



Product Positioning

Positioning the Phaser® 6100, 8400, and 6250



■ = Best Choice

Phaser 6100

Ideal for small office groups needing fast color and black and white at an entry-level price

Phaser 8400

The fastest and easiest-to-use color printer under \$1,000

Phaser 6250

The best color performance for larger workgroups

Printing profile

| | | | |
|--|---|--|---|
| Print mostly short documents (1-2 pages) | Ideal for small jobs in a small office setting. | Ideal for customers that print lots of short documents – 1 to 2 pages in length. With industry-leading first page out time of six seconds, customers won't wait for their prints | Fastest first page out for any color laser (< 12 seconds) |
| Print large, complex jobs | Best for standard office documents | Excels at shorter print runs, but can handle larger print volumes if necessary | Fastest Xerox A4 product (26 ppm). Can handle short run jobs and excels at larger print volumes |
| Multiple users printing at the same time and need the ability to share printer on a network | Performance to support small workgroups | Can easily handle multiple users with its 500 MHz processor. Great network tools with the speed to satisfy small to medium workgroups | With its 700 MHz processor it can easily handle multiple print jobs to maximize workgroup productivity. Networking tools, performance and paper capacity designed for medium and large workgroups |
| Single user who wants color at low purchase price | 5 ppm color print speed starting at \$699* | 24 ppm color print speed starting at \$999 | Starting at \$1,799; best for shared use |

Other Attributes

| | | | |
|-----------------------|--|---|--|
| Print quality | Good color and great text quality for general business documents | Bright/vivid color prints, excellent for office documents and graphics presentations | Very durable, detailed, and consistent print with no quality/speed trade-off |
| Consumables | Smaller consumables for lower replacement cost | Loading solid ink sticks is as easy as loading a stapler | High-capacity consumables for fewer interventions in high-volume use |
| Installation | Easy installation | Effortless Phaser Installation | |
| Paper handling | 250-sheet tray capacity to handle small workgroups | 500-sheet standard tray and maximum 1,600-sheet capacity to handle medium-to large workgroups | |

Key segments

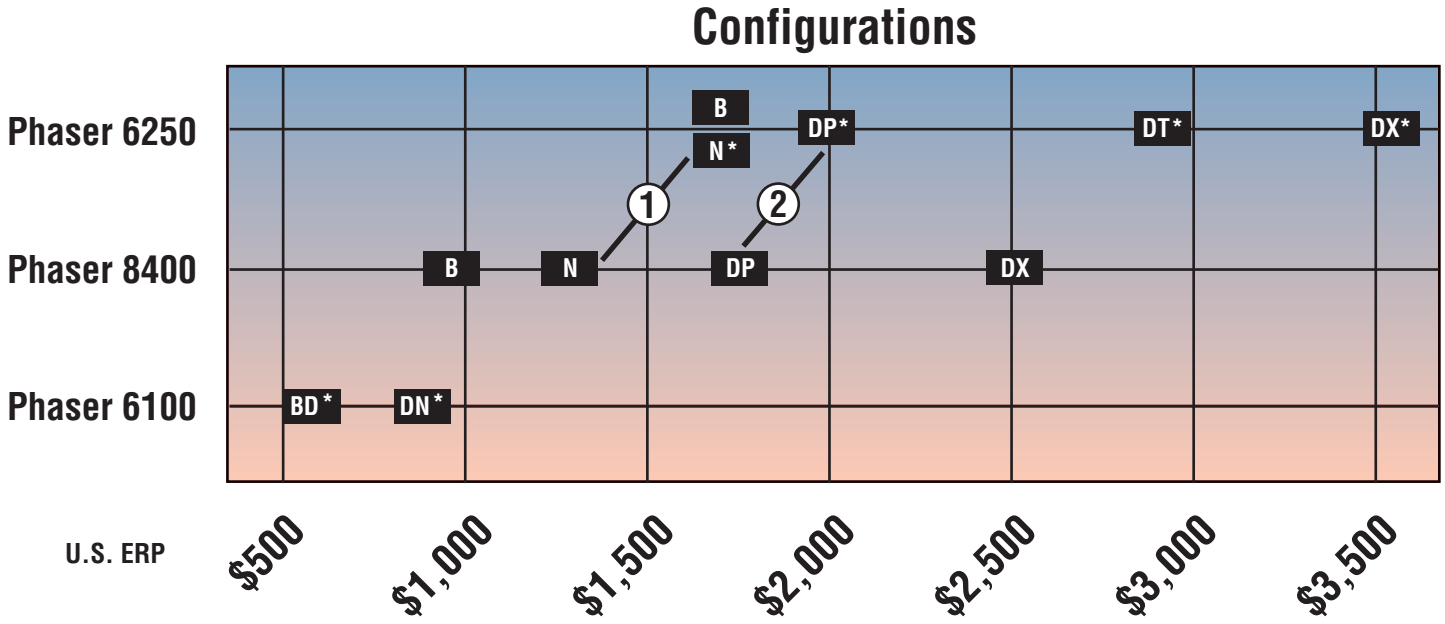
| | | | |
|-------------------------------------|--------|--------|--------|
| Sales & Marketing | Better | Best | Best |
| Finance/Insurance/Accounting | Better | Better | Best |
| Real Estate | Best | Best | Better |
| Manufacturing | Good | Better | Best |
| Medical/Pharmaceutical | Good | Better | Best |
| General Business | Best | Best | Best |



*US prices after rebate (\$100 for Phaser 6100)

Price Positioning

A printer technology should be decided based on customer needs. Once that is done, a configuration that best meets their printing requirements can be chosen.



- ① For \$500 more than the 8400N, the 6250N provides on-site service, 26 ppm in all print quality modes and higher processing power for larger workgroups.
- ② For \$300 more than the 8400DP, the 6250DP provides on-site service, 26 ppm in all print quality modes and higher processing power for larger workgroups.

*US prices after rebate (\$100 for Phaser 6100 and \$300 for Phaser 6250)



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