Sales Guide

MP C2011SP

Digital Colour Multifunctional Product

☑ **Copier** ☑ **Printer** ☑ **Scanner**

nashuatec

MP C2011SP

20 ppm B/W Colour

Contents:

This sales guide is to be used by sales staff as a training aid. It is not a sales tool and should not be shared with customers. Whilst care has been taken to ensure the information provided in this guide is accurate, no liability will be accepted for errors or omissions.

1. Introduction

MP C2011SP is new addition to Ricoh's MP C2003/2503/3003/3503/4503/5503/6003 family of colour multifunctional products. The 20 ppm colour MFP is positioned as a 'value solution' for customers who are prepared to trade some functionality for a lower price. Targets for MP C2011SP will include small businesses looking to improve their facilities, small- to medium-sized businesses in developing markets and price sensitive tenders.

To reduce cost, there are limited feed and finishing options for the MFP and some solutions, such as fax, searchable PDF and MFP browser, are not supported. That said, although positioned as a 'value solution', the new MFP does offer cost conscious customers versatile functionality, productive performance and outstanding image quality.

MP C2011SP is a 20 ppm colour MFP. It is network ready, print-copy-scan enabled, has an integral document server, a colour touch-screen operation panel and a media card reader. The standard configuration includes a document feed, a full speed interleaving duplex, two 550 sheet paper trays and a 100 sheet active bypass. Options include a 2 x 550 sheet paper bank and PostScript 3 printing. There are no finishing options.

The MFP shares its colour touch-screen operation panel with other products in the range and can be installed as part of a enterprise solution which includes other Ricoh GWNX enabled printers and MFPs. Workflow and security features such as Distributed Scan Management and Lock Print are supported. The missing features - options for the fully featured versions of the product - include fax, searchable PDF and MFP browser functionality.

Product highlights include outstanding image quality, wide paper latitude, excellent productivity and low power consumption. MP C2011SP produces best-in-class image quality. Ricoh's advanced PxP toner produces a wide colour gamut and supports high-resolution printing. Colour and black-and-white output is produced at 1200 x 1200 dpi 2-bit resolution.

The new MFP supports paper formats from A6 to SRA3 (requires the optional SRA3 unit) and paper weights from 52 to 300 gsm. Envelopes, labels and coated paper can be fed from the second tray. The standard 1200 sheet paper capacity (two 550 sheet trays and 100 sheet bypass) can be expanded to 2,300 sheets with the addition of a 2 x 550 sheet paper bank.

Fast yet environmentally-friendly, the new MFP can recover from sleep mode to full readiness in 5.6 seconds and produce a first print in just 5.5 seconds (B&W) / 7.7 seconds (colour), faster than any other machine in its class. The use of low-melt toner and energy efficient fusing technology speeds recovery and ensures that the MP C2011SP also boasts the lowest TEC rating in its class.

This guide explores the functionality of the products in more detail, explaining new features and identifying key selling points. It includes side-by-side comparisons with competitor products.

2. Sales Highlights

Value solution

MP C2011SP is positioned as a value solution. The colour MFP offers versatile functionality at an affordable price. It is network ready, print-copy-scan enabled and has an integral document server. It is equipped with a high-capacity ARDF and a full speed duplex and will produce immaculate single-and double-sided colour output at a speed of 20 A4 pages a minute.

- Affordable colour imaging technology
- Pre-configured multifunctional solution
- Network ready, print-copy-scan enabled
- Includes high-capacity ARDF and duplex
- Ricoh Next Generation controller (GWNX)

Superb image quality

MP C2011SP can be used to print high-quality customer-facing colour collateral. Ricoh's PxP toner produces a wide gamut of colours and supports 1200 x 1200 dpi 2-bit colour resolution. The MFP can feed heavyweight coated SRA3 media (requires optional SRA3 unit) which can be trimmed after printing to produce full-bleed A3 covers.

- 1200 x 1200 dpi 2-bit colour resolution
- Wide colour gamut, smooth relations and fine lines
- Auto colour calibration (ACC) and real-time process control (RTPC)
- Adjust brightness, contrast, colour saturation and balance
- Support for coated 300 gsm SRA3 paper

Productive performance

MP C2011SP can be programmed to power up ready for work in the morning and power down again in the evening. Capable of recovering from energy-saving sleep mode to full readiness in just 5.6 seconds, MP C2011SP produces urgent one-off prints in 5.5 seconds (B&W) / 7.7 seconds (colour) and continuous single-/double-sided output at a speed of 20 pages a minute / 1,200 pages an hour.

- Automatic power on/off timer
- 19 second warm up
- 5.6 second recovery from sleep mode
- First print delivered in 5.5 seconds (B&W) / 7.7 seconds (colour)
- Single-/double-sided output produced at a speed of 20 ppm

Wide paper latitude

MP C2011SP supports a wide range of media weights and sizes. Adding impact to print collateral and saving the operator time, heavyweight media of up to 300 gsm can be fed from the standard paper trays and envelopes, labels and coated paper from the second tray. Equipped with the optional SRA3 unit, MP C2011SP also supports coated SRA3 paper.

- 1,200 sheet capacity, expandable to 2,300 sheets
- Standard trays support 60 to 300 gsm stock
- Duplex supports paper weights of 52 to 169 gsm
- A6, A5, A4, A3 and SRA3 paper sizes (requires optional SRA3 unit)
- Feed envelopes, labels and coated paper from second tray

Eco-friendly

MP C2011SP is one of the most energy efficient MFPs available. Compact, network ready and able to meet workgroup colour and black-and-white needs, it will save space and reduce the number of imaging devices required. MP C2011SP boasts a best in class TEC rating of 700 Wh and, in sleep mode, consumes just 1 W energy. Printing two-sided, it will save paper too.

- Compact, network ready multifunctional solution
- On/off timer and low energy sleep mode reduces energy consumption
- Best-in-class TEC (typical electricity consumption) of 700 Wh
- Full speed duplex and duplex default setting
- Eco-information screen reports green savings

Workflow enabled

MP C2011SP has the same colour touchscreen operation panel as other MFPs in Ricoh's range and can be installed as part of a uniform enterprise-wide imaging solution. The GWNX controller runs integrated applications that control the document infrastructure and automate work processes. Print output can, for example, be 'locked' and security information appended to documents.

