

AN INSIDE INFORMATION SELLING GUIDE

Kodak

i4000 Series Scanners

Bridging The Productivity Gap



Amazingly compact, remarkably full-featured

Based on a new platform the **Kodak** i4000 Series Scanners are building the bridge between Kodak's i1420 and i1440 Scanners for lower volume applications, and the **Kodak** i600/i700 Series Scanners for mid- and high volume applications. The i4000 Series Scanners deliver impressive real-world advantages, and are the ideal choice for capture process automation and versatility.

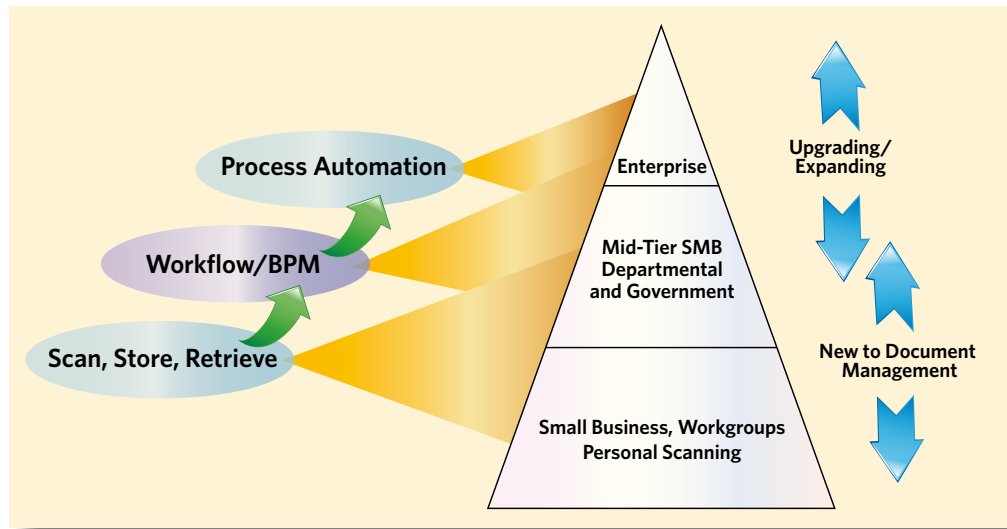
This guide positions the i4000 Series in the **Kodak** Product family, as well as highlighting key selling points, performance and Total Cost of Ownership (TCO) advantages over competitors, flexibility and more.

Real world advantages you can win with.

Markets and needs

The use of document imaging and business process automation is rapidly shifting to small- and medium-size businesses. The market drivers include:

- > Compliancy with government regulations
- > Protection from disaster like fire or flooding
- > Efficiency speeding up business processes formerly based on paper
- > Information - document management and business intelligence



Introducing the i4000 Series Scanners - our most versatile solution for capture process automation

- > Renowned Kodak quality, performance and reliability at a remarkable price
 - > Greatly increased productivity through ease of use and acceleration of scanning workflows
 - > Outstanding image quality without user intervention due to Perfect Page with new functions
 - > Smart Touch functionality = Scanning at the touch of a button
 - > Flexible options, field upgradeable, outstanding compatibility and incredibly versatile **Kodak** Capture Desktop Software
 - > Lower total cost of ownership (TCO) in class and high return on investments (ROI) > see TCO chart
 - > World-class **Kodak** Service & Support. Available with 3-year Performance Plus Service Contract *
- *) Geographical limitations apply

 **Perfect
Page**

**Performance
Plus**
SERVICE
CONTRACT



Kodak i4000 Series Scanners deliver ideal answers for all customers:

Customers new to document management are looking for:

User-friendly, easy to learn	Out-of-the-box productivity, Smart Touch functionality, Capture Desktop Software, one-button shortcuts and minimal training allow users to become productive quickly
A flexible solution, not just a scanner	Simplified integration within any DMS, ECM, Microsoft SharePoint or existing process; Kodak as a single supplier of scanners, software and services. No more hassle with multiple vendors for different offerings
Functionality exceeding other office equipment	Compact footprint, simplified and hassle-free operation (less jamming than a copier or MFP) create a positive user experience; Smart Touch (one-touch ease of use) is unique within this scanner class; better image quality with Perfect Page
Results delivered as promised	Fast results in terms of paper reduction in backlog scanning, easier access to scanned documents, process automation, significant time and money savings, etc. prove this solution's value quickly
Leading with confidence	Because of the ease, reliability, productivity, savings and Kodak's single-source advantages, you have more proof points and sales advantages than with other manufacturers

