



Speed, versatility & reliability in printing:

Brother's business printer solutions -
faster, more cost effective & most eco-friendly.



Introduction

With the advancement of technology, the internet has made the creating and sending of documents both easily achievable and seemingly effortless. This ability to take what was once a specialist's field back into the hands of end users, the need to be able to produce high quality and specialty printing with on-location printers is increasingly vital for small to medium business owners.

In the current climate, printing requirements stretch well beyond the occasional document and photographs. For example, certain vertical markets need to print on specialty media like metal or acrylic. They also require their laser printer to just work without performance deteriorating due to overheating or breakdowns – it is not hard to imagine the resulting mess when your envelope gum starts melting on the rollers because the heat from the printer has got too hot!

With that in mind, what businesses and specialty users need is a printer that runs cool and can print on anything. It needs to be designed so that it does not jam or need to be refilled all the time as well as being secure and cheap to run. Ideally, it needs to be scalable for different types of businesses and work very fast indeed.

The Print Market: Disrupted Technology

The print market has been arguably one of the most disrupted in all of IT. Traditional printing is under constant threat from alternative ways to view, share, acquire, distribute and store content.

In its Hype Cycle Report for Imaging and Print Services 2015, Gartner said the influence of Cloud is being felt through new services like Cloud printing and faxing but many of these will not become mainstream due to excessive hype from vendors and the media.

No matter how many disruptive technologies enter the market – whether it is via Cloud or other routes – businesses will always need reliable and affordable in-house print capability. The report also said that due to the wide usage and effect of office-based printing, even small changes to those technologies could push costs down and improve the productivity of workers.

The report stated:

“Even though office printers have mostly become commodity items, it is dangerously complacent to believe that you no longer need to monitor them and how they’re used”

Additionally, the report said Managed Printing Services had moved “through the Slope of Enlightenment onto the Plateau of Productivity.” This means the market has progressed from a stage of early adopters championing the solution and toward mainstream adoption.

Gartner’s research showed that major printer providers have been promoting Managed Printing Services mainly to large organisations via their direct sales forces, and these services are increasingly being delivered by channel partners to small and midsize organisations.

Specialist Innovation: A Reality Check with Brother

Brother has a long history of innovation in the print space and the company has recognised areas in the enterprise market where its products can meet an unaddressed need.

The modern enterprise is more time poor than ever before due to the constant demand for information from customers, employees and partners. Thus, the market needs a solution that will address multiple pain points. While the proliferation of multi-function devices is self-evident, organisations have also become aware of these machines’ limitations and generally basic printing capabilities. What is needed in many cases is a specialist printing solution that is fast and reliable and yet is versatile enough to print on multiple media types that would otherwise require expensive and time-consuming outsourcing.

Brother’s work to address this growing segment can be seen first-hand in one of the company’s primary products, the Brother HL-S7000DN commercial printer. This device is designed to perform in demanding environments such as warehouses and busy offices with the most demanding users. No matter the application, the HL-S7000DN performs at industry-leading speed, with outstanding reliability and can do this on a variety of different media with a minimum of fuss.



Multimedia

An example of the HL-S7000DN's versatility comes from the medical sector. A pharmaceutical company needed to print on foil with a sticky backing so that it could keep medicine packaging in-house in order to avoid addressing the expense, transport logistics and security considerations of outsourcing the job. The HL-S7000DN provided a one-printer solution that improved productivity and reduced cost. A job that would normally take, in some cases, five or six printers, is now completed by the one machine.



Cool running

The HL-S7000DN has been used by businesses across the commercial spectrum – from hotels, hospitals and healthcare organisations to manufacturers, retailers and in market research. However, another use case comes from the education sector. In this case, printing on school photography envelopes had long been a challenging - and expensive - process. Many institutions have to outsource this job to third party printing shops at great cost.

Due to the unit's specialist rollers and large paper trays, the machine could easily handle the thick stock without getting jammed and despite the high numbers of printouts required, the machine didn't need to be refilled constantly thanks to additional modular paper trays. Brother's solution also reduced the risk of an expensive failure during the process.

Under normal operation, laser printers heat up throughout their workload. This heat can simply melt the media being used (if, for example, it's acrylic) but more commonly, it can melt the gum on the envelopes being printed. Brother's HL-S7000DN, however, is not a laser printer – its mechanism is based upon an enhanced "Cold Print" inkjet technology which doesn't overheat during the workload. As such, the printer could be used continuously without (expensive) human monitoring or fear of the sticky backed labels melting and gumming up the machine, causing unnecessary expenses and delays. Brother's printing solution allowed the client to bring a necessary but infrequent task in-house while reducing costs and increasing student, parent and school satisfaction.



High speed

State of the art technology is at the centre of everything Brother does. Part of the vendor's Commercial Series, the HL-S7000DN is a new generation of workgroup printer. As such, while it's all well and good coping with obscure workloads, a business printer's prime requirement will always be handling standard workloads, reliably and quickly. Not only does the HL-S7000DN's rollers handle obscure media, but this ability is passed on to the handling of paper at high speed. This is a major requirement considering it delivers an industry best 100 pages per minute print speed. That is 40 per cent quicker than its nearest competitor currently in the market.

