color. This represents a total of twelve (12) additional required service calls and down time above and beyond the PM Schedule. Also at 120,000 impressions the Fuser Rollers need to be replaced. ***Combined this represents a minimum of fourteen (14) required service calls during the course of a 36 month acquisition in which the customer will experience machine down time due to service.***

Copystar is committed to providing our Dealers and Customers with the most reliable, productive, and innovative Products and Solutions in the market today. Businesses demand Products and Solutions that bring exceptional value to their day-to-day requirements and our new Color MFPs, the CS-C3232,CS-C3225, and CS-C2520 meet that business challenge.

Make sure to logon to KMAconnect for the most up to date information on the CS-C3232, CS-C3225 and CS-C2520. This Competitive Edge document will be updated as new information becomes available, along with all other marketing collateral, and posted on KMAconnect for download.

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COMPETITIVE EDGE

CS-C3232/C3225/C2520

vs. Canon, Konica Minolta, Ricoh, Sharp, Toshiba and Xerox

Our industry is surrounded by strong competition. If your customer isn't concerned with speeds and feeds then their main focus is usually service, the costs associated with it, and ultimately, the reliability of the multifunction device they purchase.

Kyocera Mita America prides itself on the **Quality, Performance, Technology,** and most of all the **Reliability** of the products it produces. We know that you need all the tools possible to address these concerns and convince the customer that Copystar is the best choice for their business.

This Competitive Edge focuses on the new **CS-C3232, CS-C3225, and CS-C2520 Workgroup Color Multifunctionals**, taking a look at each competitor and explaining the service component of each product, so you can better explain the Reliability factor to your customer.

As you will see when reviewing this document, Kyocera's long life technology and **"Best in Class"** Amorphous Silicon (ASi) Drum yields contribute to unsurpassed reliability when compared to the competition.

The charts contained in this document compare the Preventive Maintenance (PM) Schedule of the **CS-C3232, CS-C3225, and CS-C2520** MFPs versus the current competition. The new Copystar Color MFPs PM Schedules are 20% higher than the nearest competitor and an incredible 65% higher than the competitive average, with a recommended PM Schedule of 300,000 impressions.

Keep reading to learn more about the CS-C3232, CS-C3225, and CS-C2520 Workgroup Color MFPs.

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Kyocera Technology

CS-C3232 vs. Competition

COMPETITIVE EDGE

CS-C3232	Months											
Year 1	1	2	3	4	5	6	7	8	9	10	11	12
Year 2	13	14	15	16	17	18	19	20	21	22	23	24
Year 3	**25**	26	27	28	29	30	31	32	33	34	35	36

Competitive Preventive Maintenance (PM) Analysis is based on 10,000 impressions per month for a total of 36 months (360K Impressions)

***Maximum Monthly Duty Cycle on the CS-C3232 is 125,000 impressions**

Chart Key	
Orange Shaded Box	Recommended PM Schedule
Wrench Icon	Developer Replacement
Star Icon	Drum / Imaging Unit Replacement
Grey Shaded Box	Black Developer or Drum Replacement
Cyan Shaded Box	CMY Developer or Drum Replacement
Green Shaded Box	CMYK Developer or Drum Replacement
Magenta Shaded Box	Fuser Unit, Fuser Roller or Transfer Belt Replacement

Max Monthly Duty Cycle	100,000
PM Schedule	None Set
Imaging Unit Yield	
Black:	100,000
Color:	50,000
Developer Yield	
Included with Imaging Units	
Fuser Unit Yield	300,000
Image Transfer Belt Unit	1 - 300,000 2 - 150,000

Konica Minolta bizhub C351	Months											
Year 1	1	2	3	4	5	6	7	8	9	10	11	12
Year 2	13	14	15	16	17	18	19	20	21	22	23	24
Year 3	25	26	27	28	29	30	31	32	33	34	35	36

Max Monthly Duty Cycle	30,000
Drum Yield	
Black:	40,000
Color:	40,000
PM Schedule	40,000
Developer Yield	INA
Fuser Roller Yield	INA
Waste Toner Bottle	INA

Canon imageRUNNER C3220	Months											
Year 1	1	2	3	4	5	6	7	8	9	10	11	12
Year 2	13	14	15	16	17	18	19	20	21	22	23	24
Year 3	25	26	27	28	29	30	31	32	33	34	35	36

