



WEB-TO-PRINT / ECOMMERCE SOLUTIONS

# EFI Digital StoreFront

## Flexible eCommerce Software to Power Your Business Online

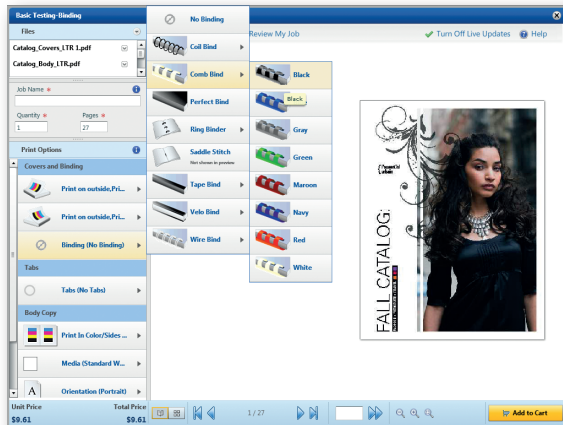


# The Importance of Putting Your Business on Your Prospects' Desktops

In today's competitive landscape, customers are demanding tighter turnaround times for their print jobs, regardless of run lengths, so your business needs to be accessible and efficient. EFI™ Digital StoreFront® helps you meet this challenge with a dual-purpose Web-to-Print platform designed for the printing industry. It helps you to meet your clients' diverse print communication needs for top line growth, while providing seamless integration to print production for bottom line growth. In addition, Digital StoreFront enables you to provide value-added applications, such as personalised print products and managed customer catalogues, to expand your offerings inside your current customer community.

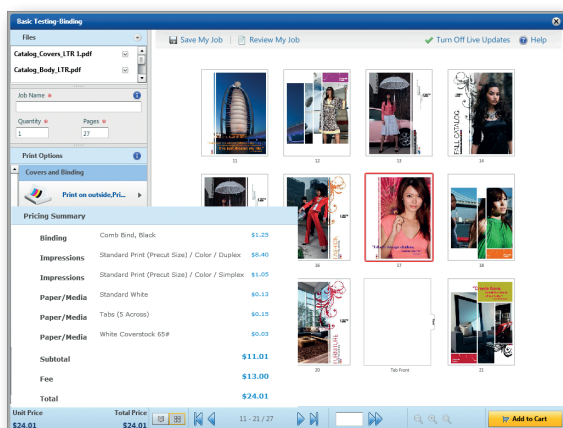
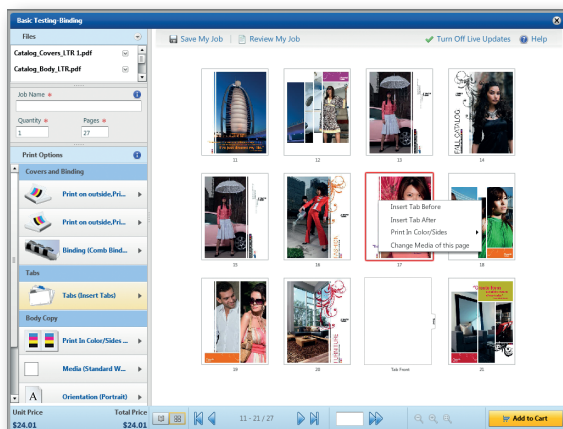
When you select Digital StoreFront, you're choosing the right software to support this increasingly important aspect of your business. Digital StoreFront includes eCommerce software with a robust set of tools, powerful add-on modules, Fiery® integration, and flexible deployment options. Whether you host it internally or deploy it in the cloud, EFI have a complete range of professional services to ensure your success.

# Maximise Your Productivity with New and Updated Features



Powerful online preview capability lets customers select print options, provide their files, and preview their selections all on a single page – making online ordering easy.

For the latest news and product demonstrations, visit [www.efi.com/dsf](http://www.efi.com/dsf).