- Intuitive operation with colour touch-screen operation panel
- Easy-to-use one-click point and print drivers
- Scan to email, folder and URL
- Supports DSM (distributed scan management)
- Lock print, append security information and password protect documents

3. Product Positioning

- **A3 colour multifunctional product**
- **Value solution**
- **Network ready and print-copy-scan enabled**
- **Equipped with ARDF and duplex**
- **No finishing options**
- **Some solutions - fax, searchable PDF and MFP browser - are not supported**

MP C2011SP is a 'value solution' for cost conscious customers who need a productive colour imaging device and are prepared to trade some of Ricoh's more advanced functionality for a low purchase price. Although positioned as a value solution, the new MFP offers versatile functionality, productive performance and outstanding image quality.
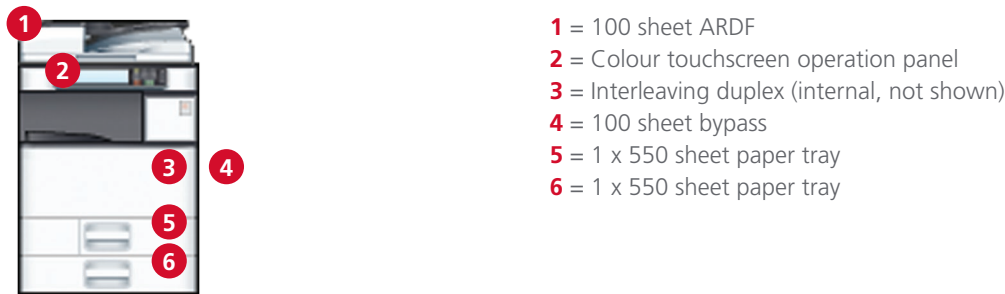
Positioned as a low cost alternative to the feature-rich MP C2003SP, the 20 ppm A3 colour MFP represents excellent value for money. It is network ready, print-copy-scan enabled and is equipped with a hard disk drive, high capacity ARDF and a full speed duplex. It cannot however be used as a fax and there are no finishing options.
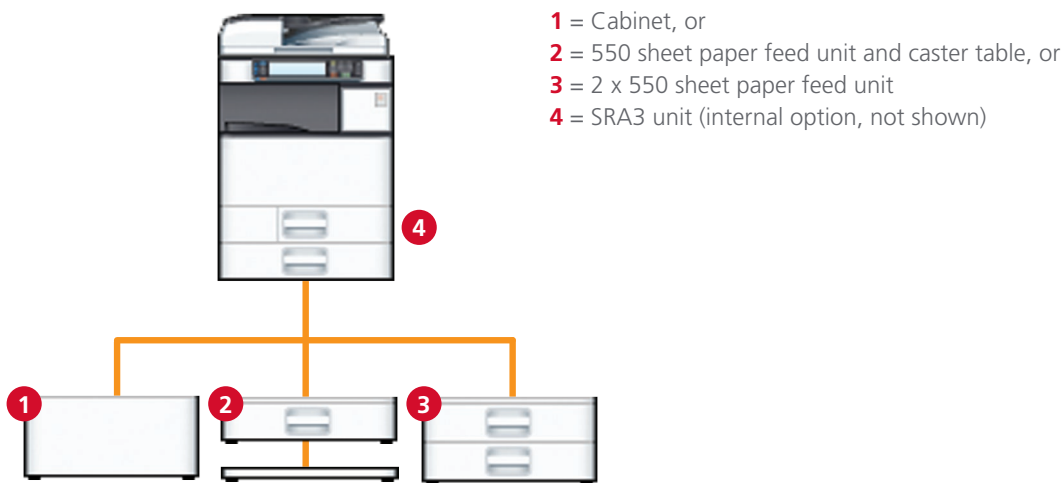
Price

MP C2003SP
20 PPM A3 MFP

**Fewer options
Lower price**

MP C2051
20 PPM A3 MFP
(predecessor)

**MP C2011SP
20 PPM A3 MFP**

SP C252SF
20 PPM A4 MFP

Functionality

4. Configuration and Ordering

Hardware Configuration

MP 2011SP is a compact A3 MFP. It can be mounted on a desk, on one of the two optional paper banks or on a cabinet. MP C2001SP is network ready and print-copy-scan enabled. The standard hardware configuration includes 2 x 550 sheet paper trays, a 100 sheet multi bypass, a 100 sheet ARDF and a full speed interleaving duplex.

1 = 100 sheet ARDF
2 = Colour touchscreen operation panel
3 = Interleaving duplex (internal, not shown)
4 = 100 sheet bypass
5 = 1 x 550 sheet paper tray
6 = 1 x 550 sheet paper tray

Peripheral Configuration

1 = Cabinet, or
2 = 550 sheet paper feed unit and caster table, or
3 = 2 x 550 sheet paper feed unit
4 = SRA3 unit (internal option, not shown)

Functional Configuration

Functional Configuration - MP C2011SP	
USB/SD card reader	Standard
Network interface	Standard
HDD/document server	Standard
Colour scanning	Standard
PCL printing	Standard
PostScript printing	Option
IPDS printing	Not available
Fax	Not available

More peripheral and functional upgrade options are listed on the next page (see EDP Codes and Dependencies)

EDP Codes and Dependencies

EDP Codes and Dependencies - MP C2011SP					
Category	**Item**	**Product Name**	**EDP Code**	**Must Install**	**Cannot Install**
Mainframe	20 ppm MFP with ARDF	MP C2011SP	417319	OI kit	
Paper Feed	2 tray Paper Bank	Paper Feed Unit PB3210	416952	-	1 tray paper bank, caster table, cabinet
	1 tray Paper Bank	Paper Feed Unit PB3150	416545	-	2 tray paper bank, cabinet
	Caster Table	Caster Table Type 39	986359	1 tray Paper Bank	
	Cabinet	Low Cabinet 38	986358	-	1 tray paper bank, 2 tray paper bank, caster table
	SRA3 unit	Imageable Area Extension Unit Type M3	416730	-	-
Printing	PostScript3	Postscript3 Unit Type M3	416578	-	-
Interfaces	Wireless Interface	IEEE 802.11a/g/n Interface Unit Type M2	416572	-	-
Security	Copy Guard Security	Copy Data Security Unit Type G	416391	-	-
	Optional Counter Interface	Optional Counter Interface Unit Type A	413012	-	-
	Key Counter Bracket	Key Counter Bracket Type M3	416869	-	-
	File Format Converter	File Format Converter Type E	414007	-	-
Accessibility	Keyboard Bracket	External Keyboard Bracket Type M3	416909	-	-
	ADF Handle	ADF Handle Type C	416213	-	-

