



EFI Digital StoreFront

Open a New Front Door to your Business with EFI Digital StoreFront

Professional Printing Solutions



efiTM print to win.

Customizable Internet-Based Shopping and Communication Platform

In today's competitive landscape, customers demand around-the-clock access. EFI Digital StoreFront® (DSF) helps you meet this challenge with a dual-purpose Web platform designed for the printing industry. It allows you to meet your clients' diverse print communication needs for top line growth, while providing a seamless on-ramp to print production for bottom line growth. In addition, DSF enables you to provide value-add applications such as personalized print products and managed customer catalogs to expand your offerings inside your current customer community.

When you choose DSF, you're choosing the right partner to support this increasingly important aspect of your business. DSF includes software, flexible deployment options and a complete range of professional services to ensure your success.





Generate More Revenue with a Unique Customer Shopping Experience

DSF offers your customers a unique print-centric shopping experience that allows them to easily navigate through your full suite of print products and services in a single, centralized platform – a unified “storefront.” Check out the DSF advantage for your business model:

Facilities Management (FM) Service Providers

You need a compelling way to drive print volume from corporate customers to your facilities. DSF answers the need by providing a “branded” look and feel to users, across multiple locations, for on-site manned print rooms and off-site closed-door facilities. It makes job submission easier for users, while streamlining production to increase margins and improve staffing flexibility.

Corporate Enterprises

DSF can reduce the loss of volume and dollars to desktop and external resources by making it easier for customers to take advantage of your sophisticated production options, while lowering your enterprise cost-per-page.

Retail and Commercial Print Businesses

DSF extends your retail counter to the Internet and builds customer relationships. Whether the operation is part of a large network, or a single quick print operation, DSF provides all the applications that you need to attract new customers, secure additional business from existing clients, and generate higher margins through improved efficiency.

“Digital StoreFront is the first Internet application where I saw real potential, a real possibility to move our business forward. On top of that, it has a lot of attractive things that make our customers get excited about using it.”

– Jane Mugford , General Manager, West Canadian



Digital StoreFront Standard Features

EFI™ Digital StoreFront provides a complete, streamlined workflow from the document creator, through the print production environment, to finishing and delivery. The following pages describe the standard and optional modules that work together provide feature-rich and industry-leading web-to-print functionality.

Branded Store Front Web Sites

One of the first needs a printing operation has in choosing a Web solution is to be able to project its corporate identity via the web site. Digital StoreFront provides the ability for you to extensively customize the look and feel of your site, and to provide multiple branding for individual customers or groups of users. Customization of your Digital StoreFront site extends beyond home page text and color schemes to allow you to change virtually each and every text string and button in the product.

Job Submission

Digital StoreFront provides an end-to-end workflow solution for first time job submission. Increasingly, print operations have adopted a PDF workflow because of its many advantages. But expecting end users to create their own PDF files from native applications (like Microsoft® Office Word and PowerPoint®) presents challenges—the files may or may not be optimized for production on your output devices, and may not include the vital assets required to print properly. Digital StoreFront addresses these challenges by providing multiple entry points for files coming into the system.

Print Messenger

EFI's PrintMessenger PDF generating print driver is included standard with Digital StoreFront and provides unlimited distribution to your user community. The key is to drive more business to your site. Distribution of PrintMessenger converts your customers into print-ready PDF generators without requiring any training. PrintMessenger lets you determine the settings that will be used for PDF conversion, removing the burden of asking users to figure out PDF settings, and eliminating the need for your staff to troubleshoot native or PDF submissions. PrintMessenger provides clear communication to the user during file conversion and upload. The ability to send multiple files, from multiple desktop applications to the Digital StoreFront server in one easy workflow, is standard. PrintMessenger creates a print-ready PDF "at the source" – where your customers' file resources are located (including fonts and graphics), then submits multiple files in one upload, as individual files or merged into one. This enables you to support virtually every application in every version.