Max Monthly Duty Cycle	150,000
Drum Yield	
Black:	150,000
Color:	100,000
PM Schedule	150,000
Developer Yield	
Black:	150,000
Color:	100,000
Waste Toner Bottle	50,000

Sharp MX-3501	Months											
Year 1	1	2	3	4	5	6	7	8	9	10	11	12
Year 2	13	14	15	16	17	18	19	20	21	22	23	24
Year 3	25	26	27	28	29	30	31	32	33	34	35	36

Max Monthly Duty Cycle	105,000
Drum Yield	
Black:	26,000
Color:	26,000
PM Schedule	None Set
Developer Yield	
Included with Toner	
Waste Toner Bottle	INA
Fuser Roller	100,000

Xerox WorkCentre Pro C2636	Months											
Year 1	1	2	3	4	5	6	7	8	9	10	11	12
Year 2	13	14	15	16	17	18	19	20	21	22	23	24
Year 3	25	26	27	28	29	30	31	32	33	34	35	36

COPYSTAR - When comparing reliability a number of factors come into play. The recommended ***PM Schedule*** is critical. How often a ***Drum*** needs to be replaced and, in some cases, the replacement of ***Developer(s)*** is required. The CS-C3232, with a newly designed development system has a PM Schedule of 300,000 impressions, which coincides with the ASi Drum yield. The only items that a user replaces is the toner which is combined with the waste toner container. ***Therefore on the CS-C3232 this represents only one (1) required service call during the course of a 36 month acquisition, significantly lower then the required service calls of the competition.***

KONICA MINOLTA - The bizhub C351 PM schedule is not set at specific intervals, instead it is performed as necessary based on use. However there are other supply items that need to be replaced at set yields. Imaging Units are set at 100,000 impressions for black and 50,000 impressions for color and the Fuser Unit and Image Transfer Belt Unit needs to be replaced at 300,000 and 150,000 impressions. ***This represents a minimum of seven (7) required service calls during the course of a 36 month acquisition in which the customer will experience machine down time due to service.***

CANON - The Canon imageRUNNER C3220 has a maximum monthly duty cycle of 30,000 impressions and a PM of 40,000 impressions, meaning that every 4 months (based on 10,000 impressions per month) a PM will have to be performed on the device. ***This represents a minimum of nine (9) required service calls during the course of a 36 month acquisition in which the customer will experience machine down time due to service.***

SHARP - The Sharp MX-3501 Color MFP has a set PM Schedule of 150,000 impressions which coincides with the black Drum yield. However the color Drum yield is set at 100,000 impressions meaning that additional service calls will be required for this device. ***This represents a minimum of four (4) required service calls during the course of a 36 month acquisition in which the customer will experience machine down time due to service.***

XEROX - The Xerox WorkCentre C2636 has the most required service calls of any of the manufacturers represented in this Competitive Edge. With a Drum yield of 26,000 for both black and color the C2636 requires thirteen (13) service calls just to replace the Drums. In addition the Fuser Roller needs to be replaced every 100,000 impressions. ***Combined, this represents a minimum of sixteen (16) required service calls during the course of a 36 month acquisition in which the customer will experience machine down time due to service.***

CS-C3225 vs. Competition

COMPETITIVE EDGE

CS-C3225	Months											
Year 1	1	2	3	4	5	6	7	8	9	10	11	12
Year 2	13	14	15	16	17	18	19	20	21	22	23	24
Year 3	**25**	26	27	28	29	30	31	32	33	34	35	36

Competitive Preventive Maintenance (PM) Analysis is based on 10,000 impressions per month for a total of 36 months (360K Impressions)

***Maximum Monthly Duty Cycle on the CS-C3225 is 100,000 impressions**

Chart Key	
Orange Shaded Box	Recommended PM Schedule
Wrench Icon	Developer Replacement
Star Icon	Drum / Imaging Unit Replacement
Grey Shaded Box	Black Developer or Drum Replacement
Cyan Shaded Box	CMY Developer or Drum Replacement
Green Shaded Box	CMYK Developer or Drum Replacement
Magenta Shaded Box	Fuser Unit, Fuser Roller or Transfer Belt Replacement

