

**efi** Digital StoreFront®

eCommerce Web-to-Print Software

 Suite Certified

If you're not on the web,  
you're not in the game

# eCommerce software designed to grow your business

EFI Digital StoreFront® is the award-winning flexible eCommerce solution that offers the industry-leading print buyer experience designed to win new business, acquire new customers and grow your existing business.

## Part of a comprehensive portfolio

EFI Digital StoreFront is a component of the EFI Productivity Suite - ensuring your Web to Print solution works seamlessly with your EFI MIS solution.

- **Certified Workflows:** The EFI Productivity Suite is managed as a modular Suite of products and components, delivering certified end-to-end workflows out-of-the-box
- **Scalability:** Providing your business with the foundation tools you need today, enabling a gradual evolution towards an end-to-end, Best-of-Suite solution set... a scalable platform for sustained, future-proof growth

## Flexible, scalable and future-proof investment

With proven scalability, Digital StoreFront is designed to fit your business today and evolve with your changing needs.

- **Transactions:** Digital StoreFront is designed to scale in transaction volume from 100s to 1,000,000s of orders per year
- **Architecture:** With customers ranging from small commercial printers (1 location) to retail organizations (over 1,500 locations) to in-plants (over 190 facilities), Digital StoreFront has the architecture to adapt to the scale of your company
- **Integration:** As part of EFI's productivity software suite, we can tailor a solution that fits your needs. The architecture allows you to expand your footprint with award-winning EFI solutions such as MIS products as well as Fiery® servers and controllers



"Thanks to Digital StoreFront, we have been able to achieve a 50% reduction in the administration time associated with job production."

KNUT MAGERHOLM  
GRAFISK TRYKK, NORWAY



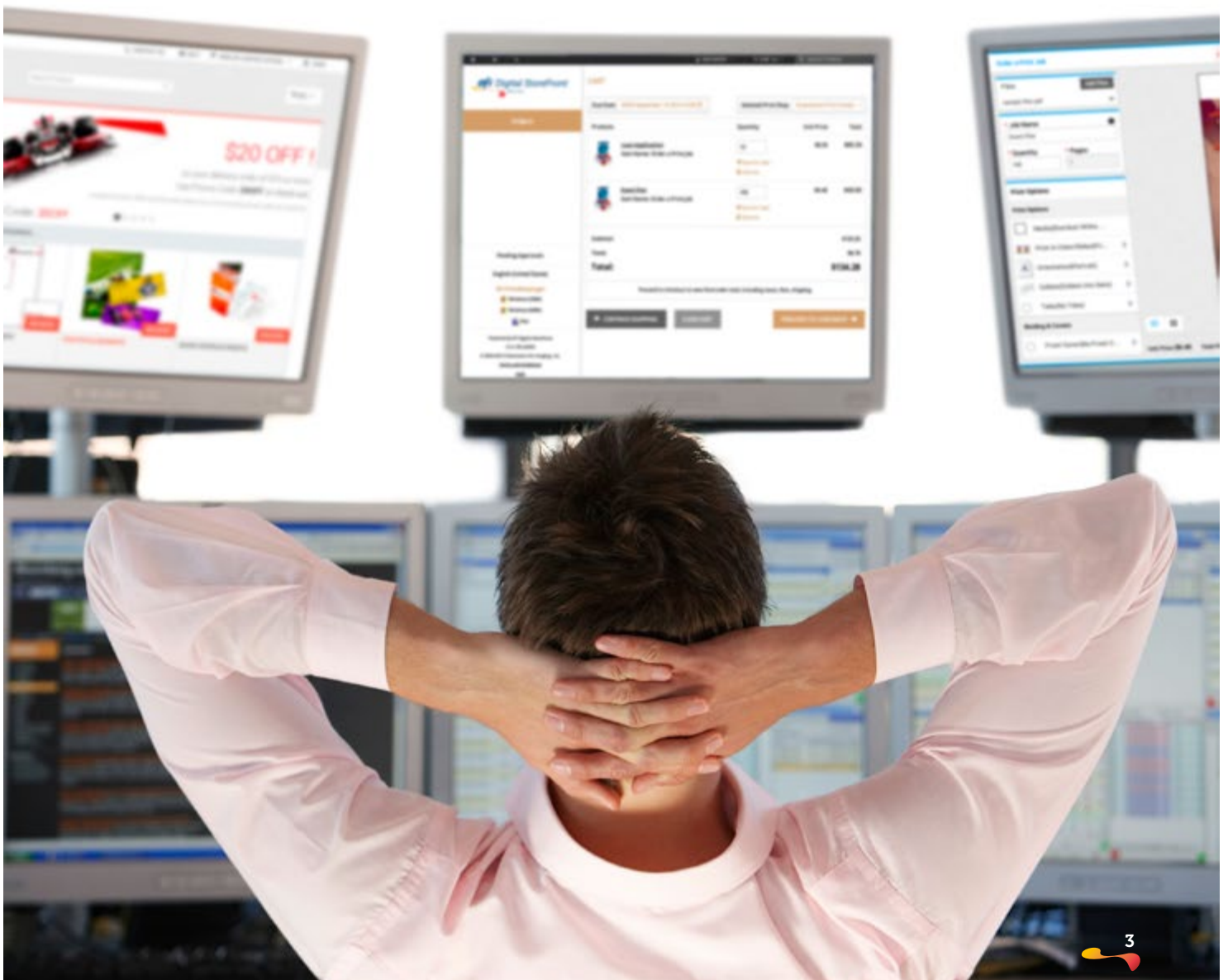
## Flexible hosting options

EFI Digital StoreFront comes in two deployment options to fit your technical and budgetary needs.