Browser-Based File Upload, Server-based PDF Conversion and Native File Handling

In addition to the PDF generating drivers, Digital StoreFront provides the ability to handle file uploads via a standard web browser, and to support conversion to PDF on the server, as well as the ability to handle native application files (like "Collect for Output" files made from desktop publishing applications, CAD files like those from AutoCAD® software, or other file inputs).

Hard Copy Submission

Even the most sophisticated-tech user community still has an occasional need to submit hardcopy jobs. The key benefit of DSF is to convert your entire operation to a 100% electronic job ticket workflow. Once all jobs tickets are captured electronically your staff can have visibility over the workflow and your customers will benefit via electronic job status tracking. Digital StoreFront brings those jobs into your facility the same as digital files; by supporting hardcopy input and tracking, and makes them part of the overall workflow of the print center.

JDF-Based Job Tickets

Even novice users can explain to the print center how they want their job produced with Digital StoreFront's revolutionary new JDF-based job ticketing and visual job ticket wizards. Pre-defined tickets can be deployed as "product" choices (e.g., "brochure" or "three ring binder") with graphics that help the user decide which ticket is most appropriate for the job they wish to produce. The all-new ticketing architecture lays the groundwork for future EFI innovations in JDF integration with MIS, output and workflow applications, as well as with third-party applications.

Order Status, Order History and Re-Order

Customers can manage their jobs, see the production status of submitted jobs, and place re-orders via the Web browser interface. Order history also makes it easy for users to view and accept price quotes automatically.



Shopping Cart, Payment Methods and Approvals

Customers are accustomed to using Internet sites that incorporate shopping carts. Digital StoreFront makes it easy for users to experience the power of online print ordering by providing a simple storefront and shopping cart user interface. The familiarity of this feature makes it easy to widely deploy the application enterprise-wide, without the burden of extensive end user training.

Configurable Accounting Codes let your site administrators configure the Digital StoreFront payments screen with the utmost flexibility, supporting any type of payment reference (cost center or client matter, purchase order, and more) your customers need. Digital StoreFront also provides the option of full, secure support for credit card transaction processing, utilizing Secure Sockets Layer (SSL) encryption.

Order and Operator Views

In a busy printing operation, the ability to administer orders, as well as production jobs is key to getting the work out on time and on budget. Digital Storefront provides your staff with unparalleled visibility into incoming orders from the Web site, and gives them the control they need to seamlessly flow jobs into your production operation.

The Order View clearly outlines for the print shop personnel jobs that require manual quotes, accepted orders, order detail, and lets them control adjustments for shipping, discounts and taxes. The Operator View provides a configurable screen where operators can control and change status of jobs, edit and print job tickets, see what has been printed (and where), move jobs from one facility to another and much more.

Location Manager, Job Routing and Customer Service Features

Retail print operations with multiple store front sites (supported by optional module), facilities management solution providers and corporate printing operations with multiple manned print rooms can assign users a default printing location, and allow them to choose from a list of output facilities using the Location Manager feature. Once jobs are submitted, customer service representatives (reps.) and operators with appropriate permissions can route jobs across multiple facilities. Digital StoreFront allows customer service reps. to act on behalf of customers, using a capability called "CSR Mode." This allows staff with permission to place orders and re-orders, check job status, etc., on behalf of users – without knowing the user's password – while still maintaining an audit trail and transaction log.

Online Catalog

Digital StoreFront provides an unbeatable combination of first-time job submission, and the ease-of-use of a standard, best practices Web-based Online Catalog for easy ordering by users of documents, forms, files and even non-print items (like advertising specialties, corporate logo merchandise or apparel). Customers browse categories, select a catalog item, add it to their shopping cart and place their order. Documents in the catalog benefit from predefined job tickets, for a wide variety of document types (with customized production and finishing options).

E-commerce: Advanced Automated Pricing

A busy print operation running hundreds of jobs per day can't afford to spend a lot of time on estimating. Digital StoreFront's Advanced Automated Pricing option provides a way to automatically estimate jobs, in real-time, for your customer during the order submission process. A sophisticated pricing engine that can be configured to match your production equipment, consumables and user community, Advanced Automated Pricing shows customers both a per set price and a total price.