Max Monthly Duty Cycle	50,000
Drum Yield	
Black:	40,000
Color:	40,000
PM Schedule	40,000
Developer Yield	INA
Fuser Unit Yield	INA
Waste Toner Bottle	INA

Canon imageRUNNER C2620	Months											
Year 1	1	2	3	4	5	6	7	8	9	10	11	**12**
Year 2	13	14	15	16	17	18	19	20	21	22	23	**24**
Year 3	25	26	27	28	29	30	31	32	33	34	35	**36**

Max Monthly Duty Cycle	75,000
PM Schedule	None Set
Imaging Unit Yield	
Black:	70,000
Color:	45,000
Developer Yield	
Included with Imaging Unit	
Fuser Unit Yield	120,000
Image Transfer Belt Unit	120,000

Konica Minolta bizhub C250	Months											
Year 1	1	2	3	4	5	6	7	8	9	10	11	12
Year 2	13	14	15	16	17	18	19	20	21	22	23	24
Year 3	25	26	27	28	29	30	31	32	33	34	35	36

Max Monthly Duty Cycle	50,000
PM Schedule	70,000
Drum Yield	
Black:	50,000
Color:	50,000
Developer Yield	
Black:	70,000
Color:	50,000
Fuser Rollers	100,000

Toshiba e-STUDIO 2500c	Months											
Year 1	1	2	3	4	5	6	7	8	9	10	11	12
Year 2	13	14	15	16	17	18	19	20	21	22	23	24
Year 3	25	26	27	28	29	30	31	32	33	34	35	36

Max Monthly Duty Cycle	50,000
Drum Yield	
Black:	60,000
Color:	60,000
PM Schedule	60,000
Developer Yield	
Black:	60,000
Color:	60,000
Fuser Unit Yield	60,000

Ricoh Aficio 3235C SPF	Months											
Year 1	1	2	3	4	5	6	7	8	9	10	11	12
Year 2	13	14	15	16	17	18	19	20	21	22	23	24
Year 3	25	26	27	28	29	30	31	32	33	34	35	36

COPYSTAR - As with the other models in this series the PM schedule for the CS-C3225 is set at 300,000 impressions which coincides with the ASi Drum Yield. The only items that a user will have to replace on the CS-C3225 is the Toner. ***Therefore, unlike the competition only one (1) service call is required (at 300,000 impressions) during the course of a 36 month acquisition, minimizing down time for the customer significantly.***

CANON - The Canon imageRUNNER C2620 scheduled PM is set at 40,000 impressions, however the maximum monthly duty cycle is set at 50,000 impressions. This means that a customer who reaches the maximum monthly duty cycle would require a service call every month in order for a PM to be performed. ***In the case of 10,000 impressions per month, this represents a minimum of nine (9) required service calls during the course of a 36 month acquisition in which the customer will experience machine down time due to service.***

KONICA MINOLTA - The bizhub C250 PM is not scheduled at set intervals and will be performed as necessary, however the Fuser Unit has a yield of 120,000 impressions which is a required service call. In addition Imaging Units and the Image Transfer Belt Unit need to be replaced during the 36 months. The Imaging Units have a yield of 70,000 impressions for black and 45,000 impressions for color. ***Combined, this represents a minimum of fourteen (14) required service calls during the course of a 36 month acquisition in which the customer will experience machine down time due to service.***

TOSHIBA - The Toshiba e-STUDIO 2500c Color MFP has a PM schedule of 50,000 impressions, with Drum Blade and Photoconductor yields to match. In addition the black Developer has a yield of 70,000 impressions and the Fuser Rollers need to be replaced every 100,000 impressions. ***This represents a minimum of eleven (11) required service calls during the course of a 36 month acquisition in which a customer will experience machine down time due to service.***

RICOH - The Ricoh Aficio 3235C SPF has a black and color Drum yield of 60,000 impressions, and a Developer yield to match. Each one of the colors has its own Drum and Developer meaning that there are a total of eight items that need to be replaced every 60,000 impressions. In addition the Aficio 3235C SPF has a Fuser Unit that needs to be replaced every 60,000 impressions. ***This represents a minimum of six (6) required service calls during the course of a 36 month acquisition in which a customer will experience machine down time due to service.***