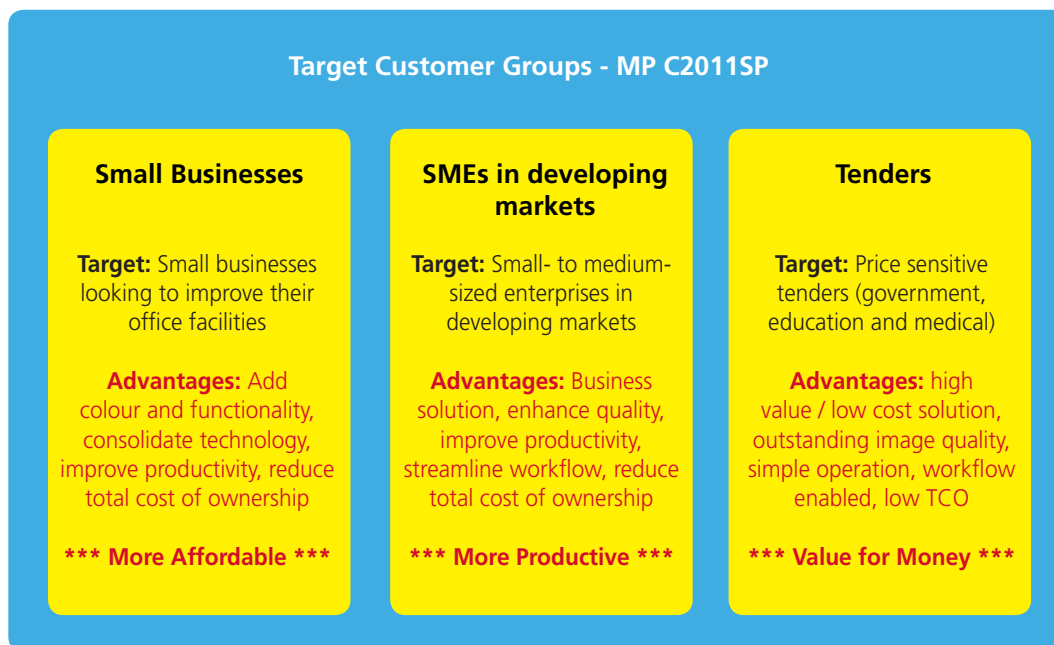| OI Kit EDP Codes - MP C2011SP					
Language	**Description**	**EDP Code**	**Language**	**Description**	**EDP Code**
English	OI2011EN	903672	Norwegian	OI2011NO	903681
German	OI2011GE	903674	Portuguese	OI2011PG	903682
French	OI2011FR	903673	Polish	OI2011PO	903683
Italian	OI2011IT	903675	Finnish	OI2011FI	903684
Dutch	OI2011NL	903676	Danish	OI2011DA	903685
Spanish	OI2011SP	903677	Catalan	OI2011CA	903686
Swedish	OI2011SW	903678	Turkish	OI2011TU	903687
Czech	OI2011CZ	903679	Russian	OI2011RU	903688
Hungarian	OI2011HU	903680	Greek	OI2011GR	903689

Consumable EDP Codes - MP C2011SP				
Brand	**Item**	**Product Name**	**EDP Code**	**Quantity and Yield**
Multi Brand	Toner Black	Print Cartridge Black MP C2503	841925	15,000 prints/bottle
	High Yield Toner Yellow	Print Cartridge Yellow MP C2503H	841926	9,500 prints/bottle
	High Yield Toner Magenta	Print Cartridge Magenta MP C2503H	841927	9,500 prints/bottle
	High Yield Toner Cyan	Print Cartridge Cyan MP C2503H	841928	9,500 prints/bottle
	Toner Yellow*	Print Cartridge Yellow MP C2503	841929	5,500 prints/bottle
	Toner Magenta*	Print Cartridge Magenta MP C2503	841930	5,500 prints/bottle
	Toner Cyan*	Print Cartridge Cyan MP C2503	841931	5,500 prints/bottle
	Waste Toner Bottle	Waste Toner Bottle MP C6003	416890	100,000 prints/bottle

* Short yield toners (EDP codes 841929, 841930, 841931) for dealer channel only

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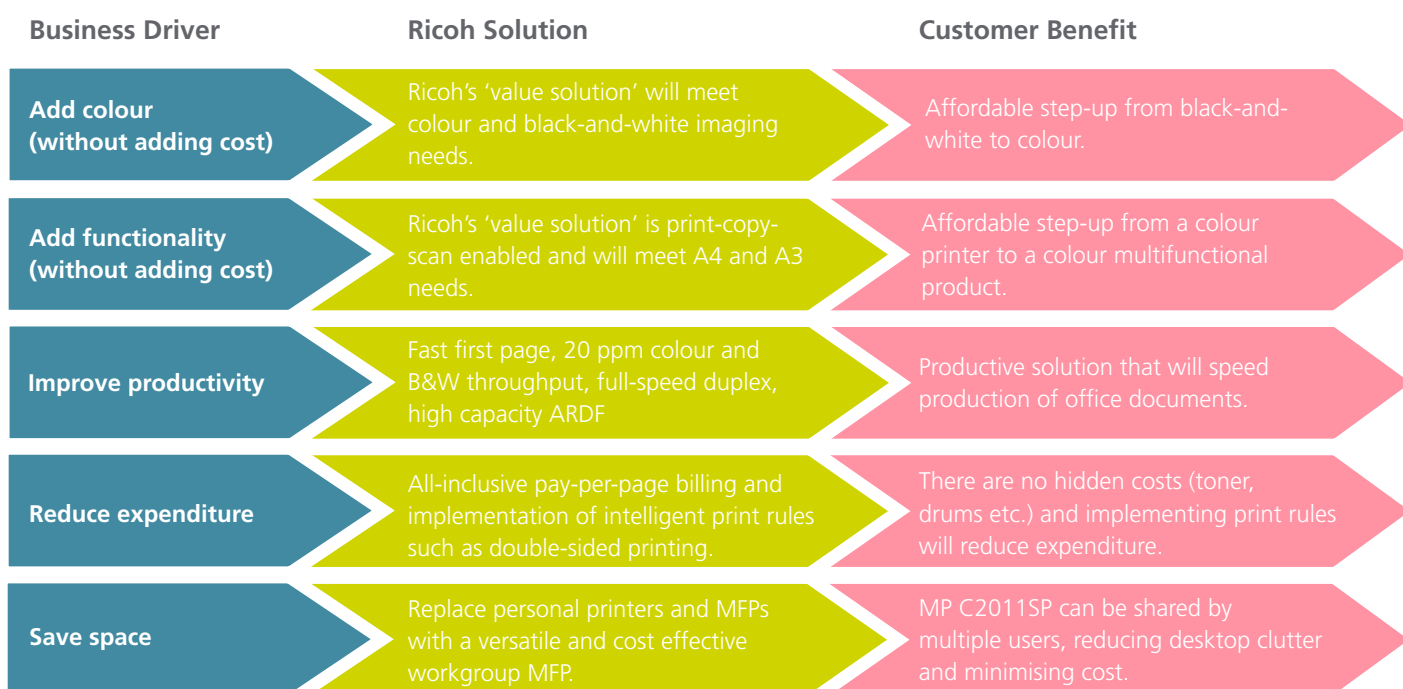
5. Target Markets

MP C2011SP is a colour multifunctional product designed for shared use in the office environment. It is productive, network ready and print-copy-scan enabled. It is moreover, easily affordable. MP C2011SP is positioned as a 'value solution' for customers who need a productive colour multifunctional system but who do not have the wherewithal for a more feature-rich device.

