

Microsoft evaluation gives HP CM8060 MFP printer a thumbs up

New technology delivers high speed, low cost, easy configuration



Microsoft

“It really does combine the best of all worlds in imaging and ease of use. After a thorough evaluation, I would recommend it to any of our users.”
— Oswaldo Aquique, Program Manager, Microsoft

HP customer case study: Microsoft finds a winning combination of speed, print quality, reliability and ease of use with HP CM8060 MFP printer

Industry: Software

Objective:

Provide large workgroups with a multifunction printer (MFP) that fulfills all their imaging and output needs in a single device.

Approach:

Microsoft evaluated the HP CM8060 Color MFP and found that it delivered high print speed and laser quality and was easy for administrators to configure, and users to use.

IT improvements:

- Embedded Microsoft Windows Technology cuts the time required to configure the printer on a network by half to two-thirds.
- User profiles associated with Active Directory security groups make it easy to define permissions.
- User validation gives access to corporate address book and other features to boost productivity.

Business benefits:

- High print speeds (62-64 ppm in black-and-white in Microsoft testing).
- User friendly control panel boosts productivity, enables users to address minor problems easily.
- Highly reliable, laser-quality Edgeline print technology.

There’s an old saying in the service industry: “We offer you speed, quality, and low cost. Pick any two.” Many people buying enterprise printers have felt they’re faced with a similar choice. But a new line of HP printers and multifunction printers (MFPs) may just silence the critics.

Oswaldo Aquique, a Program Manager at Microsoft who tests printers for the software giant, says the ideal MFP would deliver laser-like quality, a low cost per page, and be easy to configure and use. And as it happens, he has just completed testing on a new MFP that delivers on all those promises: the HP CM8060 Color MFP with Edgeline Technology.

“It really does combine the best of all worlds in imaging and ease of use,” he says. “After a thorough evaluation, I would recommend it to any of our users.”

What sets the HP CM8060 MFP apart? It combines several distinctive features:

- Edgeline Technology, which features page-wide printhead arrays to speed printing (up to 60 pages per minute) and liquid ink for unmatched quality;
- HP Easy Select Control Panel and HP AutoNav, which make navigating the system and resolving problems easier than ever, even for untrained users; and
- Embedded Microsoft Windows technology to make configuration fast and easy.

Positive first impression

Aquique says that before the HP CM8060 Color MFP arrived at his office for testing, “we were uncertain what to expect. This is totally new printing technology. But once it was installed, our initial impression was

great. Configuring the CM8060 to connect to our network infrastructure, and to integrate into our Active Directory for user authentication, was much easier than other MFP products.”

He says that process took less than 15 minutes — roughly half to one-third of the time required by other MFPs. That is due largely to the use of embedded Windows technology in the HP CM8060 Color MFP. It facilitates configuration in several ways, according to Aquique. Among them:

- **Administration:** The MFP utilizes user profiles and associates them with security groups in Active Directory. This enhances permissions management for users and technicians, and defines access to certain functions or features for different users.
- **Authentication:** Users validate themselves with the Active Directory infrastructure and can utilize the company address book when using the Scan to E-mail function, which both makes users more productive and reduces the need for support.

Print quality shines

In evaluating any output device, of course, print quality comes first. And there, the CM8060 Color MFP shines.

“When we learned that this is an ink-based printer, we expected an inkjet printer look. But its imaging technology is totally new and different from the inkjets that most people are familiar with. It’s more like the technology behind high-volume digital presses, and it delivers that high-end quality.”

Oswaldo Aquique, Program Manager, Microsoft

“When you compare the print quality with comparable devices, we saw an improved quality on the CM8060

MFP,” Aquique says. “Frankly, that surprised us. When we learned that this is an ink-based printer, we expected an inkjet printer look. But its imaging technology is totally new and different from the inkjets that most people are familiar with. It’s more like the technology behind high-volume digital presses, and it delivers that high-end quality.”

“What makes the speed even more impressive is that you get the same print quality as a high-end laser printer we used as a benchmark, which only prints at 24 ppm. So you’re getting much higher speed, but the same quality as a much slower laser printer.”

Oswaldo Aquique, Program Manager, Microsoft

Edgeline Technology uses HP Vivera office inks designed to deliver top quality printing even on plain paper. Thanks to special bonding agents, the ink sets quickly on the paper to ensure consistent dot size, high color saturation and high density. As a result, Edgeline Technology delivers a level of image quality previously unattainable by ink-based printing systems. Output is also water- and smear-resistant.

