

# 2005 Award Winner

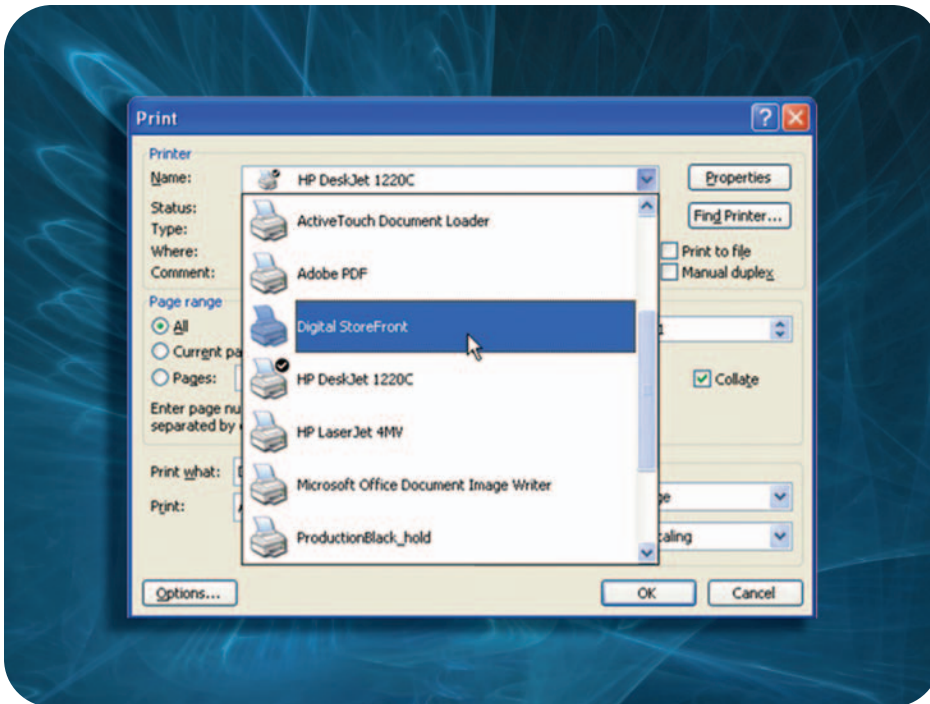


10<sup>th</sup> Annual Awards

*Innovation Award*

# EFI

## Digital StoreFront



**The BERTL's Best Award for "Innovation" is bestowed on a product which brings something truly unique to market. Innovation can take many forms, from using technology in a new and novel way, to creating something with the potential to change the way business might be done in the future.**

**BERTL has awarded a 2005 BERTL's Best Award for Innovation to EFI's Digital StoreFront.**

Almost everyone as a consumer has made purchases on the Internet. Retailers both large and small have made it easy to find the products that consumers want, purchase these products securely via the Internet and,

often, specify the personalized parameters of exactly what they want and how the supplier should provide or ship the items.

EFI's Digital StoreFront brings those same capabilities to corporate and other print buyers, who expect the same Internet- (or Intranet-) based flexibility and speed in their own purchases. Digital StoreFront works for a print center 24/7 from any location with a Web browser, illustrating and describing capabilities, reinforcing image and branding, and outlining related business rules and parameters — with a print shop-personalized solution that seamlessly flows jobs into most any production scheme from an interface that is easy for customers to navigate, understand, and use.

The print center, be it an internal corporate/public sector printshop or a commercial print enterprise, owns, controls, and customizes their own Digital StoreFront which resides on a server at the print center's location. Maintaining full control of all company and customer data and eliminating the need to use other third parties to create a transactional Web presence, the print center can configure the software to customize appearance, show pricing and pricing changes, add customers

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10<sup>th</sup> Annual Awards

and related permissions, and configure the on-screen job ticket to reflect specific capabilities and services.

Digital StoreFront provides one of the most important missing pieces in the complete print center workflow: the integration of customer job information with print center production systems. Integrating workflow with Digital StoreFront will result in an immediate increase in not only staff productivity, but also in the productivity of print devices. In facilities that use EFI Fiery<sup>®</sup>-, Balance<sup>™</sup>-, or MicroPress<sup>®</sup>-based digital printers, jobs flow directly from Digital StoreFront to the appropriate production device with only the click of a mouse. Manual intervention is not required to put StoreFront-submitted jobs into production.

## PDF-Generating Print Driver

A key to Digital StoreFront is its PDF-generating print driver called PrintMessenger. Within any application, the customer simply selects the Digital StoreFront print driver, just as they would any other printer. The print driver then generates a PDF of their job for the print shop, and immediately shows the PDF on-screen for soft-proofing. This feature helps drive additional page volume to the print center since the PDF-generating print driver (available for both PC and Mac) greatly simplifies job submission.

## Beyond the Print Driver

In some situations, the PrintMessenger driver will not be the most appropriate link between the user and print shop. In some situations, for example, users will want to submit their own files. In others, the

StoreFront-specific driver may not be appropriate to install due to security reasons or limitations of older operating systems. In these cases, file upload capability through Digital StoreFront's Advanced PDF Conversion Module (standard) lets customers submit their own native application documents. Over 250 file types are supported through this browser plug-in. Once files arrive on the print shop's Digital StoreFront server, they are automatically converted to PDFs.