Targets customer groups for MP 2011SP will include small businesses looking to improve their office facilities, small- to medium-sized businesses in developing markets and price sensitive tenders. For many customers, the purchase will represent a technological and financial step-up, with the colour MFP replacing a black-and-white MFP (adding colour) or a laser printer (adding functionality).

Target Customer Groups - MP C2011SP

Small Businesses

Target: Small businesses looking to improve their office facilities

Advantages: Add colour and functionality, consolidate technology, improve productivity, reduce total cost of ownership

*** More Affordable ***

SMEs in developing markets

Target: Small- to medium-sized enterprises in developing markets

Advantages: Business solution, enhance quality, improve productivity, streamline workflow, reduce total cost of ownership

*** More Productive ***

Tenders

Target: Price sensitive tenders (government, education and medical)

Advantages: high value / low cost solution, outstanding image quality, simple operation, workflow enabled, low TCO

*** Value for Money ***

Price and value for money will be key factors in the decision making process. MP C2011SP scores well on both counts. It has a low purchase price and low running costs, it comes ready equipped with essentials such as a network card, ARDF and duplex, and it produces high quality colour and black-and-white output at a brisk pace.

High-level business drivers for cost conscious customers are likely to include:

Business Driver	Ricoh Solution	Customer Benefit
Add colour (without adding cost)	Ricoh's 'value solution' will meet colour and black-and-white imaging needs.	Affordable step-up from black-and-white to colour.
Add functionality (without adding cost)	Ricoh's 'value solution' is print-copy-scan enabled and will meet A4 and A3 needs.	Affordable step-up from a colour printer to a colour multifunctional product.
Improve productivity	Fast first page, 20 ppm colour and B&W throughput, full-speed duplex, high capacity ARDF	Productive solution that will speed production of office documents.
Reduce expenditure	All-inclusive pay-per-page billing and implementation of intelligent print rules such as double-sided printing.	There are no hidden costs (toner, drums etc.) and implementing print rules will reduce expenditure.
Save space	Replace personal printers and MFPs with a versatile and cost effective workgroup MFP.	MP C2011SP can be shared by multiple users, reducing desktop clutter and minimising cost.

6. Key Features

Mainframe		
Feature	**Advantage**	**Benefit**
I-Style concept	Operational areas, such as the touchscreen display and delivery area are emphasised in black.	Smart modern appearance in keeping with other Ricoh MFPs.
Compact design	With its cubic design, MP C2011SP has a footprint of just 0.402 m^2.	Saves valuable office space.
Multifunctional product	MP C2011SP is print-copy-scan enabled, providing 3-in-1 functionality.	Replace personal printers and other desktop devices, saving space and money.
Colour and B&W	MP C2011SP will print and copy in full colour and black-and-white at the same speed.	A single device will meet colour and black-and-white imaging needs.

Productivity		
Feature	**Advantage**	**Benefit**
Quick warm up	MP C2011SP is ready to print within 19 seconds of power up.	Saves time and improves productivity.

Quick recovery ***Best-in-Class***	MP C2011SP recovers from sleep mode to full readiness in just 5.6 seconds.	Improves productivity and reduces energy consumption.
Fast first page	First print delivered in 5.5 seconds (B&W) / 7.7 seconds (colour)	Maintains productivity by producing one-off prints and copies faster.
Full speed duplex	The integral duplex runs at full engine speed.	There's no reduction in productivity when printing two-sided.

Paper Handling		
Feature	**Advantage**	**Benefit**
A3 print engine	MP 2011SP can handle paper formats from A6 to A3.	A single device will meet A3 and A4 print needs.
SRA3 capability	With the optional SRA3 unit fitted, MP C2011SP can also feed SRA3 paper.	Add value by printing full-bleed A3 covers.
Large paper capacity	The standard paper capacity of 1,200 sheets (2 x 550 sheet trays + 100 sheet bypass) can be expanded to 2,300 sheets with the addition of a 2 x 550 sheet paper deck.	Hold different paper formats and stock online and reduce downtime related to paper replenishment.
Thick paper support	Paper trays support media of 60 to 300 gsm, the bypass supports media of 52 to 300 gsm and the duplex supports media of 52 to 256 gsm.	Print reliably onto letterhead paper, bond stock and other non-standard media.
Envelope printing	The second tray also supports envelopes, labels and coated stock.	Speed mailing process by printing addresses onto envelopes.
High capacity ARDF 	Up to 100 single- or double-sided originals can be scanned in a single batch.	Automates scanning process.

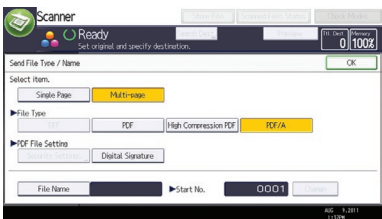| Quality		
Feature	**Advantage**	**Benefit**
High resolution printing	MP C2011SP supports 1,200 x 1,200 dpi 2-bit colour resolution.	Produces near photographic image quality with fine lines and smooth gradations.
Wide colour gamut	Ricoh's PxP chemical toner provides a wide colour gamut.	Renders colours accurately with natural tones and deep saturation.
Auto colour calibration	Auto colour calibration (ACC) and real-time process control (RTPC) helps to ensure that colours are correctly calibrated and consistently rendered.	Consistently maintains high image quality.

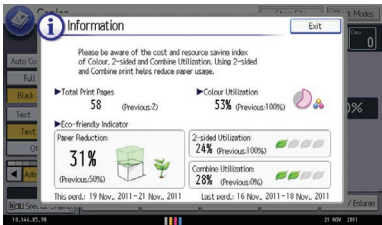| Connectivity		
Feature	**Advantage**	**Benefit**
Network ready	MP C2011SP is equipped with a gigabit ethernet interface and there is wireless interface option.	Workgroup users can share the same device, improving access.