- **Cloud:** A cloud-based (SaaS) deployment model hosted by EFI is a compelling option with a convenient pay-as-you-go model. The EFI experts will continuously monitor performance and keep your site running 24/7. The team also takes care of maintaining the server, database backups, installing upgrades and upscaling when needed
- **Self-Hosted:** If you want to incorporate Digital StoreFront into your existing IT architecture, the self-hosted deployment option (on premise) enables you retain full control of your Web application on your network, behind the firewall

“We have several sites up and the amount of monthly orders has grown every month with more sites in the works.”

THOMAS KOCEJA  
IMPERIAL COMMUNICATIONS, USA

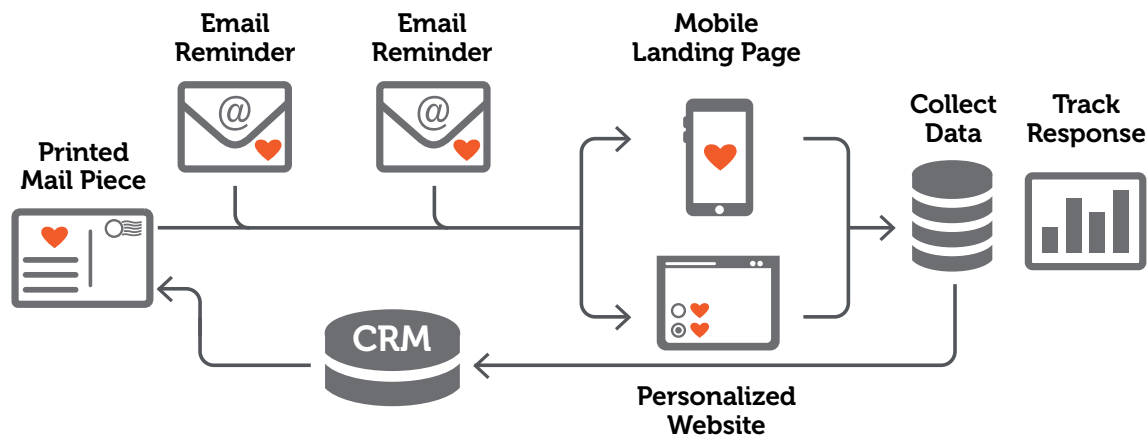


# New!

## Cross Media Integration

Now you can create and publish cross media campaigns to your Web-to-Print Catalogs.

DirectSmile Cross Media allows printers, agencies and corporates to create, personalize and automate marketing across all media, and now it's fully integrated into your Web-to-Print solution. You can create high impact campaigns and enable your clients to order and execute them from your Web-to-Print site. Whether it's the simple design, the convenient management of data and processes, or comprehensive response tracking - everything is part of one solution that runs simply in your browser.



“If a technology doesn’t integrate, to me it only makes your business model more complicated. The benefits, both to us internally and our customers, get trumped by the disruption all the new systems make to your organization.”

BRIAN BENSON  
FOUNDER AND CEO  
BENSON INTEGRATED  
MARKETING SOLUTIONS



# Features of DSF

## SmartStores

Create an unlimited number of custom storefronts complete with specific brand colors and logos.

- The new generation of storefront designs feature a rich library of contemporary web design themes with over a dozen templates you can customize
- SmartStore Builder's advanced customization tools provide administration access to edit the SmartStore sites' HTML and CSS



SmartStores use the latest responsive technologies (HTML5 and CSS3) to allow storefronts to scale smoothly from desktop to tablet and mobile devices.

## Variable Data Processing

Create highly customized data-driven VDP campaigns.

- From business cards to postcards and more, VDP software includes advanced features such as the ability to customize products based on rules-driven personalization
- Whether you are looking to integrate VDP software into your current mailing workflow or utilize the Direct Mail Automation workflow within EFI VDP powered by DirectSmile, our technology has you covered for all of your mailing needs



EFI is now offering two compatible options for Variable Data Processing Software: FusionPro® and EFI VDP Templates powered by DirectSmile.

# Additional features of DSF



Visual Product Builder is HTML5 and desktop, tablet and mobile ready.

## Visual Product Builder

Create ad hoc products, obtain quotes and submit orders.