Workflow Integration and Fiery Connector

Digital StoreFront provides one of the most important missing pieces in a complete print center workflow: the integration of the customer's job information with your production systems. With workflow integration, you'll see an immediate increase not only in the productivity of your personnel but also in the productivity of your print devices, in many cases virtually eliminating job prep work. A standard, included feature with Digital StoreFront is integration with EFI workflow solutions. In facilities that have Fiery®, EFI Fiery Central and/or EFI MicroPress®-based digital printers, jobs flow directly from Digital StoreFront to the appropriate production device with the click of a mouse. There's no manual intervention required to put jobs into production.

Reporting

A critical part of efficiently running a busy printing operation is to provide the many types of users in the shop with the information they need to do their jobs, whether they are executives, managers or operators. Reports provide a key piece of this information flow for managers, and Digital StoreFront comes standard with a host of useful pre-defined reports. The Crystal Reports-based engine built into Digital StoreFront provides the ability for administrators to generate their own reports and allows very specific business information to be gathered.

Digital StoreFront Software Options

Variable Data Printing (VDP) options

In today's competitive business landscape, printers are integrating variable data printing (VDP) services via the Web to expand their customer base and extend their value-added services. EFI can help you add VDP capabilities affordably to your business with its EFI Digital StoreFront VDP optional module. Now, offer basic personalized marketing campaign services such as business cards and customized sales kits using EFI Digital StoreFront and VDP functionality.

The VDP features include advanced capabilities such as the ability to choose images, as well as to upload images on the fly at ordertime, pre-fill templates from user profiles, and pre-fill templates from database files with the ability to preview results in a standard browser with no plug-ins or applets.

After entering the variable information online, your customers can preview the versioned or personalized products before ordering, dramatically reducing errors and saving the customers and business owners' precious time.

You also can then combine the data and the template to create a VDP print stream in either PDF or other variable information print streams such as PPML, VPS, VIPP, or VDX to produce effective, one-to-one marketing materials in real time.

Now, you can enable and streamline your VDP workflow including order submission, job costing and production to expand your services, increase your productivity and manage your business more effectively with industry-leading products that work now and in the future.

Digital StoreFront Fulfillment

EFI's Digital StoreFront Fulfillment is a module for Digital StoreFront which provides a web-based fulfillment ordering site. Fulfillment is recognized as a key profit center for printers, providing opportunities for profit-making value-added service opportunities with existing customers, and as a way to open the doors to relationships with new customers. Digital StoreFront Fulfillment helps you expand your business as you move to provide additional value-added profit centers featuring fulfillment services for customers. Internet-based fulfillment ordering provides better customer service and benefits print buying companies desire.

Credit Card Billing

Digital StoreFront provides support for multiple payment methods, including support for major credit cards and corporate purchasing cards through the deployment of this optional Credit Card Billing module. Customers enter their credit card information into an SSL-encrypted, secure site. Credit cards are automatically authorized when orders are placed, and charged when orders are shipped or delivered.

Multi-Language Support

Digital StoreFront is multiple languages, including as Dutch, English, French, Italian, German, Norwegian, Spanish and more. The optional multi-lingual version detects browser language settings, and automatically adjusts the user interface to the correct language and culture. Digital StoreFront also provides the ability to customize virtually every string in the entire application, from a simple administrator user interface. This allows verbiage to be adjusted for local and cultural preferences, and also provides the ability to change nomenclature for particular operations within the system.

