

Meet the WorkForce WF-C878R WF-C878RTC A3 Colour Multi-Function Devices

Epson is a channel-only technology company focussed on helping Channel Partners sustainably grow their business. At the heart of their technology sits PrecisionCore, the driving force that delivers outstanding print quality in their large or wide-format devices, the reliability and speed that supports their digital SurePress range, and the productivity and efficiency features found in their office automation devices.



Office Printers

Workgroup
Colour

Meet the WorkForce

WF-C878R (desktop) and WF-C878RTC (floor-standing) colour MFDs

Common Features Across Both Models

- Exceptional:** 4800 x 1200 dpi colour print quality
- Fast:** 0 second warm-up, 25ppm mono, 24ppm colour
- High-yield, low cost consumables:** replacement consumables last up to 86,000 pages mono, up to 50,000 pages colour
- Mobile:** support for Google Cloud Print, Apple AirPrint, WiFi and WiFi-Direct
- Energy Efficient:** energy generated during printing is just 40 watts, up to 87% energy and cost savings⁵
- Quiet:** unobtrusive 51dBA, conveniently locate it anywhere in your customer's office
- Flexible:** A3 and A3+, great for labels and envelopes, easily upgradeable
- C878R Desktop:** 330 sheet input: 250 sheet cassette plus 80 sheet rear-feed bypass
- C878RTC Floor-standing:** 1,980 sheet input: 250 and 3 x 550 sheet cassettes, 80 sheet rear-feed bypass
- Productivity and Efficiency:** create a shortcut for an often used process by saving it as a pre-set
- Smart Scan:** Single-pass double-sided Copy, Fax, Email, Scan to PC, network folder and USB, plus much more



Market Insights and Trends

High demand for a mixed printing fleet continues in 2020 and beyond

Statistics show end-customers are asking for a distributive printer fleet (a mix of A3 and A4 devices) rather than a centralised print solution.

This demand is driven by two factors: the cost to buy (and to run) A4 devices has fallen, and the desire for more productive staff is increasing.

The colour printer market for Small and Medium-sized Businesses (SMBs) is growing and inkjets are leading the way

One of the fastest growing segments is the 21-44ppm A4 colour MFP category¹, where the Epson WF-C579R model is well positioned.

The WF-C579R is an ideal complementary product to these new A3 WF-C878R and WF-C878RTC models, providing a perfect A4/A3 blended solution delivering productivity, efficiency and cost benefits.

Meet Epson® Meet the WorkForce WF-C878R and C878RTC Colour Printers



Value Propositions

Exceptional Print Quality

Any business, small or large, will be judged by the quality of their sales and marketing collateral. Epson is able to help your customers present it in the best possible light. The Epson PrecisionCore technology is the platform for an exceptional 4800 x 1200 dpi colour print quality, 16 times better than traditional 600dpi devices³, that will make any sales proposal, presentation, report, flyer, newsletter or recommendation stand out from the rest. The collateral will continue to "sell" long after it has been left on the prospect's desk.

A Significant Reduction in the Cost of Printing

High-yield, relatively low cost ink delivers significant cost savings to all businesses. In fact, up to an incredible 28% cost saving is achieved compared with laser printing², not only through highly efficient high yield inks, but also by way of less moving parts (no developer, no drum, no fuser, no imaging unit).

Enhanced Staff Productivity and Energy Efficiency

Less moving parts directly results in lower energy usage (expect up to an 87% saving on energy⁵) and reduced costs. Staff productivity and efficiency benefits accrue from the Epson pre-sets⁴ that automate often-used copy, fax, scan or email tasks into one or two simple button presses. These pre-sets not only enables staff to do more in less time, and also ensures they do it right the first time. A great selling tool in more ways than one.



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Epson Competitive Advantages

- **Save Money (preserve margin):**
Significantly lower printing costs v colour laser²
- **Look Good (sell on features):**
Make sales and marketing stand out
- **Be efficient (everyone loves productivity):**
Pre-sets⁴ and zero warm-up improves staff productivity and efficiency, energy efficient technology provides up to 87% saving on energy costs⁵
- **Print more, more reliably:**
Support for A3+ size paper (larger than SRA3) and superb printing on envelopes and labels (no heat, no pressure)



Putting the solution into software solutions

■ Epson Open Platform

- Intelligent design into controller architecture means Epson provides seamless integration for third party software solutions such as Papercut



■ Epson Device Admin

- Manage an entire fleet of printers and scanners remotely, including the ability to install, configure, monitor, maintain and troubleshoot your managed devices for increased productivity and cost savings

■ Epson Print Admin

- Epson Print Admin is a server-based solution that creates a secure printing environment through user-authentication with logins/passwords and PIN codes

■ Epson Document Capture Pro

- A scanner on a multi-function device is just an on-ramp, Epson's Document



Scanner Pro software enables you to simply and seamlessly digitise, then locally manage documents and even integrate them into your cloud services platform. This versatile solution suits everyone from the beginner to the advanced user, offering many scan-to functions, including scan-to-cloud, FTP and Microsoft SharePoint®, with the ability to handle batch separation, barcode recognition and zonal OCR support



- In an environment of increasing electricity prices, increasing awareness of corporate environmental responsibility, and a collective war on waste, Epson provides significant benefits. Use the on-line CO₂ and electricity calculator to quantify these cost savings and reduction in CO₂ emissions

Frequently Asked Questions



Why should I buy Epson?

