

HP LaserJet 9050 / 9040 vs. top 4 competitors



Devices competing with the HP LaserJet 9000 series have serious shortcomings.

Competitor	Major weakness	Specifics
Lexmark W840	Weaker media support and no mailbox	<ul style="list-style-type: none">• The HP LaserJet 90x0 can print heavier media from the trays (200 gsm/53 lb. vs. only 105 gsm/28 lb. for the Lexmark W840).• The HP LaserJet can print media up to 12.3" x 18.5" (312 mm x 470mm). Lexmark can only print 11.7" x 17" (297mm x 432 mm).• The Lexmark W840 does not support a mailbox. HP LaserJet 90x0 does, plus HP offers more affordable output paper handling options.• The Lexmark W840 has a separate imaging drum and toner supply. This may jeopardize reliable PQ over time and be more difficult for users to replace.
Kyocera FS-9520DN / 9120DN	Requires a great deal of cleaning	<ul style="list-style-type: none">• Kyocera FS-9x20DN users must follow a 19-step process when replacing toner, including multiple cleaning steps• The Kyocera FS-9x20DN only supports media up to 28 lb./105 gsm from the trays, whereas HP supports media up to 58 lb./216 gsm from the trays• When duplexing, the Kyocera FS-9520DN slows down to 35 ppm, and from the MP tray printing slows down to 31 ppm.• Kyocera does not offer a printer management application, like Web JetAdmin, that allows management of multiple devices at once.
Xerox Phaser 5500N	Weaker media support and no mailbox	<ul style="list-style-type: none">• The HP LaserJet 90x0 can print heavier media from the trays (200 gsm/53 lb. vs. only 105 gsm/28 lb. for the Xerox 5500N).• The HP LaserJet can print media up to 12.3" x 18.5" (312 mm x 470mm). Xerox can only print 11.7" x 17" (297mm x 432 mm).• The Phaser 5500 has a slower processor than the HP LaserJet 90x0 (500 MHz vs. 533 for HP)• The Phaser 5500 does not support a mailbox. HP LaserJet 90x0 does, plus HP offers more affordable output paper handling options.• The Xerox 5500N has a separate imaging drum and toner supply. This may jeopardize reliable PQ over time and be more difficult for users to replace.
Ricoh AP4510	Highest parts and labor costs	<ul style="list-style-type: none">• The Ricoh AP4510 imaging drum must be replaced every 150,000 pages and costs \$400• The Ricoh AP4510 maintenance kit (including fuser) must be replaced at 150,000 pages compared to 350,000 pages for HP• The Ricoh AP4510 only supports media up to 28 lb./105 gsm from the trays, whereas HP supports media up to 58 lb./216 gsm from the trays• Through the duplex unit, the Ricoh AP4510 only supports media up to 28 lb./105 gsm compared to 53 lb./200 gsm for HP• Ricoh does not provide a utility to enable batch configuration of driver settings

