The Looming MFP Technology Disruption: New Epson MFPs Meet the Challenge of the 21st Century

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Disruptive technologies are constantly emerging. Uber has disrupted the taxi business, cloud has disrupted the on-premises data center, and now a new generation of inkjet MFPs is disrupting the color laser MFP market. As organizations demand technology that not only provides outstanding performance, but also solves existing problems and frustrations in the ownership experience, they are moving to disruptive products that change the game.

Businesses are working hard to optimize the cost and efficiency of technology and ensure that the devices they buy can meet current and future needs, and they are turning to disruptive technologies to achieve these goals. This scenario is now playing out with MFP devices. The introduction of Epson's PrecisionCore Heat-Free inkjet technology has contributed to the disruption in the MFP industry and is helping to drive the shift away from color laser printers, as businesses, schools, and government agencies find that they can get the benefits of color output, low cost, and a positive user experience utilizing the Epson technology.

Color Laser MFP Technology Was the Right Answer for the Last Millennium, but Now is the Time for Disrupting the Status Quo

In the past, the price cuts for color laser MFPs made them an attractive option for many organizations. The low pricing was so compelling that some of the cost or operational issues were overlooked However, as time goes by and customers begin to question some of these tradeoffs, the market becomes ripe for new technologies that eliminate many of these problems. With more awareness of what those tradeoffs were costing them, organizations want MFPs that can better meet their needs and provide a great ownership experience.

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Customers have observed that there are numerous issues or limitations with legacy color laser MFPs and want to eliminate them. Perhaps the most obvious issue is cost. Not only are the laser devices often more expensive at acquisition, but they can also be costly to operate and own. As organizations work to optimize spending in every aspect of the business, the spotlight is now falling on these devices, especially as the use of color output increases.

The cost differential for color output between state-of-the-art Epson inkjet technology and color laser MFPs can be substantial. Depending on the specific MFPs, the cost of a single page of color laser output can be more than three times the cost of the Epson alternative[1]. A major contributor to the cost differential is that laser MFP supplies are much more costly than inkjet supplies[2].

*Recent Epson research shows that its MFPs may use up to 75%[3] **less power** than color laser printers.*

Organizations are also paying much greater attention to environmental factors, particularly around power usage. Recent Epson research shows that its MFPs may use up to 75%[3] less power than color laser printers. Compared to similarly featured color laser printers priced at $999 (USD) or less and 40 ppm or less based on industry available data as of July 2019. Actual power savings will vary by product model and usage. Reduced energy consumption can help save on energy costs, particularly for an organization that may have 50 or 100 printers scattered around the building.

The second component of the disruption of the color MFP market is being driven by dramatic improvements in the ownership and user experience. In many ways, the improvements to the ownership experience may have a larger and broader impact than the technology advantages. Only a small number of employees worry about the power bill, but virtually everyone uses the MFPs. Reducing annoyance and aggravation has very broad impact on the organization. In the past, user expectations were very different. Using digital devices could be complex and frustrating, but that was accepted. However, in the last few years, the rise of much easier-to-use technologies under the banner of consumerization has changed expectations. Users want devices that "just work" and don't require specialized knowledge to use.

In addition, MFP users are no longer willing to put up with devices that need regular care and feeding. Adding ink should not be a time-consuming task. Trying to find hidden tabs or releases to add ink or having to wait while the MFP prints and scans alignment pages after changing the cartridge is not a compelling customer experience. The current expectation is very different. Your students, employees, or staff just want the printer to work and not cause any hassles. They don't want to walk to another room, department, or floor because the MFP they usually use isn't operative. It is time for a new breed of MFPs that are designed to be reliable and simple to use.

Epson MFPs with PrecisionCore Heat-Free Technology Are Disrupting the Market

The new Epson MFPs utilize brand-new underlying MFP technology, designed from the ground up to not only provide improved printing capabilities, but they are also designed to resolve many of the problems found in a number of legacy MFPs.