Controller		
Feature	**Advantage**	**Benefit**
Next Generation (GWNX) Controller	MP C2011SP features a cut-down version of Ricoh's advanced embedded controller.	Simplifies operation, automates processes and safeguards document security.
Colour touchscreen display	9 inch touchscreen display with intuitive menu system.	Simplifies operation and improves the users' experience.
Simple screen key	Toggles between simplified and full menus.	Simplifies operation with complex menu choices hidden unless required.
Customisable image area	An image, such as a corporate logo, can be displayed on the operational panel.	Use of a company logo will improve the users' affinity with the machine.
Document server	The 250 GB hard drive acts as document server and can be used to archive up to 3000 documents or 9000 pages.	Reduce costs by printing regularly used documents on demand.

Security		
Feature	**Advantage**	**Benefit**
DataOverwrite Security	Overwrites temporary data held on the hard drive up to nine times with random data.	Protects security by ensuring that temporary data cannot be recovered.
HDD Encryption	Encrypts the address book, authentication information and stored documents.	Protects security by encrypting documents.
Quota scheduling	The administrator can limit the output of individual users and user groups by setting page count limits.	Establishes governance over the print environment and reduces print volume.
Banner page print	A job sheet can be printed before a print job which identifies the originator.	Makes it easier to identify work in a busy environment.
Mandatory hold print	When mandatory hold print is activated by the administrator, print output is held in the document server until released at the printer by the originator.	Protects confidentiality and reduces waste.
Mandatory security information	Automatically append security information such as the user ID, date, time, IP address and printer serial number to every document printed.	Improves document security by establishing a printed audit trail.
ID card copy	Copy two sided ID cards and passport information to one side of a single sheet of paper.	Automates ID card copy process. Will be beneficial to banks, government organisations, libraries and travel companies.

Portable Media

Feature	Advantage	Benefit
USB/SD card reader	There is a USB/SD card reader located to the side of the control panel.	Improves access by enabling walk up users to print from / scan to flash memory.
Media print settings	Print settings such as duplex and booklet printing can be applied to documents held on the USB/SD card.	Improves functionality enhances the quality of printed documents.
Media print preview	Documents held on the USB/SD card can be previewed at the control panel. The preview is displayed with selected print settings applied.	Reduces waste by ensuring that the right documents are selected and printed in the format required.
Multiple file selection	It is possible to select and print multiple JPEG, TIFF or PDF files held in the same folder of a USB/SD card.	Speeds production with the user able to print multiple files in a single operation.

Printing

Feature	Advantage	Benefit
Point and print icons 	The standard PCL print driver and optional PS3 print driver have graphic icons which allow single click selection of complex settings.	Simplifies the print process, saving time.
PostScript 3 (option)	A genuine PostScript driver is available as an option.	Print PostScript and PDF files accurately.
Scheduled print	Users can specify a time at which documents are to be printed.	Reduces printer bottlenecks. Time-consuming jobs such as invoicing can be scheduled to run overnight or at the weekend.
AirPrint support	Print e-mails, photographs and webpages directly from an Apple iPhone or iPad using a wireless network.	Improves access and simplifies print process.
Mail to Print	Send an e-mail with attached data directly to the MFP for printing.	Improves access and simplifies print process.
PDF direct print (requires PS3 option)	PDF documents can be printed directly to a PostScript enabled MFP. The files are processed by the MFP rather than the PC.	Releases computer resource and reduces network traffic.
XPS direct print (requires PS3 option)	MP C2011SP also support XPS direct print. XPS is an XML based document format similar to PDF which is being promoted by Microsoft.	Compatible with newly emerging print format.

Digitisation		
Feature	**Advantage**	**Benefit**
Colour scanning	MP C20011SP will scan colour documents at a speed of 54 images per minute.	Improves access to information and reduces copy volumes by enabling information to be shared electronically.
Distributed scan management (DSM)	The administrator can pre-set scanning conditions and destinations for users.	Simplifies the scanning process.
Encrypted PDF transmission	PDF documents scanned to e-mail, saved to the document server or to another network location can be encrypted and password protected.	Protects confidential information.
Enhanced encryption level	The user can select secure encryption algorithms. Supported algorithms include AES256bit (used by the US government, NESSIE in the EU and CRYPTREC in Japan) and SHA-2 (used by the US National Security Agency).	Encryption complies with government and industry regulatory standards.
PDF/A	PDF/A is an ISO standard for the long-term archiving of electronic documents. The format locks the document to maintain its originality and records within the document a 'Device Certificate'.	Document format complies with government and industry regulatory standards.

Environment		
Feature	**Advantage**	**Benefit**
Power on/off timer	The power on/off timer switches the machine on and off at specified times.	Ensures the machine is ready for use and saves energy by switching the machine off when it is not required.
Eco-information screen	A pop-up, visible at the control panel, reports green metrics, such as the number of double-sided prints.	Encourages sustainable print behaviour.
Low TEC (total energy consumption) ***Best-in-Class***	In sleep mode MP C2011SP consumes just 0.8 W energy, contributing to a low best-in-class TEC rating of just 700 Wh.	Save energy and reduce carbon emissions by using energy efficient technology.

7. Specifications

General Specifications - MP C2011			
Warm-up time	19 seconds		
First output speed	Full colour	7.7 seconds	
	B/W	5.5 seconds	
Continuous output speed	Full colour	A4	20 pages per minute
		A4 duplex	20 pages per minute
	B/W	A4	20 pages per minute
		A4 duplex	20 pages per minute
One to one copy speed	Full colour	A4	20 copies per minute
		A4 duplex	20 copies per minute
	B/W	A4	20 copies per minute
		A4 duplex	20 copies per minute
Memory	Standard	1.5 GB	
	Maximum	1.5 GB	

Copier Specifications - MP C2011			
Multiple copying	Up to 999 copies		
Resolution	600 dpi		
Zoom	From 25% to 400% in 1% steps		
Number of copy reservations	8 reservations		
Enhanced features	Colour mode	Default = Black & White mode	
		Auto Colour Selection (ACS)	
		Full Colour	
		Single Colour	
		Two colour	
	Copy mode	Default = Text	
		Text/photo	
		Photo	
		Generation	
		Auto Text & Photo separation	
		Map	
		Pale	
	Paper selection	Default = Auto Paper Selection (APS)	
		Auto Paper Selection (APS)	
		1st tray	
		2nd tray	
		3rd tray	
		4th Tray	
		Bypass tray	
	Auto tray switch		