- Visual Product Builder provides a consistent and powerful view for all products that includes side-by-side print options and preview
- With the Visual Product Builder, buyers can upload a file, select the print and binding options, add, delete and rearrange pages, obtain a quote, proof their job and submit their order all in one intuitive online interface

## Capabilities



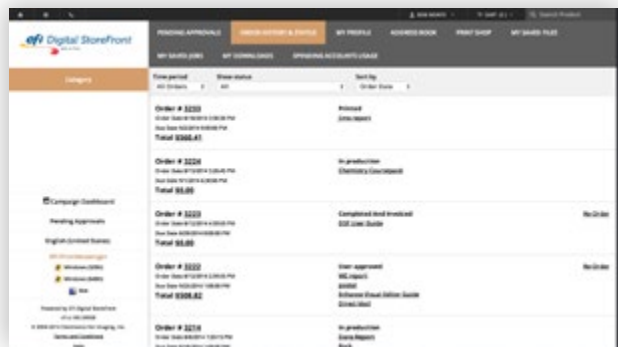
Customized branded websites provide 24/7 customer access to submit orders and track their jobs.

- Ad Hoc Products
- Variable Data Products
- DSFdesign Studio™ Products
- Mailing Products
- Static Products
- Non-Print Products
- Dynamic Kit Products
- Reorders
- Digital Downloads
- Fulfillment



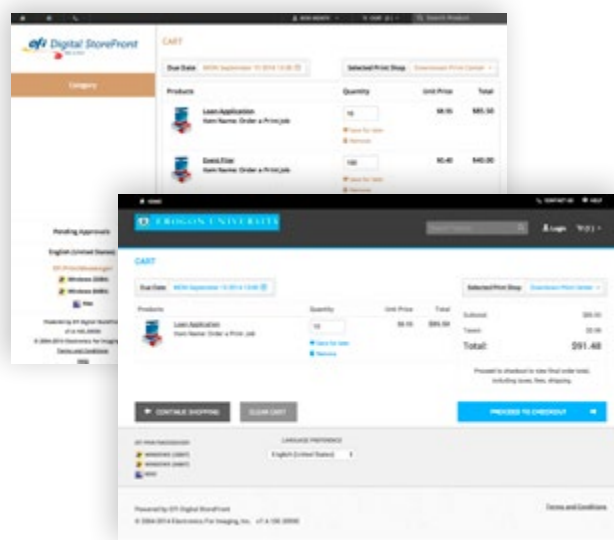
## Online job submission and management

- **Order creation:** Digital StoreFront provides an end-to-end workflow solution from order creation and the checkout process through order tracking
- **Order automation:** Automated production to Fiery and integration to MIS for planning, scheduling, costing and production
- **Order management:** Buyers can create orders, check production status and reorder products in one location



## Shopping cart, payment methods and approvals

- **Shopping cart:** Digital StoreFront makes it easy for users to order products through the storefront with an intuitive checkout process
- **Payment methods:** Digital StoreFront provides the option to pay by cost center, purchase order, custom accounting codes as well as credit card transaction processing
- **Approvals:** You can set up workflows with multiple levels of approval at the dollar amount and product level to automatically notify the designated person of pending orders requiring approval



# Integrations

## Prepress

- Fiery
- Fiery XF
- JDF

## MIS/ERP

- Pace™
- Monarch™
- PrintSmith™ Vision

## Job Routing to Production Devices



Streamline order entry through production, shipping and accounting with an automated integrated workflow.

## EFI Digital StoreFront Awards

- 2015: Quick Printing Readers Choice Award for EFI Digital StoreFront Direct Mail Automation
- 2014: Quick Printing Reader's Choice Top Product for Web-to-Print Software
- 2014: European Digital Press (EDP) Award Best Web-to-Print
- 2013-2014: Deutscher Drucker awards the 2013-2014 International Print Technology Award to EFI™ for the EFI integration package of Digital StoreFront to EFI MIS
- 2011-2012: EFI Digital StoreFront wins Graph Expo "Must See 'Em" Award

## EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging textiles, ceramic tiles, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit [www.efi.com](http://www.efi.com) or call 800-875-7117 for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

The APPS logo, AutoCal, Auto-Count, Balance, Best, the Best logo, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, DockNet, Digital StoreFront, DirectSmile, DocBuilder, DocBuilder Pro, DocStream, DSFdesign Studio, Dynamic Wedge, EDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPhoto, EPRegister, EPStatus, Estimate, ExpressPay, Fabrivu, Fast-4, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, Fiery JobFlow, Fiery JobMaster, Fiery Link, Fiery Prints, the Fiery Prints logo, Fiery Spark, FreeForm, Hagen, Inkintensity, Inkware, Jettrion, the Jettrion logo, LapNet, Logic, MiniNet, Monarch, MicroPress, OneFlow, Pace, PhotoXposure, Printcafe, PressVu, PrinterSite, PrintFlow, PrintMe, the PrintMe logo, PrintSmith, PrintSmith Site, PrintStream, Print to Win, Prograph, PSI, PSI Flexo, Radius, Rastek, the Rastek logo, Remoteproof, RIPChips, RIP-While-Print, Screenproof, SendMe, Sincolor, Splash, Spot-On, TrackNet, UltraPress, UltraTex, UltraVu, UV Series 50, VisualCal, VUTEK, the VUTEK logo, and WebTools are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries.