

# Xerox® VersaLink® C415 Color Multifunction Printer and B415 Multifunction Printer

Delivering the industry's best user experience and comprehensive security, with the reliability to support moderate print and scan volumes that busy teams demand – all in a smaller footprint.



## MESSAGING OVERVIEW

### 10-WORD VERSION

Compact, robust, reliable. These value-packed workplace assistants provide uncompromising productivity.

### 50-WORD VERSION

These multifunction printers come with comprehensive security measures and are built to handle the moderate printing and scanning needs that businesses demand, while providing the best user experience in a compact design. Packed with automation features for everyday tasks, are adaptable to changing needs, easy to set up and manage, and environmentally friendly, these office assistants deliver uncompromising productivity.

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## TARGET AUDIENCE/CUSTOMER PERSONA

### Who are they?

- Small to mid-size office workgroups in SMBs and Enterprises needing to produce moderate print and scan volumes
- Offices where ease of use, multi-tasking, and workflow automation are essential
- Organizations that require the highest levels of cyber-security
- Organizations expanding their existing Xerox portfolio of Xerox® ConnectKey®-enabled devices, delivering a common user and IT support experience
- Satellite office locations that require highly capable MFPs in a smaller footprint

### What do they care about?

- **A consistent, user-friendly experience** that can be personalized and enables flexible workers
- **Reliable devices** designed to run with little or no maintenance at an attractive acquisition cost
- **Technology to easily automate workflows** and streamline repetitive tasks to deliver productivity improvements
- **Adaptable technology** that adjusts quickly to disruption and evolves with the needs of the organization
- **Comprehensive security** to protect against intrusions and cyber threats
- **Fleet compliance.** Device management to fit into existing company infrastructure or configurable enough to meet expectations for a new vendors devices
- **Compliance with sustainability standards** such as ENERGY STAR®, EPEAT, Green World Alliance, and increased Post Consumer Recycled content

## DIFFERENTIATORS AND PROOF POINTS

### Generally, our differentiators are:

- High-performing, value-packed workhorses with an attractive acquisition price
- Xerox® ConnectKey®-enabled devices with the smallest footprint
- Faster print/scan speeds within key segments
- Comprehensive Security – devices fit into any environment, giving all-round data and network protection from cyber threats
- Superior user experience that delivers a true tablet-like experience that can be personalized and is coherent with Xerox® ConnectKey®-enabled devices, with superior usability tools such as Xerox® Easy Assist App, Xerox® Global Print Driver®, Xerox® Print and Scan Experience App and support powered by CareAR
- Xerox® Productivity Apps – workflow automation delivered via Xerox App Gallery
- Xerox® Workflow Central Platform – optional advanced document workflow

WHY CHANGE?	WHY NOW?	WHY XEROX?
<p>Xerox® VersaLink® C415/B415 MFPs are reliable and high-performing workhorses designed to handle heavy workloads with ease. They boast an intuitive user experience that promotes quick adoption. They seamlessly connect with mobile and cloud applications, can be directly integrated with critical business systems, and automate complex tasks to enhance productivity. With comprehensive security features, they safeguard against cyber threats and protect sensitive business information. Their adaptable technology evolves with changing business needs and supports digital resiliency goals, making them ideal for today's flexible workforce and future-proofed for tomorrow's requirements.</p>	<p>VersaLink® C415/B415 MFPs are true workplace assistants that meet the needs of flexible work today. With less time in the office, maximizing productivity during office hours becomes crucial. Streamlining the conversion of paper documents to digital format, seamlessly integrating with key business systems and serving as the ideal gateway to automate even the most intricate workflows. With convenient access to personal or business cloud repositories and mobile-ready features, these MFPs offer the freedom and flexibility to work anytime, from anywhere, enhancing efficiency and convenience.</p>	<p>Xerox® ConnectKey® Technology provides a familiar, intuitive user experience that is consistent across the Xerox portfolio. This simplifies workflow, enabling efficient completion of tasks while providing comprehensive security to safeguard devices, data, and documents. Paired with an award-winning range of print management and mobile printing solutions, these devices go beyond basic printing by simplifying time-consuming, repetitive, or complex tasks, extending device capabilities. With their reliability, security, and ease of use, these devices are well-suited for both small and medium-sized businesses (SMBs) and enterprises.</p>

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## KEY FEATURES AND BENEFITS

### Xerox® VersaLink® C415 Color Multifunction Printer

42/40 ppm Letter/A4 Color Multifunction Printer with support for Legal

Best for workteams of 2 to 10 users printing up to 10,000 pages per month

Copy, print, scan, fax, and email

The 7-inch tablet-like intuitive user interface lets you personalize, simplify, and speed through tasks

Comprehensive security is built in

Mobile-ready features make it easy to connect and print from any device

Powered by ConnectKey technology with apps and solutions to meet every business' needs

### Xerox® VersaLink® B415 Multifunction Printer

50/47 ppm Letter/A4 Black and White Multifunction Printer with support for Legal

Best for workteams of 3 to 15 users printing up to 20,000 pages per month

Copy, print, scan, fax, and email

The 7-inch tablet-like intuitive user interface lets you personalize, simplify, and speed through tasks

Comprehensive security is built in

Mobile-ready features make it easy to connect and print from any device

Powered by ConnectKey technology with apps and solutions to meet every business' needs

## ADDITIONAL INFORMATION

[Xerox.com – Xerox® VersaLink® C415](#)

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