	Duplex	1 sided to 2 sided	
		2 sided to 2 sided (with ARDF)	
		Book to 2 sided	
		Front and back to 2 sided	
	Book	Booklet	Yes
		Magazine	Yes
		Layout & Booklet	Yes
	Series	Book to simplex	
		2 Sided original to simplex	
	Combine	2 into 1 simplex	
		4 into 1 simplex	
		8 into 1 simplex	
		1 duplex into 1 simplex	
		2 duplex into 1 simplex	
		4 duplex into 1 simplex	
		4 into 1 duplex	
		8 into 1 duplex	
		16 into 1 duplex	
		2 duplex into 1 duplex	
		4 duplex into 1 duplex	
		8 duplex into 1 duplex	
	Shift/erase/margin adjustment	Centering	
		Margin adjustment	1 mm step (0-30 mm) Default = Front Page: mm left, Back Page: mm right
		Erase center	1 mm step (2-99 mm), Default = mm
		Erase border	1 mm step 2-99 mm), Default = mm
	Cover sheet/chapter/slip sheets	Front cover	Copy or Blank
		Front & back cover	Copy or Blank
		Chapter	
		Slip sheets	
	Image rotation		
	Electronic sort	Without shift sort	
	Electronic sort	Rotate sort	
		Shift sort	
	Electronic stack		
	Colour creation	Colour conversion	
		Colour erase	
		Colour overlay	
	Image creation	Repeat	
		Double copy	
		Mirror	

		Positive/negative	
	Stamp/numbering	Preset stamp	
		User stamp	4 stamps
		Date stamp	5 stamps
		Page number	6 styles
		Bates Numbering	9 digits
		Printing copy prevention pattern	
	Colour balance adjustment		
	Colour balance program		
	Sharp/soft	7 levels	
	Contrast	9 levels	
	Background density adjustment	9 levels	
	Under Colour Removal (UCR) adjustment	9 levels	
	Text & photo separation sensitivity adjustment	9 levels	
	Colour erase sensitivity adjustment	5 levels	
	Job programs	Standard 25 jobs	
	User code	8 digits / 1,000 user code	
	Interrupt copy		
	Auto start		
	Job preset	8 jobs	
	Sample copy		

Printer Specifications - MP C2011			
RAM	Standard	1.5 GB	
HDD	Standard	250 GB	
Printer language	Standard	PCL5c	
		PCL6(XL)	
		PDF direct print	
		Mediaprint (JPEG/TIFF)	
	Option	Adobe® PostScript® 3™	
		PictBridge	
Print resolution	1,200 x 1,200 dpi		
Interface	Standard	USB 2.0	
		SD slot	
		Ethernet 10 base-T/100 base-TX	
		Ethernet 1000 Base-T	
	Option	Wireless LAN (IEEE 802.11a/b/g/n)	
Windows® environments	Windows® XP		
	Windows® Vista		
	Windows® 7		
	Windows® 8		

	Windows® Server 2003		
	Windows® Server 2003R2		
	Windows® Server 2008		
	Windows® Server 2008R2		
	Windows® Server 2012		
Mac OS environments	Macintosh OS X Native v10.5 or later		
UNIX environments	UNIX Sun® Solaris		
	HP-UX		
	SCO OpenServer		
	RedHat® Linux Enterprise		
	IBM® AIX		
Novell® Netware® environments	v6.5 or later		
SAP® R/3® environments	SAP® R/3®		
Printer driver features	Send to document server		
	Sample print		
	Locked print		
	Hold print		
	Scheduled print		
	Stored print		
	Store and print		
	Reduce/enlarge(zoom/scaling)		
	Layout (N-up, page per sheet)		
	Duplex		
	Booklet2 (magazine)		
	Collate		
	Banner Page Print (Job Sheet Print)		
	Rotate by 180 degrees		
	Black over print		
	Gray reproduction		
	CLP colour simulation		
	User ID		
	User code		
	PDF direct print		
	Mail to print		
	Classification code		
	Bonjour (Rendezvous) support		
	Windows® Active Directory support		
	DDNS support		
	PCL resident font adoption		
	Tray-parameter change from Web Image Monitor		
	1,200 dpi support		

	Mobile driver		
	XPS support		
	WS printer		
	Wireless LAN interface option		
	Media Direct Print (print from USB)		
	Media Direct Print (print from SD)		
	Auto Job Promotion		
	AirPrint		
	Poster Print		
	WPS (WiFi Protected Set-up) support		

Scanner Specifications - MP C2011			
Scanning speed	Maximum 54 originals per minute		
Resolution	Maximum	600 dpi	
	Optical	200 dpi	
	Preset	200 dpi	
Scan mode	Standard	B/W text/line art	
		B/W text	
		B/W text/photo	
		B/W photo	
		B/W grayscale	
		Full colour text/photo	
		ACS	
		Full colour glossy photo	
Image density	Auto Density Selection		
	Manual: 7 levels		
SADF/batch mode			
Mixed size mode			
Image rotation			
Reduce and Enlarge			
Split scan from booklet original			
Digital signature for PDF			
Original size	A3		
	A4		
	A5		
	B4		
	B5		
	B6		
File format	Single page TIFF		
	Single page JPEG		
	Single page PDF		
	Single page High compression PDF		

	Single page PDF-A		
	Multi page TIFF		
	Multi page PDF		
	Multi page High compression PDF		
	Multi page PDF-A		
Bundled drivers	Network TWAIN		
Scanner features	Scan to USB/SD		
	WS-Scanner		
	Scanned file naming		
	Scan file type selection	Single TIFF	
		Single JPEG (Grey Scale)	
		Single PDF	
		Single High Compression PDF	
		Multi Page TIFF/PDF	
		Multi page High Compression PDF	
	LDAP Support	E-mail address search	
		Fax address search	
	Preview before transmission (TX Preview)		
	PDF encryption		
	Drop out colour send		
	Twain Scan		
	Distributed Scan Management (DSM)		
Scan to	E-mail		
	Folder		
	USB		
	SD card		

Paper Specifications - MP C2011			
Paper input capacity	Maximum	2,300 sheets	
Paper output capacity	Maximum	500 sheets	

Security Specifications - MP C2011			
Network user authentication			
IP address filtering			
HDD Data Overwrite Security			
HDD encryption			
Authentication	Windows® authentication		
Secure print			
Encrypted secure print			
Encrypted PDF mode			
IP Sec			

Secure Sockets Layer (SSL)			
SNMPv3			
IPv6			
Transport layer security			
Copy Guard Security			
Digitally signed PDF			
Security for IEEE802.11i,w			

Environmental Specifications - MP C2011			
Sound power level (mainframe)	Stand-by	Less than 32.1 dB	
	Copying	Full colour	61 dB
		B/W	59.6 dB
Sound power level (full system)	Stand-by	Less than 32.1 dB	
	Copying	Full colour	64.7 dB
		B/W	64.7 dB
Power consumption	Maximum	1,700 W	
	Operating power	600 W	
	Sleep mode	1 W	
	TEC (Typical Electricity Consumption)	700 Wh	
	Energy Saver mode	1 W	
Material emission level (emission rate)	Dust (Print)	FC	Operation: 4 mg/h
		BW	Operation: 4 mg/h
	TVOC (Print)	FC	Operation: 18 mg/h
		BW	Operation: 10 mg/h
Environmental labels/ ENERGY STAR certification	BAM ENERGY STAR version 2.0		

Peripheral Options - MP C2011			
1 x 550-sheet paper tray	Paper size	SRA3	
	Paper weight	52 - 300 g/m²	
	Paper output capacity	550 sheets	
	Dimensions (W x D x H)	587 x 685 x 120 mm	
	Weight	10.9 kg	
2 x 550-sheet paper tray	Paper size	SRA3	
	Paper weight	60 - 300 g/m²	
	Paper output capacity	1,100 sheets	
	Dimensions (W x D x H)	587 x 685 x 247 mm	
	Weight	20.1 kg	
Caster table			
Fax option			
SRA3 unit			

8. Service and Supplies

MP C2011SP should be maintained by a trained service engineer. Like other Ricoh MFPs, service is likely to be offered on a toner inclusive Pay per Page (PpP) basis.

PpP servicing offers the following customer advantages:

- Visibility and control of print costs
- Transparent all-inclusive price
- Low pre-agreed page cost
- Dedicated national/international service operation
- Remote monitoring and diagnostics (@Remote)
- Telephone and field support

MP C2011SP has similar running costs to MP C2003SP and MP C2053SP. Although the running costs are similar, sales people must refer to their service or sales management for actual service pricing.

The new MFP is reliable and resilient. MP C2011SP has a target MCBC (mean copies between calls) of 33,700 pages which means that a customer producing the average targeted volume of 3,000 pages a month, might expect to need a service visit once every 10 or 11 months.

Using @Remote, the devices can be monitored in real-time enabling Ricoh's service operation to identify issues before they become apparent to users and deliver consumable items such as toner in advance of need.

Service and Supply Specifications - MP C2011SP		
Toner yield	Black toner	15,000 prints/bottle
	High Yield C/M/K toner	9,500 prints/bottle
	Short Yield C/M/Y toner*	5,500 prints/bottle
	Waste Toner Bottle	100,000 prints/bottle
Print Volume	APV	3,000 prints
	MPV	10,000 prints
	Duty	60,000 prints
Maintenance	PM cycle	60,000 prints
	MCBC	33,700 prints
Machine life	5 years or 600K, which comes first	

* Short yield toners for dealer channel only

9. Competition

- **Value solution: low price / excellent specifications**

- **Better paper capaciity**

- **Faster warm-up time**

- **Powerful document server**

- **Superior image quality**

- **More energy efficient**

Five Star Advantages

We have compared the specifications of the new products against the specifications of their closest competitors, identifying five star advantages against each.

Data was obtained from the web and from brochures. Whilst care was taken to ensure that information is accurate, no liability will be accepted for errors and omissions.

| **MP C2011SP** ★★★★★ | versus | Canon imageRUNNER ADVANCE C2220L Kyocera FS-C8520MFP Samsung CLX-9201NA Xerox WorkCentre 7220 |

Model	MP C2011SP	Canon iRa C2220L	Advantage	
Functionality				
Copier	Std	Std		
Printer	Std	Std		
Fax	Not available	Opt		
Scanner	Std	Std		
Physical				
Dimensions (HxWxD)	788 x 587 x 685 mm	1117 x 565 x 680 mm		
System Memory	1.5GB RAM/ 250GB HDD	2GB RAM	High capacity document server	★
Weight	81 kg	120 kg		
Control panel	Colour touch screen	Colour touch screen		
TEC (kW/h)	0.70 kWh	0.94 kWh	More energy efficient, uses 26% less energy	★
Performance				
Warm-up Time	19 sec	34 sec	Faster warm saves time and energy	★
First Page (col/mon)	7.6 sec/ 5.4 sec	8.9 sec/ 5.9 sec	Urgent one-off prints ready sooner	★
Multi Page (col/mon)	20 ppm/ 20 ppm	20 ppm/ 20 ppm		
Duty Cycle	40,000 impressions	52,000 impressions		
Paper Supply				
Stations (std/max)	3/5	3/5		
Capacity (std/max)	1,200/ 2,300 sheets	1,270/ 2,370	Fewer breaks for paper replenshment	
Paper Weights	52 to 300gsm	64 to 163gsm	Feed heavyweight media from standard trays	
Output Size (min/max)	A6/ SRA3	A5/ A3		
Document Handling				
Document Feed	Std ARDF	Opt ARDF	ARDF included in price of mainframe	★
Capacity (std/max)	54 opm/ 100 orig	51 opm/ 50 orig		
Duplex (cap/ wght)	Unlimited/ 52 to 169 gsm	Unlimited/ 52 to 169 gsm		
Bypass (cap/wght)	100/ 52 to 300 gsm	100/ 64 to 120 gsm	Feed card stock and other heavyweight media	
Scanner				
Speed (col/mon)	54/ 54 ipm	51/ 51 ipm		
OCR	Not available	Searchable PDF		
TWAIN Compatible	Yes	Yes		
Scan destinations	Email/ FTP/ HDD/ URL	Email/ FTP/ URL		
Printer				
Processor	600MHz	1.67 GHz		
Language (std/opt)	PCL5c, PCL6(XL), PDF Direct, XPS/ PS3, IPDS, Pictbrige	UFR II, opt PCL 5c/6		
Interface (std/opt)	10/100/1000BaseTX	10/100/1000BaseTX		
Resolution	1200 x 1200	1200 x 1200		

