



Management Information Systems

A Must See 'ems Technology Category Selection

The most profitable 21st century printing plants' sales, business and production operations are run based on information and data rather than instinct and seat-of-the-pants judgment. MIS is rapidly becoming one of a printing company's necessary core competencies. While most printing companies have a computer on the premises, many limit its use to estimating, frequently utilizing basic spreadsheets and perhaps job ticket preparation. Today's MIS offer much more and are becoming a critical control point in the implementation of computer integrated manufacturing which is a separate Must See 'ems Technology Category selection.

Management information systems were selected as a Must See 'ems Technology Category because of their increasing importance in printing plant operations and because there are new systems entering the market while some existing systems are being upgraded and improved so that they are almost new. Even printers that are satisfied with their existing MIS approach should review the current generation of MIS software to be sure that this aspect of their business is up-to-date and using currently available technology to improve and enhance operations.

In addition to the Must See 'ems and Worth-a-Look selections in this category, printers are urged to survey the field and compare today's offerings to their approach. Even though some of the Must See 'ems MIS selections apply only to those printers that are users of a specific system, the Must See 'ems Selection Committee felt that the nature of the changes were such that most printers should be aware of MIS application advances that will provide users with a competitive advantage or that may be adopted by other suppliers.



Management Information Systems

EFI
MIS Upfits

Booth 8315
Website: www.efi.com

EFI offers several MIS systems suitable for different size and types of printing plants. At PRINT '05 EFI is announcing several additions or enhancements to their systems, which merit Must See 'ems recognition. The three EFI upfits selected for recognition are:

Executive Information System (EIS)

At this year's exhibition, EFI is debuting EIS (Executive Information System), a visual business analysis tool. EIS is new technology that will be added to the foundation suite of every EFI Print MIS solution (latest version required), helping to improve processes and profit potential by providing users complete and instant visibility into real time business information.

The characteristics that set EIS apart include:

- **Visual:** The user is presented with a dashboard of visuals pre-selected from a library. The dashboard provides snapshots of the state-of-the-business from many angles.
- **Dynamic:** Unlike a typical "dashboard", EIS provides a dynamic view. The user can drill down to more detail or ask questions creating a new view. This capability makes EIS an excellent tool for addressing the challenges of print management.
- **Flexible:** EIS is delivered with a library of foundation visuals developed with input from printing executives and managers. The user can modify these visuals to address their unique business needs. Modification can be made to the foundation visual (stored for future review) or on-the-fly, instantly providing a new visual based on the new query conditions. The user can build custom visuals expanding the scope and value of the EIS library.



EFI

Digital StoreFront

Digital StoreFront provides a complete, streamlined workflow from the document creator, through the print production environment, to finishing and delivery. By providing a robust, personalized interactive intranet or Internet presence 24 hours per day, Digital StoreFront enhances customer relationships and improves profitability. Digital StoreFront is the winner of the 2005 BERTL's Best Innovation Award.

Digital StoreFront provides for integration with EFI's workflow and MIS solutions – the system creates an “end-to-end” content and commerce workflow from the desktop of the printer's customer directly to EFI Fiery®, Balance™ and Micropress® solutions for digital printing and to EFI Hagen™, Logic™ and PSI™ print management systems.

A simple interface allows print customers to submit digital files from their PC or Macintosh computers, view PDF proofs of their documents for immediate review and approval, and easily enter their own job specifications for production and finishing. Once that information is entered, Digital StoreFront creates a production job ticket and the file is automatically submitted into the print center's workflow, billing systems, print servers and output devices.

First time job submission is simplified for both the print service provider and the customer, with jobs submitted as settings-correct PDF files. The online catalog in Digital StoreFront makes frequently used documents easily accessible for ordering. Customers can see the status of their orders – when placed, when in production and when shipped – without playing telephone tag.