*"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

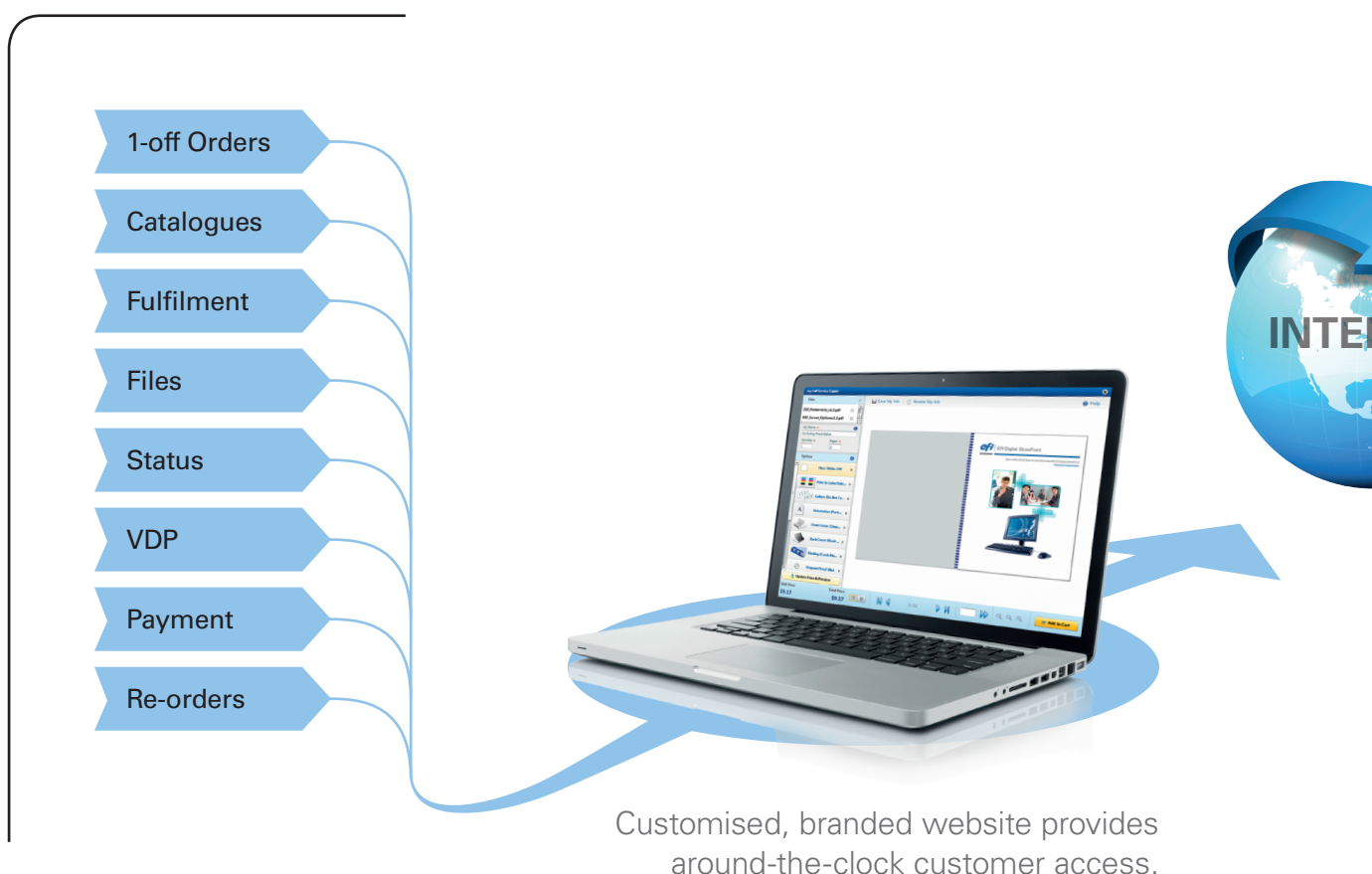
# Stay Open and Productive

Digital StoreFront not only keeps your business open after hours, it helps you and your customers work faster. This customisable online storefront allows your clients to order and reorder jobs using multiple entry points, file types and applications. EFI Print Messenger converts customer files into print-ready PDFs – creating a PDF-based workflow which speeds up the job process and improves your quality. Plus, Digital StoreFront allows your clients to quickly view and accept price quotes and to take advantage of flexible and secure payment options during job submission.

## Integrated Workflow

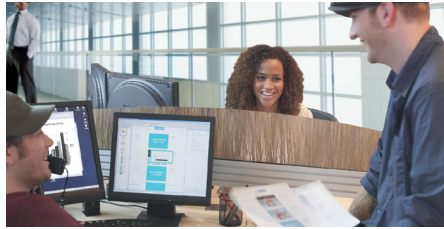
Digital StoreFront provides a critical piece in a complete print centre workflow – the integration of your job submission and production processes. By connecting these pieces through digital automation and JDF connectors, you can eliminate touch points, improve your communication, improve your speed and accuracy, and increase your business intelligence.

## Capabilities



Digital StoreFront simplifies job submission – bringing new efficiencies to your workflow and new opportunities to your business.





## Integrations

### Pre-Press

- Fiery
- Fiery XF
- JDF

### MIS/ERP

- Pace™
- Monarch™
- PrintSmith™

### Production



Automate job submission with advanced workflow.

# Understanding the Advantages

Thousands of companies worldwide trust EFI™ Digital StoreFront® with their businesses. Why? The flexible, scalable Web-to-print/eCommerce software helps them build profitable Web-based businesses that differentiate them from the competition and boost their profits – without adding headcount or budget. Check out the advantages that Digital StoreFront offers you:

## **Software: Deploy On-Site or From the Cloud**

EFI Digital StoreFront software comes in two deployment options to fit your resource, technical and budget needs. Sit back and let EFI do the work when you choose a cloud-based model or take control of your Web application on your network behind your firewall with a self-hosted deployment.