Model	MP C2011SP	KyM FS-C8520MFP	Advantage	
Functionality				
Copier	Std	Std		
Printer	Std	Std		
Fax	Not available	Opt		
Scanner	Std	Std		
Physical				
Dimensions (HxWxD)	788 x 587 x 685 mm	748 x 590 x 590 mm		
System Memory	1.5GB RAM/ 250GB HDD	1.5GB RAM	Integral HDD increases functionality	★
Weight	81 kg	80 kg		
Control panel	Colour touch screen	Colour touch screen		
TEC (kW/h)	0.70 kWh	1.4 kWh	More energy efficient, uses 50% less energy	★
Performance				
Warm-up Time	19 sec	55 sec	Reduced waiting time	★
First Page (col/mon)	7.6 sec/ 5.4 sec	13.6 sec/ 11.7 sec	Urgent one-off prints ready sooner	★
Multi Page (col/mon)	20 ppm/ 20 ppm	20 ppm/ 20 ppm		
Duty Cycle	40,000 impressions	30,000 impressions		
Paper Supply				
Stations (std/max)	3/5	2/4		
Capacity (std/max)	1,200/ 2,300 sheets	600/ 1,600 sheets	Fewer breaks for paper replenshment	
Paper Weights	52 to 300gsm	60 to 256gsm	Feed heavyweight media from standard tray	
Output Size (min/max)	A6/ SRA3	A5/ A3	Print full bleed A3 graphics with crop marks	
Document Handling				
Document Feed	Std ARDF	Std ARDF		
Capacity (std/max)	54 opm/ 100 orig	20 opm/ 50 orig	Speeds scanning process	
Duplex (cap/ wght)	Unlimited/ 52 to 169 gsm	Unlimited/ 60 to 220 gsm		
Bypass (cap/wght)	100/ 52 to 300 gsm	100/ 60 to 256 gsm	Feed card stock and other heavyweight media	
Scanner				
Speed (col/mon)	54/ 54 ipm	40/ 40 ipm	Scan multipage documents faster	
OCR	Not available	N/A	Create a searchable archive of PDF documents	
TWAIN Compatible	Yes	Yes		
Scan destinations	Email/ FTP/ HDD/ URL	Email/ FTP/ HDD	Forward URL link to stored document	
Printer				
Processor	600MHz	800MHz		
Language (std/opt)	PCL5c, PCL6(XL), PDF Direct, XPS/ PS3, IPDS, Pictbrige	PCL5c/6/XL, PostScript 3, XPS		
Interface (std/opt)	10/100/1000BaseTX	10/100/1000BaseT		
Resolution	1200 x 1200	600 x 600	Superior image quality	★

Model	MP C2011SP	Samsung CLX-9201NA	Advantage
Functionality			
Copier	Std	Std	
Printer	Std	Std	
Fax	Not available	Opt	
Scanner	Std	Std	
Physical			
Dimensions (HxWxD)	788 x 587 x 685 mm	844 x 560 x 600	
System Memory	1.5GB RAM/ 250GB HDD	1 GB RAM/ 320GB HDD	
Weight	81 kg	76 kg	
Control panel	Colour touch screen	Colour touch screen	
TEC (kW/h)	0.70 kWh	1.0 kWh	More energy efficient, uses 30% less energy ⭐
Performance			
Warm-up Time	19 sec	38 sec	Reduced waiting time ⭐
First Page (col/mon)	7.6 sec/ 5.4 sec	9.5 sec/ 7.9 sec	Urgent one-off prints ready sooner ⭐
Multi Page (col/mon)	20 ppm/ 20 ppm	20 ppm/ 20 ppm	
Duty Cycle	40,000 impressions	100,000 impressions	
Paper Supply			
Stations (std/max)	3/5	3/5	
Capacity (std/max)	1,200/ 2,300 sheets	1,140/ 2,180 sheets	Fewer breaks for paper replenshment ⭐
Paper Weights	52 to 300gsm	60 to 216 gsm	Feed heavyweight media from standard trays
Output Size (min/max)	A6/ SRA3	A5/ A3	Print full bleed A3 graphics with crop marks
Document Handling			
Document Feed	Std ARDF	Std ARDF	
Capacity (std/max)	54 opm/ 100 orig	45 opm/ 100 orig	Speeds scanning process
Duplex (cap/ wght)	Unlimited/ 52 to 169 gsm	Unlimited/ 43 to 161 gsm	
Bypass (cap/wght)	100/ 52 to 300 gsm	100/ 60 to 176 gsm	Feed card stock and other heavyweight media
Scanner			
Speed (col/mon)	54/ 54 ipm	45/ 45 ipm	Scan multipage documents faster ⭐
OCR	Not available	Option	
TWAIN Compatible	Yes	Yes	
Scan destinations	Email/ FTP/ HDD/ URL	Email/ FTP/ HDD	Forward URL link to stored document
Printer			
Processor	600MHz	1GHz	
Language (std/opt)	PCL5c, PCL6(XL), PDF Direct, XPS/ PS3, IPDS, Pictbrige	PCL 5/6/XL, PostScript 3, XPS	
Interface (std/opt)	10/100/1000BaseTX	10/100/1000BaseTX	
Resolution	1200 x 1200	1200 x 1200	

Model	MP C2011SP	Xerox WC 7220	Advantage	
Functionality				
Copier	Std	Std		
Printer	Std	Std		
Fax	Not available	Opt		
Scanner	Std	Std		
Physical				
Dimensions (HxWxD)	788 x 587 x 685 mm	1,132 x 585 x 640 mm		
System Memory	1.5GB RAM/ 250GB HDD	2GB RAM/ 160GB HDD	High capacity document server	★
Weight	81 kg	117 kg		
Control panel	Colour touch screen	Colour touch screen		
TEC (kW/h)	0.70 kWh	2.2 kWh	More energy efficient, uses 68% less energy	★
Performance				
Warm-up Time	19 sec	214 sec	Reduced waiting time	★
First Page (col/mon)	7.6 sec/ 5.4 sec	8.4 sec/ 7.1 sec	Urgent one-off prints ready sooner	★
Multi Page (col/mon)	20 ppm/ 20 ppm	20 ppm/ 20 ppm		
Duty Cycle	40,000 impressions	50,000 impressions		
Paper Supply				
Stations (std/max)	3/5	3/3		
Capacity (std/max)	1,200/ 2,300 sheets	1,090/ 1,090	Fewer breaks for paper replenshment	
Paper Weights	52 to 300gsm	60 to 256 gsm	Feed heavyweight media from standard tray	
Output Size (min/max)	A6/ SRA3	A5/ A3	Print full bleed A3 graphics with crop marks	
Document Handling				
Document Feed	Std ARDF	Std ARDF		
Capacity (std/max)	54 opm/ 100 orig	55 opm/ 110 orig		
Duplex (cap/ wght)	Unlimited/ 52 to 169 gsm	Unlimited/ 50 to 128 gsm		
Bypass (cap/wght)	100/ 52 to 300 gsm	50/ 60 to 216 gsm	Feed card stock and other heavyweight media	
Scanner				
Speed (col/mon)	54/ 54 ipm	55/ 55 ipm		
OCR	Not available	Option		
TWAIN Compatible	Yes	Yes		
Scan destinations	Email/ FTP/ HDD/ URL	Email/ FTP/ HDD	Forward URL link to stored document	
Printer				
Processor	600MHz	1.2 GHz		
Language (std/opt)	PCL5c, PCL6(XL), PDF Direct, XPS/ PS3, IPDS, Pictbrige	PCL 5c/6, opt Adobe PostScript 3; XPS		
Interface (std/opt)	10/100/1000BaseTX	10/100/1000BaseT, 802.11b/g/n		
Resolution	1200 x 1200	600 x 600	Superior image quality	★

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