



Digital StoreFront

PRODUCTION WORKFLOW SOLUTIONS



Submit
Procure
Process

EFI Digital StoreFront

Web-to-Print—Done Right

EFI Digital StoreFront (DSF) makes it possible for your printing operation to meet the challenges of today's competitive marketplace. DSF provides a new onramp into your business, allowing your customers to easily and securely interact with you over the web to procure print and print related products. Making it easy for customers to do business with you, and making it possible for your operation to process an increasing volume of orders more efficiently and profitably, makes Digital StoreFront an essential tool for printing success.

Internet applications and e-commerce are recognized as essential components of the printing business today, just as they are in virtually every global industry. Digital StoreFront is the only complete solution for first-time job submission, e-commerce with automatic pricing, as well as world-class catalog and variable data applications. DSF allows you to showcase a full range of printing products and services from a single web interface. With a host of standard and optional features, installation and networking options, and industry-leading workflow integration choices make Digital StoreFront a compelling story for all shapes and sizes of printing businesses.

When your company chooses EFI for web-to-print, you're choosing the right partner to help you support this increasingly important aspect of your business. Digital StoreFront includes software, flexible deployment options including self-hosted (with optional integrated hardware provided by EFI), and a complete range of professional services to ensure your success.

The Digital StoreFront Workflow

The workflow begins with a customer sitting at their desk, with the document they wish to have printed open on their screen, in their own favorite application—whether it be Microsoft Word, PowerPoint, Adobe Illustrator, QuarkXPress or any other PC or Macintosh application.

After a one time install of the EFI's PrintMessenger print driver, the user chooses "File-Print", selects the newly installed print driver (branded the name of your printing operation), and clicks "OK". Their file is converted to PDF by EFI's PrintMessenger, and the files are automatically uploaded to your Digital StoreFront system. The user's standard web browser opens automatically to your new Digital StoreFront web site.

The user then selects the product they wish to have printed, from a customized list of the products your facility can support. A "job ticket wizard" helps them explain how they want the job printed and finished. The job can include multiple files or sections.



They see the calculated price for the job based on the selections they have made in the ticket, and based on the relationship they have with the print facility. All that's left for them to do is to check out using a credit card, cost center or other customizable payment method.

In your printing operation, the job appears on a CSR and/or Operator Screen, and from there flows seamlessly into your production workflow, where there is no device setup, no hunting for the correct media.

There's never been an easier or more efficient way to process orders, receive payments and to process work than the EFI Digital StoreFront content and commerce workflow provides to both print customers, and to your business and production staff.





“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

Corporate Enterprise

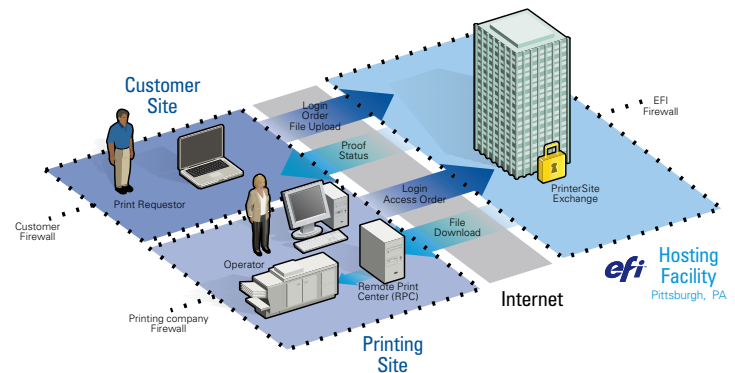
Print Centers are facing increased competition from convenient desktop and multi-functional devices, as well as the loss of page volume to local quick printing chains. With Digital StoreFront, corporate printing operations can level the playing field by exposing their capabilities via the corporate Intranet to users, making it easier for customers to take advantage of sophisticated production options, while at the same time lowering the enterprise cost-per-page. Whether you have one facility or several (in multiple campus buildings or on different floors), Digital StoreFront provides the features you need for success. Companies in Automotive, Banking, Financial Services, Healthcare, Insurance, as well as colleges, universities and school districts are all taking advantage of the benefits Digital StoreFront provides.

Facilities Management (FM) Service Providers

FM service providers need a compelling way to drive print volume from corporate customers to their facilities. Digital StoreFront answers the need by providing a “branded” look and feel to users, across multiple locations, for both on-site manned print rooms and off-site closed-door facilities. You’ll get the dual benefits of making job submission easier for users, while creating a streamlined production environment to increase margins and improve your own staffing flexibility. Some of the largest FM service providers in the world have standardized on Digital StoreFront.