Optional Digital StoreFront variable document capability lets users create and manage variable-print items such as business cards, stationery, and letterhead, as well as more complex items like sell sheets and advertising materials.

## Customer Interface

Digital StoreFront includes a shopping cart-style interface and tools (including product/service catalog) which can be deployed for individual to enterprise-wide customers. Customers can also manage their jobs, check status of submitted jobs, place re-orders, and view/accept price quotes. The optional Advanced Pricing Module, with parameters configured by the print shop, shows users the specific price of a given job and asks them for approval to proceed. If the job is too complicated to automatically quote online, Digital StoreFront will notify the customer and a quote will be sent once the print center has determined job costs. A credit card billing module, also optional, accepts billing information via an SSL-encrypted, secure site

The screenshot shows the 'Create Job Ticket' interface in the Digital StoreFront application. It includes a navigation bar with 'Home', 'Print Services', 'Online Catalog', 'My Account', 'Admin', and 'Phone' buttons. The main content area is titled 'Create Job Ticket' and shows a 'Marketing Presentation' job. Fields include 'Submitted: 4/4/2005 3:18:24 PM', 'Marketing Presentation', 'Attached File Name', 'Quantity', 'Reproduction', 'Printed Sides', 'Media selection' (with dropdowns for Size, Type, Category, and Media), 'Finishing options' (with dropdowns for Stapling, Punching, and Folding), and a 'Special Instructions' text area. An 'Add To Cart' button is at the bottom.

**Through Digital StoreFront, the client/customer can name submitted materials as well as specify such parameters as color or black and white, simplex or duplex, media selection, and special instructions.**

with automatic authorization. Customers are charged when the job actually ships or is delivered.

Digital StoreFront is an efficient, full-featured way for print shops to achieve and maintain an attractive, highly-customizable, easy to implement, fully-transactional Web presence without expensive custom programming or separate 'off the shelf' solutions that may or may not work together. EFI has done all the homework up-front, with Digital StoreFront providing a complete print shop Web store solution.

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10<sup>th</sup> Annual Awards

## Spotlight on EFI

EFI was founded in 1989. The company, which is headquartered in Foster City, California, is a market leader and technology innovator in digital imaging and print management solutions for commercial and enterprise printing.

EFI's award-winning technologies offer document management tools from creation to print, including high fidelity color Fiery® print servers that can process up to 2000 personalized color pages per minute and a range of powerful production workflow and print management information software solutions for increased performance and cost efficiency.

In 1991, EFI introduced the first Fiery® color servers, transforming standard digital color copiers into networked color printers and delivering eye-popping, photographic quality images at an affordable price. To date, the company has sold over 1.2 million Fiery servers and controllers with products installed in commercial printers, graphic design studios, print for pay businesses, advertising agencies and leading corporations throughout the world.

In recent years, EFI has expanded beyond its digital printing product line

through a series of acquisitions and innovative internal development. EFI acquired Best GmbH, a top global provider of proofing software and Printcafe, the leader in Print MIS solutions for printers of every size.

Today, EFI's end to end portfolio ranges from web collaboration to pre-press, proofing, output, MIS and fulfillment. EFI's solutions portfolio emphasizes integration and scalability to help printers continually become more efficient and profitable.

The company employs more than 1,300 people in 21 offices worldwide.

## BERTL's Best

### Recognizing the Best in Digital Imaging Technology and Innovation

For the 10th consecutive year, BERTL, Inc. presents BERTL's Best: the best devices and software in the digital imaging marketplace.

BERTL's Best award winners are selected after rigorous analysis of the hundreds of digital imaging devices, software, and management utilities in the world-wide marketplace.

BERTL's analysts review current product lines and new product introductions to identify the select group of devices and software that stand apart from the others.

BERTL's Best covers the entire digital imaging and document management arena:

- Executive Office MFPs
- General Office Monochrome MFPs
- Back Office Production Devices
- Wide Format Devices
- Digital Duplicators
- General Office Color MFPs
- Back Office Production Color Devices
- Document Scanners
- Software and Utilities

Plus, BERTL's Best recognizes products for cost-efficiency and innovation.

While print or copy speeds are important, it is the feature set, functionality, performance, and overall business process value that are the key considerations in judging which product is "BERTL's Best." The important question: "How well does this product work in a real-world business setting?"

BERTL combines its wide-ranging knowledge of the competitive landscape and contact with buyers about their product and supplier experiences to identify worthy products. BERTL analyzes network management utilities, concurrency and contention, print and copy productivity, image quality, return on investment, competitive advantage, accessibility, design and build quality, standard functions, modularity of design and upgrade path, installation, and more.

BERTL is 100 percent independent. It receives no funding from the industry and all product evaluations and reports are published at BERTL's own expense for its subscribers.

BERTL publishes the world's largest library of business competitive intelligence for the digital imaging market at [www.BERTL.com](http://www.BERTL.com)