Customers with capture experience wishing to upgrade or to expand are looking for:

Greater productivity	Up to 120 ppm or up to 50,000 documents per day; maximum uptime and assurance via Kodak Service & Support
Flexibility and compatibility; ISIS and TWAIN standards	Easy integration with ECM systems, workflow applications, databases, Microsoft SharePoint and others; Kodak Capture Desktop Software provides document processing and management power; The i4000 Series is Kofax VRS -certified
Upgrade path	Kodak's i4200 Scanner can be field upgraded to the i4600 Scanner, eliminating need to purchase additional hardware for future growth/expansion;
Reliable, long-lasting performance	Rugged, robust construction in line with Kodak's renowned reliability, no cheap plastics or flimsiness; With a daily duty cycle of 30,000 scans, the i4200 Scanner is able to produce more scans than most competitors in this segment (See TCO chart).
Minimized pre- and post-scan processing	Wide variety of sizes, shapes and thicknesses accepted without presorting; jams almost eliminated thanks to SurePath paper handling; The new controlled stacking feature "Sure Stack" reduces post scanning processes;

Essential elements:

Outstanding image quality without hassle	Perfect Page image processing delivers premier performance in image quality - automatically Including: New iThresholding2, de-skew, cropping, auto content orientation, auto colour detection, new streak removal, punch-hole removal and more.
Lower total cost of ownership	Kodak i4000 Series Scanners' overall TCO wins; reduced consumables costs: less than 34 € to scan 500,000 pages! That is significantly less than most competitors.
Environmental sensitivity	Energy Star certification; LED illumination, and extremely low power consumption while scanning;
Single-source solution	No one else combines scanners, capture software choices, document management connectivity and Service&support; The Kodak single-supplier and integrated solution eliminates multiple vendor purchases and associated hassles.

Positioning the i4000 Series within the Kodak product family

Kodak's high quality production scanners deliver outstanding performance for every application. The new i4200 and i4600 scanners are bridging the worlds between low volume scanning and high performance scanners.

Kodak Scanner Model	i1420	i1440	i4200	i4600	i730	i750	i780
Daily Scanning Volume up to (in ppd)	12,000	15,000	30,000	50,000	90,000	115,000	130,000
Max. Speed 200dpi BW in ppm	60	75	100	120	90*	115*	130*
Max. Speed 300dpi Colour in ppm	40	40	75	90	90*	115*	130*
Imprinter	Optional	Optional	Optional	Optional	Included	Included	Included
Upgrade Option	-	-	to i4600	na	to i750	to i780	na
ADF Capacity in pages	150	150	500	500	500	500	500
Tethered Flatbed Option DIN-A3 / DIN-A4	Yes	Yes	Yes	Yes	No	No	No
Kodak Capture Pro Software Group	D	D	DX	E	E	F	G
Interface (FireWire PC interface included on i7x0)	USB 2.0	USB 2.0	USB 2.0	USB 2.0	FireWire	FireWire	FireWire
List Price w/o VAT**	4,490 €	6,490 €	9,995 €	13,995 €	21,990 €	25,990 €	29,990 €

*) Guaranteed thru put speed, including all image processing options turned on.

***) Correct at time of going to print

Kodak provides real-world performance

- > One supplier for entire scanner platform including software and service
- > Competitive Product acquisition cost
- > Lowest price on consumables per 500,000 scans
- > Outstanding data integrity and image quality with Perfect Page
- > Streak Filtering addresses environmental issues like dust
- > Wide range of documents supported
- > Outstanding throughput and productivity
- > Short time to complete a scanning job
- > Low maintenance time and cost
- > Minimal waste and errors
- > Total operation labour hours (doc prep, scanning, backend, exception processing)
- > Lower overhead (power, office space, etc.)



The real-world performance + lowest TCO = Win Win!

Total cost of ownership has to take into account a number of factors, including the effects of actual, real-world performance. Based on actual productivity and total cost of ownership, the **Kodak i4000 Series Scanners** are winners when compared to competitive scanner models.