Retail and Closed-Door Digital Commercial Print

Digital StoreFront can be the “new front door” to your printing operation, extending your retail counter to the Internet, and locking in customer relationships. Whether the operation is part of a large network, or a single quick print operation, Digital StoreFront provides all the applications you need to get new customers, secure additional business from existing clients, and to obtain higher margins through improved efficiency on all the work that comes in via the web. Digital StoreFront virtually eliminates estimating and prepress/job prep, through its advanced automated pricing engine, PDF conversion capabilities and robust workflow integration. The result is increased profitability, no matter what type of printing operation you run.



EFI Digital StoreFront won the prestigious 2005 Bertl's Best Innovation Award for Digital StoreFront, for “providing a critical yet previously missing piece in the print center workflow”.
Bertl Inc. (www.bertl.com).

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 brandings 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's 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. There is no need to have the full Adobe Acrobat software installed on each user workstation, and there are none of the additional license fees that are typical of other vendor's PDF generation solution. 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 because your print facility receives only print-ready PDFs. Digital StoreFront includes unlimited distribution of PrintMessenger, so it can be used by all of your customers with no additional fees.

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, 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 (for example, "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.

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 SSL (Secure Sockets Layer) encryption.

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.

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

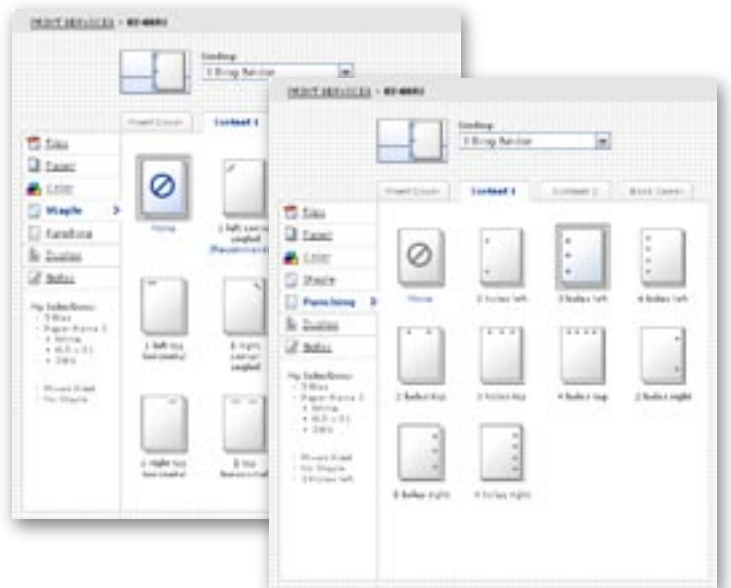
Retail print operations with multiple store front sites (supported by optional module), facilities management solution providers and corporate printing operations with multiple manned print rooms can assign users a default printing location, and allow them to choose from a list of output facilities using the Location Manager feature. Once jobs are submitted, Customer Service Reps and Operators with appropriate permissions, can route jobs across multiple facilities. This can be used for load balancing, and for sending jobs to other facilities with more appropriate equipment. 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.

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 EFI Fiery®, EFI Balance™ 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.



The JDF-Based Job Tickets provide a user-friendly "wizard" style interface to let users with no print experience make sophisticated printing and finishing selections.

Digital StoreFront Software Options



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. The pricing engine allows you determine which features will be automatically priced versus those you may want to flag for manual quoting.

Multi-Language Support

Digital StoreFront is available in Dutch, English, French, Italian, German, Norwegian and, Spanish. 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 verbage to be adjusted for local and cultural preferences, and also provides the ability to change nomenclature for particular operations within the system.

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). The catalog allows an unlimited hierarchy of categories and products, and access is controlled by user permissions assigned for security. 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).

Template-driven Internet VDP

In addition to the product types listed above, the Online Catalog can also house Variable Data Printing items. The ability for users to typeset, proof and approve their own template-driven variable print documents is a compelling way to eliminate production costs and drive customer service excellence in your print center. The Template-Driven VDP Documents Module is a popular Digital StoreFront option that provides an integrated facility for creating templates (from native application files converted to PDF) and managing variable print items like business cards, stationery and letterhead, as well as more complex items like sell sheets and advertising materials. Complete support for business rules (i.e. how to handle multiline addresses, or long names) is standard. Content for previews, along with automatically generated web-based forms for data entry, are populated to the ordering site for easy access by customers.

The VDP features include advanced capabilities such as the ability to choose images, as well as to upload images on the fly at order-time, 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. Users can also preview selected records online, or step through the entire database previewing each record against the template document.