One of the primary design objectives of these new MFPs was to substantially reduce the cost of color output. Many organizations have experienced "cost of color" shock. When this happened, responses may have included either shutting down color printing options or leaving unfilled cartridges in place to discourage the use of color. It is impossible to underestimate how valuable affordable color is. The benefits of color output are many. For example, one study found that students are 54%[4] more likely to read a handout that is in color and that seven out of 10 comprehended information better in color. Overall, it makes your messages 38%[5] more memorable, according to another study.

Another important design goal for the new Epson MFPs with PrecisionCore Heat-Free technology was to meet changing demands to mitigate environmental impact. U.S. government research has found that printing/imaging devices use more than 30 billion kWh[6] of power annually. Reducing this demand on the power grid benefits everyone. In addition, the new Epson printers are EnergyStar-certified. There has also been great progress made on the consumables side. Every year, 375 million[7] used inkjet and laser cartridges end up in landfills. Using the comparison of the new Epson MFP and a specific legacy laser MFP, it was found that the Epson MFP may use 50%[8] fewer consumables and replacement parts.

*One study found that students are **54%**[4] more likely to read a handout that is in color and that **seven out of 10** comprehended information better in color.*

For the broader organization, the biggest visible change will be the elimination of many frustrating and annoying aspects of the ownership experience that are commonplace in older devices. The most obvious will be that the amount of human intervention is far less. For example, the new Epson MFPs with high-capacity ink supplies require less attention and intervention because they last longer.

Reliability has also been substantially improved. With fewer parts that need regular replacement, and more durable designs, Epson MFPs' can be more reliable. For those using these devices, that means less time spent trying to find an alternative printer that is accessible, and then locating where that printer physically resides.

Every organization should evaluate how they can operate more efficiently and effectively with MFPs that provide a better ownership experience.

Time to Make the Switch to Epson MFPs with PrecisionCore Heat-Free Technology

The benefits of the new Epson MFPs can be compelling to the organization and be the catalyst for upgrading the printer fleet. While some may choose to wait until their existing MFPs fail, this may only prolong the daily hassles and frustrations that come with using these older MFPs. Simplifying ink replacement and reducing the number of "interventions" required are all positives for the user population. With less interruption from printer hassles to work or the learning process, everyone can focus on what really matters. And for that one person that must answer the call every time there is a printer problem, moving to new Epson MFPs is a game-changer.

There is also a compelling TCO case that makes rapid changeover attractive. This is especially true as the use of color printing grows. Every organization should evaluate how they can operate more efficiently and effectively with MFPs that provide a better ownership experience.

Key Takeaways

Disruptive technologies are arriving for many digital devices. And Epson's new MFPs with PrecisionCore Heat-Free technology are disrupting this product segment. The cost, environmental demands, and complexity of color laser printers may have more impact on costs and worker productivity that organizations are aware of. These new Epson MFPs provide an improved experience for users and IT teams and have been designed to lower costs. The differences are so compelling that they easily justify moving rapidly to replace an aging color laser printer fleet. For more information on Epson's newest MFPs with PrecisionCore Heat-Free technology, please go to: Epson.com/business-printers.

NOTES

1 From Gap TCO Analysis developed from Epson America's Total Cost of Ownership Tools comparing Epson Workforce Pro WF-C5790 and Xerox WorkCentre 6515DNI, 6515DN and 6027NI

2 From Gap TCO Analysis developed from Epson America's Total Cost of Ownership Tools comparing Epson Workforce Pro WF-C5790 and Xerox WorkCentre 6515DNI, 6515DN and 6027NI

3 Compared to similarly featured A3 color laser printers and copiers at 45 ppm or higher, based on industry available data as of March 2019. Actual power savings will vary by product model and usage.

4 CartridgeWorld Blog – What Impact Does Color Printing Have on Education

5 Hughes Office Equipment – The Surprising Benefits of Color Printing

6 EnergyStar Imaging Equipment Analysis

7 The International Journal of Innovation, Management and Technology, Vol. 3, No. 1,

8 Testing conducted by BLI as commissioned by Epson on May 2018. Two comparison models were selected from color laser multi-function printers in the 65-70ppm class. Calculations were based on the frequency and volume of consumables and replacement parts required to print 1 million pages (ISO/IEC 24712 test pattern) over a period of 5 years.

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