**Consumables
usage only
34 € to scan
500,000 pages**

Vendor	Kodak	Canon	Canon	Canon	Fujitsu	Fujitsu	Panasonic	Kodak	Canon	Fujitsu	Panasonic
Model	i4200	DR9050	DR7550	DR6050	fi6670	fi6800	KV4065CW	i4600	X10C	fi5900	KV4085CW
Speed in 200dpi B&W and 300 dpi Colour (Duplex A4 Landscape)	100 / 75	112 / 85	90 / 85	70 / 70	90 / 80	130 / 130	80 / 80	120 / 90	128 / 85	120 / 120	100 / 100
Daily duty cycle in scans ¹	30,000	18,000	15,000	12,000	15,000	20,000	30,000	50,000	60,000	60,000	50,000
Scanner list price ²	9,995 €	11,000 €	7,200 €	5,900 €	5,470 €	16,550 €	8,520 €	13,995 €	23,650 €	22,795 €	11,135 €
Cost of consumables kit ³	235,00 €	160,00 €	160,00 €	160,00 €	462,00 €	200,00 €	159,00 €	235,00 €	198,00 €	547,00 €	159,00 €
Life of consumables kit in scans ⁴	3,500,000	250,000	250,000	250,000	500,000	600,000	400,000	3,500,000	500,000	1,200,000	400,000
Cost of kit per 500.000 scans	33,57 €	320,00 €	320,00 €	320,00 €	462,00 €	166,67 €	198,75 €	33,57 €	198,00 €	227,92 €	198,75 €
Pages reach with the consumables provided with the Scanner purchase	1,000,000	250,000	250,000	250,000	250,000	600,000	400,000	1,000,000	500,000	600,000	400,000
"Assumed scanning volume" per day for an average user	10,000	10,000	10,000	10,000	10,000	10,000	10,000	20,000	20,000	20,000	20,000
Total scans over five years given the "Assumed scanning volume" x 5 Years x 260 Days	13 Mio.	13 Mio.	13 Mio.	13 Mio.	13 Mio.	13 Mio.	13 Mio.	26 Mio.	26 Mio.	26 Mio.	26 Mio.
Cost of consumables for five years given the "Assumed scanning volume" minus the consumables provided with the scanner	806 €	8,160 €	8,160 €	8,160 €	11,781 €	4,133 €	5,009 €	1,679 €	10,098 €	11,578 €	10,176 €
Total consumables comparison (Costs this (X) much more to own the competition vs. i4000 Series Scanners)		10	10	10	14	5	6		5	6	5
Total cost of ownership assuming the scans for 5 years and the purchase price of the scanner	10,801 €	19,160 €	15,360 €	14,060 €	17,251 €	20,683 €	13,529 €	15,674 €	33,748 €	34,373 €	21,311 €

¹ Product specification by manufacturer (June 2010).

² According to list price as of 06/16/2010 of a major European distributor in the scanner field or original RRP of manufacturer without VAT.

³ Prices of single packs used, RRP of the respective Vendor based on the list price of a major European Distributor without VAT.

⁴ Life of a kit in scans as given by the manufacturer.

Key takeaways and advantages

When you take into account the small scanner pricing differentials, Kodak's total capture platform, and the new digital processing architecture of **Kodak i4000 Series Scanners**, the advantages add up quickly to deliver dramatic advantages over competitive models from Canon, Fujitsu and Panasonic.

- > Total costs/Euro over five years - the i4200 Scanner wins by up to 9,882 €; the i4600 Scanner triumphs with up to 18,699 € (Based on the given sample calculation)
- > With a daily duty cycle of 30,000 scans, the i4200 Scanner is able to produce more scans than comparable models from Fujitsu and Canon
- > Consumables cost for 500,000 scans - competitors' consumables can cost up to 14 X more!

Users love the ease of use and performance:

John Cauvel – Vice President,
Information Systems – Lifetime Care



The i4000 Series is very easy to use, it streamlines even the document preparation jobs. You just put documents into the stacker and it goes straight through. No issues. No jams. We just aren't clearing any jams these days.

Everyone loves to use the i4000 Series Scanners, they fight over using the equipment.

Getting paper quickly turned digital to share with all users 'fast' is a huge benefit. The **Kodak i4000 Series** makes that happen.



Head to head, Kodak delivers greater advantages

Superior productivity, greater ease of use, versatility, simplified integration, automatic image quality, renowned durability, and significant savings on TCO. Real-world benefits that will help you to sell. From a novice to an expert everyone can scan more easily and cost effectively. Manage and move images and information for business process efficiency. No one delivers lowest total cost of ownership and real-world productivity advantages like the **Kodak i4000 Series Scanners**.

Plus, only Kodak offers the single solution management platform - **integrating scanner, software and service.**



Get your i4000 Series Scanners Demo unit TODAY, and show it in the real-world to your customers.

To learn more:

www.kodak.com/go/i4000

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