

Delivering ease of use, reliability and comprehensive security that small business demands, these compact workhorses won't slow you down.

Xerox® C235 Color Multifunction Printer and Xerox® C230 Color Printer



MESSAGING OVERVIEW

10-WORD VERSION

Easy, reliable, secure. These compact workhorses won't slow you down.

50-WORD VERSION

Printers made for the small office, home worker, or that tight space where you need it most. These compact workhorses are easy to use, reliable and provides the comprehensive security that your small business demands. Technology that won't slow you down.

TARGET AUDIENCE/CUSTOMER PERSONA

Who are they?

- Small office workgroups in SMB
- Home worker with print/scan-centric needs
- Small satellite office locations
- "Point-of-need" applications
 - Under counter in retail/banking/hospitality/restaurant
 - Small business reception – such as dentist/auto repair
 - Compact footprint requirements
 - Executive desk

What do they care about?

- Reliable devices that are designed to run without maintenance and deliver great quality output. DO not need local IT support
- Compact printers that fit in tight spaces and can be placed almost anywhere
- Affordable acquisition price with reasonable running costs
- Easy to setup and easy to use without IT support. Remote console for remote support if needed
- Comprehensive Security by Xerox – to Prevent, Detect, and Protect against today's evolving threats

Xerox C235 Color MFP and Xerox C230 Color Printer

DIFFERENTIATORS AND PROOF POINTS

Generally, our differentiators are:

- Superior user experience from the desktop with the Xerox Print Drivers and the Xerox® Print and Scan Experience App – easier to use scans, more productive, auto de-skew, auto cropping, easy to use scan in applications with simple copy/paste from clip board
- Faster print/scan speeds
- Standard Wi-Fi with all offerings
- MFPs integrate with Workflow Central for access to advanced apps like translation and redaction through a cloud server

WHY CHANGE?	WHY NOW?	WHY XEROX?
Small businesses and home workers need printers and MFPs they can place in tight spaces, install and use without IT support and rely on to “just” work – without getting in the way. Whether in the office or at home, workers rely on these devices to be productive and deliver on their commitments.	SMB and home workers need easy to use, reliable, secure printers and MFPs that fit anywhere and help them get their work done quickly without getting in the way. With the hybrid work environment continuing to spread workers between offices and home, simple installation, with easy-to-use printing and scanning without IT support is essential.	Xerox has a legacy of delivering superior technology for the workplace, wherever that may be. Reliable, secure and easy-to-use compact devices suitable for small businesses and home workers alike. These devices deliver on that promise.

KEY FEATURES AND BENEFITS

C230 Color Printer

24 ppm color/black and white duplex printer
4800 dpi quality
Small footprint
Standard Wi-Fi: AirPrint, Mopria, Chromebook printing and Wi-Fi direct
Paper capacity 250 sheet plus 1 single page insert

C235 Color MFP

As C230 color printer plus:
Copy, scan and fax capabilities;
ADF and flat bed scanner – up to 21 ipm
Scan to email, USB, desktop
50 sheet ADF capacity
Simple user experience
Connectivity to advanced workflow apps via Workflow Central

ADDITIONAL INFORMATION

Xerox.com	
SMART Centre	

Xerox Internal Use Only