Specifications

	HP	Lexmark	Kyocera	Xerox	Ricoh
	LaserJet 9050 / 9040	W840	FS-9520DN / 9120DN	Phaser 5500N	AP4510
Engine	Canon	Fuji-Xerox	Kyocera	Fuji-Xerox	Ricoh
Technology	Laser	Laser	Laser	Laser	Laser
Print speed – letter	50 ppm / 40 ppm	50 ppm	51 ppm / 36 ppm	50 ppm	45 ppm
Print speed – A4	50 ppm / 40 ppm	50 ppm	51 ppm / 36 ppm	50 ppm	45 ppm
Processor	533 MHz	625 MHz	500 MHz / 400 MHz	500 MHz	300 MHz
First-page-out time	8 seconds	6.8 seconds	5 seconds / 7 sec	3 seconds	5.9 seconds
Resolution – best print quality	FastRes 1200	1200 x 1200	1,200-dpi quality	1200 x 1200	600 x 600 dpi
Monthly duty cycle	300,000 pages	300,000 pages	300,000 pages / 180K pgs	300,000 pages	250,000 pages
Memory – standard	64 MB base, 128 MB “N”	256 MB	64 MB / 32 MB	128 MB	64 MB
Memory – maximum	512 MB	768 MB	576 MB / 544 MB	512 MB	320 MB
Input capacity – standard	1,000 sheets	1,100 sheets	1,200 sheets	1,100 sheets	1,050 sheets
Input capacity – maximum	3,100 sheets	5,100 sheets	4,200 sheets	5,100 sheets	3,550 sheets
Output capacity – standard	600 sheets	500 sheets	500 sheets	500 sheets	500 sheets
Output capacity – maximum	3,600 sheets	3,800 sheets	3,000 sheets	4,000 sheets	4,900 sheets
Finishing options	Stacker, stapler/stacker, booklet maker, mailbox	Stapler/stacker, hole punch	Booklet maker, mailbox, stapling, hole punch	Stapler/stacker, hole punch	Mailbox, stapling
Dimensions – inches (w x d x h)	25.5 x 24 x 24	24 x 21 x 19	23 x 25.2 x 24.2	25.2 x 20.7 x 19.6	26.4 x 25.2 x 22
Dimensions – millimeters (w x d x h)	647 x 610 x 610	616 x 520 x 475	585 x 639 x 615	640 x 525 x 498	671 x 640 x 559
Weight – pounds	140	100.5	148	91	139
Weight – kilograms	63.5	45.6	67	41	63
Connectivity	Parallel, optional 10/100Base-T	Parallel, USB, optional 10/100Base-T	Parallel, USB, 10/100Base-T	Parallel, USB, 10/100Base-T	Parallel, 10/100Base-T
Warranty	1 year on-site	1 year on-site	1 year on-site	1 year on-site	Unspecified
U.S. street price (base/N)	\$2,799 / \$3,399 \$2,299 / \$2899	\$2,299 / \$2,899	9520DN: \$4199 9120DN: \$2999	\$2,499 / \$2,999	N.A. / \$2,906
EMEA street price (base/N)	€ 2844 / €3270 € 2546 / € 2902	€2,560 / €2,964	9520DN: € 2878 9120DN: € 2129	€2,256 / €2,462	N.A. / €4,404
U.S. cost per page (toner + parts & labor)	0.81¢ + 0.1¢ = 0.91¢	0.55¢ + 0.25¢ = 0.80¢	0.32¢ + 0.12¢ = 0.44¢	0.40¢ + 0.48¢ = 0.88¢	0.19¢ + 0.54¢ = 0.73¢
EMEA cost per page (toner + parts & labor)	€0.0078 + €0.001 = €0.0088	€0.0056 + €0.0025 = €0.0081	€0.0035 + €0.0012 = €0.0047	Approx €0.0040 + €0.0048 = €0.0088	Data unavailable
Consumables yield (pages)	30,000	30,000 + 60,000 drum	40,000 / 20,000 (starter)	30,000 + 60,000 drum	30,000
Notes	EVM	Same engine as Xerox, but they've added the 10 key pad	Standard duplex, Prescribe forms language	Fuji—Xerox engine	Separate imaging drum and toner supply

Financials

	HP	Lexmark	Kyocera	Xerox	Ricoh
Headquarters	U.S.	U.S.	Japan	U.S.	Japan
Annual revenues	\$73 billion	\$4.7 billion	¥1,087 billion (\$9.6 billion)**	\$16 billion	¥1,684 billion (\$14.9 billion)**
Net profits	\$2.5 billion	\$138 million	¥11 billion (\$97 million)**	\$222 million	¥19.7 billion (\$175 million)**
Offerings	Computers, imaging and printing, networking	Printers and supplies	Electronics, telecommunications, metal processing, automotive	Copying, printing, and services	Copiers and related supplies and communications and information systems

Products

	HP	Lexmark	Kyocera	Xerox	Ricoh
Small workgroup	LaserJet 24x0	T430	FS-1920	Phaser 3450	AP400
Volume workgroup (letter/A4)	LaserJet 4250 LaserJet 4350	T640 T642 T644	FS-3820 FS-3830	Phaser 4500	N.A.
Tabloid/A3 workgroup	LaserJet 5100 LaserJet 9040 LaserJet 9050	W812 W840	FS-6020 FS-9120 FS-9520	Phaser 5400 Phaser 5500	AP610 AP3200 AP4510

Strategies

	HP	Lexmark	Kyocera	Xerox	Ricoh
Competitive strategy	Best satisfaction rating due to balancing user productivity and cost	Sales force targets vertical markets; attempts to outspec HP on PPM, paper handling, and toner-cartridge capacity	Cost-per-page leader with green message; targets specific geographies like Germany and Australia	Offers workgroup monochrome to complete its product lineup	Extend offerings down to workgroup monochrome
Key weaknesses	Market leader under attack on many fronts, plus not always a spec leader in every area	Focus on specs leads to tradeoffs in usability, reliability, and network management; not as aggressive in tabloid/A3	Designing for low cost per page creates user maintenance, hidden costs, and reliability issues	Poor market share (2% to 3%) in monochrome workgroup laser – more focused on color, copying, and production	Lack of experience in distributed workgroup evident in performance, management, and technology