This is because the HL-S7000DN does not use a traditional laser-printing drum and fuser but inkjet print nozzle technology that is as wide as the page: the paper is dragged past the fixed nozzles for extra precision and reliability.

Environment and lifespan

By putting the onus on media handling rather than printing technology, there are fewer moving parts and there is less power required. The HL-S7000DN only consumes up to 130W when active resulting in no overheating while operating or reducing its lifespan from 'cooking' its components. At rest it only consumes up to 30W and in sleep mode, less than 1W. All in all, it uses 60 per cent less power than a laser printing equivalent and, according to Brother's in-house testing, accounts for 88 per cent less carbon emissions than competitors.

Quality

The inkjet technology means that printed images and graphics can be of higher quality than traditional lasers: the 5 picolitre ink drops are much finer than lumps of toner. Although lasers traditionally trump inkjets at text – the bulk of the business requirement, Brother's innovative "Pre-Coat" solution means that all printing looks as good as it can on any media.

Running costs

There are many ways to pay for Brother's printing solutions – whether it is as an outright CapEx purchase or through managed services using OpEx. Whatever a business chooses, they won't be seeing print-maintenance staff too often: not only does the robust technology lead to fewer breakdowns but simply changing the ink is an infrequent requirement: its super high-yield replacement cartridge is capable of printing up to 30,000 (as per ISO standards) pages means the cost of printing is less than one cent per page.

Archive-quality

Adding to this, Brother's ink supply is ISO-11798 certified which means it meets the ISO standard for archiving when using "permanent" or "archival" paper. This will be a boon for legal and accountancy firms which need to keep records for a minimum of seven years according to Australian law. Having images that do not fade is extremely useful in some cases.

Paper feeders

Speed, reliability and affordability are the goal for any new technological procurement and the HL-S7000DN meets all of these. However, it is also flexible with multiple configurations to accommodate varying levels of printing demand. The unit ships with a standard-issue 500-sheet input tray that can be expanded to hold up to 2,100 sheets via three optional 500-sheet trays and 100 sheet multi-purpose tray for high-volume workloads. If all three paper tray add-ons are used, a special stability stand can be purchased to reduce vibration and movement.

For the end user customer, the result is less wastage, reduced costs, increased reliability and flexibility. These eliminate the need to outsource difficult or demanding printing jobs as there are so many uses for which the HL-S7000DN is perfectly suited.

Networking

The Brother HL-S7000DN is an alternative to or replacement for either single or multiple office devices. Workgroups can leverage versatile networking capabilities, a centralised deployment strategy and web-based management tools to help increase productivity while simultaneously decreasing their print fleet size and associated expenditures. It also supports an open interface software development platform that permits integration with third party applications, advanced cost recovery and security features.

One of the key management elements of the HL-S7000DN customers and partners love is its device management utility - BRAdmin Professional. This allows users to remotely monitor and configure a fleet of devices in multiple locations across a network. Partners or IT managers can remotely diagnose user issues, see who printed what by logging all activity, set up automatic email alerts and solve potential problems before they affect productivity. They can also easily locate a device's physical location, which can be surprisingly tricky in a large corporate environment.

The device also features web-based management to manage and configure a single device by creating a direct connection through a standard web browser. This ease of configuration helps to cut down on the potential occurrence of expensive tech support. This is further reduced as the HL-S7000DN has deployable printer drivers that can be distributed and then automatically installed onto multiple computers from one central location.

Naturally, it comes with all the built-in networking connections you would expect in a business printer. Gigabit Ethernet and wireless 802.11b/g/n interfaces enable multiple users to send large complex print jobs over the network simultaneously without compromising on performance.

Last but by no means least is the enterprise level of security; the HL-S7000DN includes support for IPSec, 802.1x Authentication (wired/wireless) SSL and Secure Function Lock. Two Gigabytes of memory mean that plenty of secure documents can be stored and policies can be set to only allow certain users or groups to print certain jobs. After all that, network administrators can set PIN codes which allow certain users access to specific documents and ensures that sensitive documents don't get left lying around in the tray.

Conclusion

No matter what your industry or use case the HL-S7000DN is the perfect companion for the dynamic workplace. In healthcare, education, manufacturing and in fact across the corporate landscape, the HL-S7000DN is the solution customers are craving thanks to its speed, diversity and reliability.





Top 10 Features

1. Outstanding specialty media capability due to robust rollers and cold printing technology
2. Print speeds up to 100ppm or 50ipm 2-sided (duplex)
3. 600-sheet total paper input capacity standard and expandable up to 2,100 sheets via optional paper trays
4. Paper saving, automatic duplex (2-sided) printing
5. High-yield replacement ink cartridge prints up to 30,000 pages
6. Multi-user printing via wireless or Ethernet networking plus wireless printing from mobile devices via Brother iPrint&Scan
7. Enterprise-level security –including IPsec and 802.1x authentication
8. Professional-quality output up to 600 x 600 dpi
9. Recommended monthly volume of 5,000-20,000 pages
10. Three-year limited on-site warranty plus free technical phone support for the life of the machine

For more information on Brother's HL-S7000DN, contact the Brother Commercial Division on:

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