MIS Connector

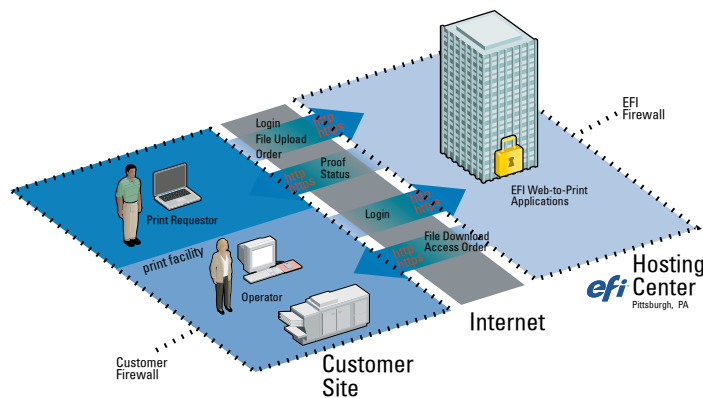
Digital StoreFront provides a powerful integration with Print MIS solutions such as EFI Monarch, EFI Pace™ and EFI PrintSmith™. This integration lets job submission and workflow integration become part of an enterprise print management system to streamline job data collection, invoicing, inventory management and much more. Integration eliminates enormous volumes of keying and re-keying production data, streamlining production and business processes.

Additional Print Shops

Digital StoreFront can support your physical and geographic deployment needs by supporting multiple facilities or retail locations from within the same systems. Whether your printing enterprise consists of multiple retail storefronts locations, multiple facilities management site location on a campus or across the country, hub and spoke production networks or virtually any other scenario, the Additional Print Shops option lets you support more than one print center from a single server over a LAN, Private Network or VPN.

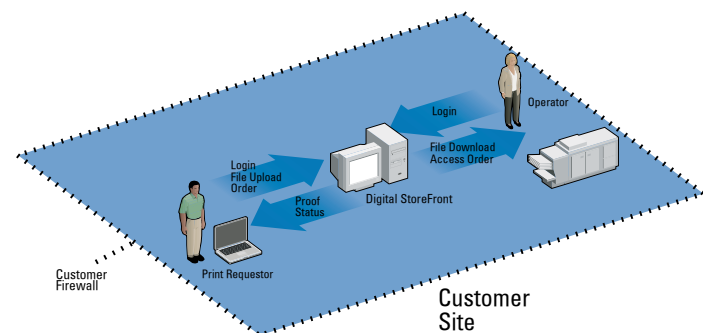
ASP vs. Customer-Hosted Options

Grow your business with a solution that fits your needs and make offering DSF to your customers easy. Whether you're an in-plant printer, a small commercial printer or part of a larger print franchise, you'll face the same pressures of delivering top quality work under tight deadlines to demanding customers. EFI makes offering DSF to your customers easy. DSF can be deployed at your location through a customer-hosted model or, you can let EFI do all the work, and purchase DSF as an EFI-hosted ASP model.



Sit Back and Let EFI Do All the Work with ASP Solution

For printers, who want to concentrate on their business and don't have the time or resources to implement DSF, an ASP deployment is a compelling option. There's no hardware investment, no maintenance required and no local database expertise is required. You don't have to hire staff to manage a web server and there are no capacity planning, backup or security concerns. EFI ensures that DSF is up and running 24/7 so your customers can place orders whenever and wherever they want. Predictable on-going costs and rapid time-to-deploy can be advantageous even for a large IT organization. It means you can concentrate on providing your customers with the best print solutions in the business and EFI can concentrate on making sure everything runs smoothly.



Or Take Control with Self-Hosted Solution

For printers who've got the time and resources and want to incorporate DSF into their existing secure IT architecture, the DSF customer-hosted deployment option (on premise) enables you retain full control of your Web application on your network, behind the firewall. The on-premise deployment option is available either as an installable software package or as an integrated solution with hardware provided by EFI. With this option, DSF grows with you. As your business expands, you can add additional hardware, bandwidth, disk space and processing power.

Beat the competition and profit with EFI's integrated Fiery, VUTEk, APPS, Jetrion and Rastek printing solutions. Visit www.efi.com to learn more.

Print to win with EFI

EFI (www.efi.com) is the world leader in digital print servers and controllers, superwide format printers and inks, wide-format printers, industrial inkjet printing systems and APPS solutions. EFI is dedicated to giving customers a competitive edge with award-winning, scalable solutions from creation to print that maximize productivity and increase profits. EFI maintains 26 offices worldwide.