Epson provides astonishing print quality so your customer's sales proposals and marketing collateral stand out in a crowd and helps grow their business. The ability to print collateral in-house and on-demand also preserves cashflow and ensures currency of information.

Inkjets are too slow. My laser is faster

Most staff print 3 to 5 pages per job. These jobs need a fast first page out speed, not fast engine speed. Epson's zero second warm-up time means a 4 page job takes 12 seconds to print⁶. A laser, with a 30 second warm-up, will take 36 seconds⁶.



Inkjets are cheap and not suited for business

Epson's PrecisionCore range includes production and large format devices where reliability and quality is key. Epson office products use the same PrecisionCore platform.



Inkjets are expensive to run

This used to be true for home printers, but with the introduction of high yield consumables this is no longer the case. In fact the cost of inkjet printing, by not using a developer, fuser, or drum that's needed for laser printing, is now up significantly more economical than laser².



Inkjets are not reliable

An independent lab test proves otherwise, they ran a 64,000 page print test (or 128 reams of paper) with only one paper misfeed, no change of any of the inks, and only one change of the maintenance box. This device is built for business.



PRECISIONCORE

Target Customers

Businesses of any size are always looking for ways to grow their organisation.

Usually just three rules apply: sell more at higher margin, be more productive and efficient, or reduce costs.

Exceptional print quality provides a winning edge to sales and marketing collateral, and improves cashflow by enabling printing in-house and on-demand instead of bulk printing.

Enhance productivity and efficiency by configuring pre-sets of often-used scan, copy or email processes, so that complex or manual tasks can be completed with just one or two touches of a button. 0 second warm-up time and quiet operation means there's no waiting and you can locate the device close to staff or workgroups for arm's length access.

No fuser, developer or imaging unit in the print process not only reduces acoustic noise, it also reduces the cost of printing. Extra high yield inks result in a low cost per page and cost savings that can be reinvested in your customer's business.



	Applications	Epson Value Proposition	Key Influencers/ Decision Makers
Healthcare, Medical	Admissions, billings, reports, posters	Automate processes via pre-sets, 0 second warm-up reduces queues, quiet operation	Practice Manager, IT Manager
Retail	Posters, invoices, flyers, signage, reports	Eye-catching colour, 0 second warm-up reduces queues, quiet operation	Owner, Franchisor
Finance, Insurance	Reports, proposals, analysis, spreadsheets	Automate processes via pre-sets, exceptional print quality, quiet operation	Owner, Admin or IT Manager
Education, Training	Posters, flyers, newsletters, curriculum material	Automate processes via pre-sets, exceptional print quality, low cost colour	Principal, Bursar, General Manager
Architects	Designs, proposals, plans, drafts, submissions	Value for money A3, fine detail, small footprint, exceptional print quality	Owner, Admin Manager
Construction	Designs, proposals, plans, drafts, submissions	Value for money A3, fine detail, small footprint, exceptional print quality	Partner, Owner, Admin Manager
Real Estate	Flyers, property listings, proposals, contracts	Eye-catching colour, automate processes via pre-sets, low cost of colour	Principal, Admin Manager
Small Business	Any or all of the above	Any or all of the above	Business Owner or Principal



Available Sales Tools

- www.epson.com.au
- Total Cost of Ownership Comparison
- Specification Sheets
- PaperCut/Open Platform Overview
- Videos
- Competitive Comparisons

Epson. Exceed Your Vision.

1 Based on industry data from IDC 2 Epson WF-C878R (RRP mono 0.7 cpp, colour 4.6 cpp) has 28% lower running costs compared with 0.7 and 7.0 cpp and 70:30% mono:colour mix 3 Epson colour print quality 4800 x 1200 dpi is 16x better print quality than standard 600dpi 4 Save repetitive, manual scan, copy, fax, email processes into two-touch pre-sets (up to 50 shortcuts or profiles can be saved) 5 87% average energy saving when printing: Epson C878R compared with eight A3 colour copiers in the 21-30ppm segment 6 based on an Epson 20ppm device, and a 40ppm laser device