## **Scale: Support Your Business Growth**

EFI Digital StoreFront's proven scalability, both in terms of transaction volume and number of locations, makes the application the ideal solution for enterprises of all sizes. With customers ranging from small commercial printers with one location to larger retail organisations with over 1,500 locations (StoreFronts and Business Locations) to in-plants with over 190 facilities (Print Shops), EFI Digital StoreFront has the architecture to handle any scale of project.

## **Integration: Improve Your Efficiency**

EFI Digital StoreFront uses JDF technology to deliver job ticketing information directly to your Fiery workflow solution. Real-time status updates are bi-directional, so any changes can be communicated immediately to both operators and customers alike. Additionally, EFI Digital StoreFront integrates with EFI Print MIS/ERP solutions as well as external MIS systems. This integration eliminates repetitive tasks and reduces touch points while maximising your productivity and profitability.

## **Ecommerce: Generate More Revenue**

EFI Digital StoreFront allows you to differentiate yourself from your competition by offering fully customisable storefronts with an unlimited selection of products and services, including documents, forms, files and non-print items, such as advertising specialities, corporate logo merchandise and clothing. Your customers simply browse categories, select an item and add it to their shopping carts. Additionally, EFI Digital StoreFront offers optional modules to expand your online services, increase your productivity and manage your business more effectively. These modules support personalised campaigns with Variable Data Printing (VDP), process credit card billing, and more!

## **Performance & Usability: Increase Customer Satisfaction**

EFI Digital StoreFront delivers an eCommerce site with familiar features and functionality to make online ordering as easy as possible for your customers. The single-view workflow offers print options, file submission and preview functionality all within a single view to help them visualise their orders which ensures job accuracy while driving customer satisfaction and repeat business.



Leading Features and Options	
<b>Software</b>	
SaaS (EFI-Hosted) or Self-Hosted Deployments	✓
<b>Scale</b>	
Unlimited Branded StoreFronts	✓
Unlimited Users, Groups, Companies and Transactions	✓
Unlimited Price Lists	✓
Unlimited Catalog Products: Ad Hoc, Oversize, Static, Non-Print, Kits & Inventoried Items	✓
Unlimited Output Engines	✓
Additional Print Shops & Business Locations	Optional
16 Languages Supported	✓
<b>Integration</b>	
Seamless Integration to Fiery Systems and Controllers	✓
Full Integration with EFI Print MIS/ERP Solutions	Optional
Direct Connectivity to External Systems	Optional
<b>eCommerce</b>	
Customise StoreFront(s) with Products and Prices Unique per Defined Group	✓
Standardise File Submission: EFI Print Messenger, Native File Upload & Server-Side PDF Conversion	✓
Support Variable Data Printing Products: XMPie or FusionPro	Optional
Offer Multiple Billing Configurations: Purchase Orders, Account Codes or Credit Cards	✓
Receive Accurate Tax Calculations and Real-Time Shipping Cost Estimates	✓
Support Credit Card Payment Processing	Optional
Configure Print Shop and Financial Approvals	✓
Access Online Reporting and Analytics	✓
<b>Performance &amp; Usability</b>	
For Print Buyers: User-Friendly Shopping Experience, with a Single-View Workflow Straightforward Ordering Process, Even for Novice Print Buyers Standard Payment Choices Online Access to Track Job Status, View Job History, Place Re-Orders/Cancel Orders	✓ ✓ ✓ ✓
For Print Operators: Unique Operator View of Print Jobs in Queue	✓
For Customer Service Representatives: Transparent Order View of Print Buyers' Orders	✓
For the Digital StoreFront Administrator: Streamlined Communication to Both Print Buyers and Print Shop Operators	✓



## EFI Digital StoreFront

### Discover How Digital StoreFront Can Help your Business Today!

EFI's portfolio of integrated solutions increases productivity and improves your bottom line. Find out more at [www.efi.com](http://www.efi.com).

Make our business part of your winning business strategy today!

Call your EFI sales representative at +44 (0)1246 298000, or visit us online at [www.efi.com/dsf](http://www.efi.com/dsf).



### Print to Win™ with EFI

EFI™ ([www.efi.com](http://www.efi.com)) helps businesses worldwide bring their visions and goals to life with a scalable, digital product portfolio. Our powerful servers; controllers; RIPs; inkjet printers, and precise colour and imaging solutions increase companies' brand recognition and market reach on signs, buildings, bus wraps, graphic displays and more. Our business automation software helps companies work faster and more cost-effectively. Our office, enterprise and mobile cloud solutions help companies create, access, and communicate impactful information that wins them more business.



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