Users printing color pages on the HP CM8060 MFP can designate either Professional Color, suitable for high-end imaging or graphic arts use; General Office color, which uses less ink and reduces the supplies cost per page; or Color Accent, which keeps overall printing costs down by charging the black-and-white price for pages that use a very small amount of color. Usage-based pricing offers users savings of up to 30 percent on color printing and copying.

“While there is certainly a difference in the two quality levels, most of our office users found that difference minimal,” Aquique says. “I think we would opt to

“We were uncertain what to expect. This is totally new printing technology. But once it was installed, our initial impression was great. Configuring the CM8060 to connect to our network infrastructure, and to integrate into our Active Directory for user authentication, was much easier than other MFP products.”
Oswaldo Aquique, Program Manager,
Microsoft



configure the CM8060 so that most users don't even make a choice; everyone would be printing General Office color, which gives you the greatest potential for savings. For users who require Professional quality, we would enable that option.”

And because there are separate pricing levels for Professional Color usage, General Office color, and black-and-white printing, there is no longer a need to give users access to a single-color printer for routine office documents, along with a separate color printer for the occasional color document. The HP CM8060 MFP can fill both needs cost-effectively.

Laser speed in an ink-based printer

Aquique notes that the HP CM8060 Color MFP is highly productive, with rated speeds of 60 ppm for black-and-white pages and 50 ppm for color. In Microsoft's testing, Aquique said the MFP actually achieved higher speeds of 62-64 ppm for black-and-white printing, depending on the application and content of the document being printed.

Printing graphic-intensive files from Microsoft PowerPoint software, for example, can cut the speed of a typical printer by up to 40 percent. But Aquique says the HP CM8060 MFP suffered less degradation in performance than most printers.

“What makes the speed even more impressive is that we got the same print quality as a high-end laser printer we used as a benchmark, which only prints at 24 ppm,” says Aquique. “So you're getting much higher speed, but the same quality as a much slower laser printer.”

The MFP's higher speed is the result of Edgeline Technology hardware innovations. It utilizes printhead arrays that are the full width of the page. Rather than moving a narrow printhead back and forth across the paper (like most inkjet printers), the paper passes beneath the printheads. Paper can move continuously beneath the printheads at speeds of up to 35 inches per second.

“When you compare the print quality with comparable devices, we saw an improved quality on the CM8060 MFP.”

Oswaldo Aquique, Program Manager, Microsoft

Reliability, ease of use suited to the office

Another advantage of Edgeline Technology is improved reliability compared to most office workgroup printers. While laser printers have drums or transfer belts and a fuser that must press against the paper to transfer toner, the HP CM8060 Color MFP's ink technology is non-contacting. That eliminates much of the wear associated with laser printing. So the HP CM8060 Color MFP's printheads are designed to last up to two million pages.

“We found the 8060 was very robust. The only paper jams we got were those we created on purpose, in order to see how the device would react,” explains Aquique.

When a problem did arise, he continued, the MFP's 10-inch color touch screen control panel was a big help. “The control panel is intuitive and inviting,” he

Customer solution at a glance

Primary application

Test evaluation for workgroup MFP standard

Primary hardware

- HP CM8060 Color MFP

Primary software

- Embedded Microsoft Windows

says. "Once MFPs get jammed, they're typically very complicated, and the instructions are cryptic. Most users have trouble following the directions."

The HP CM8060 Color MFP, on the other hand, features an automatic navigation tool that helps users resolve problems quickly and easily. It even has live-action video and step-by-step instructions to lead users toward a resolution of the problem. "With the video, you're seeing a real person go through the process, which makes it much easier for users to tackle small problems," Aquique says.

For routine operations such as faxing and copying, he adds, the control panel allows the user to find options quickly and presents the information in an organized, intuitive display.

The bottom line: "Our testing indicates that the CM8060 MFP seems to very reliable, its print speed outperforms any other MFP we currently have, and it integrates with our network and server infrastructure very easily," Aquique concludes. "Based on these benefits, I would expect many office environments would benefit from the addition of the HP CM8060 MFP."



To learn more, visit www.hp.com

© 2007 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA1-3873ENW, June 2007