The Template Driven VDP Documents Module can also combine with the Workstation and Server-based Merge Modules to provide a complete batch merge capability for sophisticated 1:1 marketing products like direct mail pieces and newsletters. Customers can upload their own database files to produce personalized documents, and even connect via web services to list providers like USAData.

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.



Additional Locations

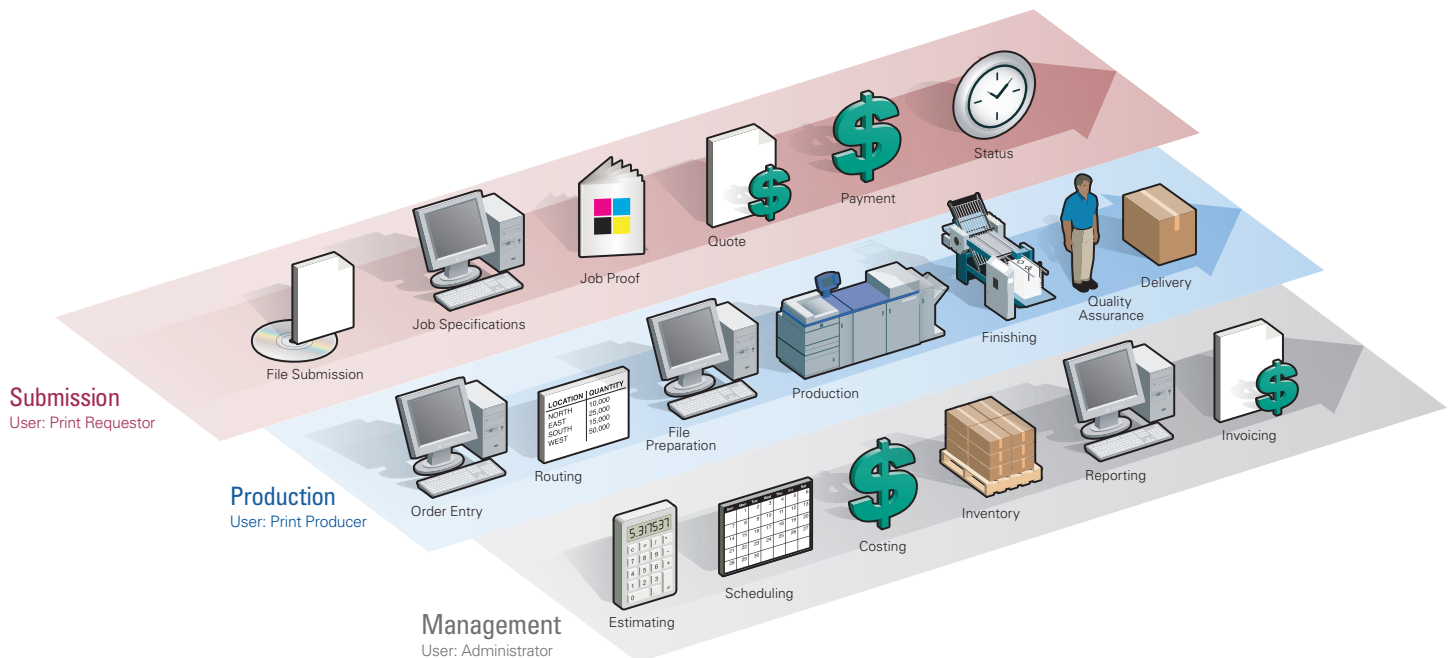
Digital StoreFront can support your physical and geographic deployment needs by supporting multiple facilities or retail locations from within the same system. Whether your printing enterprise consists of multiple retail store-front locations, multiple facilities management sites located on a campus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

PrinterSite Exchange Upgrade (MIS Connector)

The PrinterSite Exchange upgrade to Digital StoreFront provides a powerful integration with EFI's Hagen, Logic and PSI Print MIS solutions. 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.

Remote Print Center Module

The Remote Print Center module lets users of Digital StoreFront's ASP deployment option benefit from workflow integration. It provides direct integration at the printing site with workflow solutions, like Fiery, Balance and Micropress. With Remote Print Center, files are automatically downloaded to the printing site when they are ready to be moved into production workflow, so they are available locally for output. It also provides the ability to support multiple printing sites, and "move" jobs from one to another, for load balancing or for redundancy in the event of equipment failure at one site.





EFI Print MIS Solutions
40 24th Street
Pittsburgh, PA 15224
(800) 875-7117
(412) 456-1141 tel
(412) 456-1151 fax
www.efi.com



303 Velocity Way
Foster City, CA 94404
(650) 357-3500
www.efi.com

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