



Digital StoreFront™

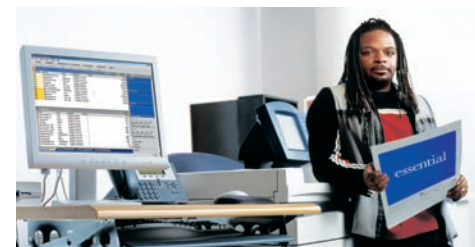
WEB TO PRINT SOLUTIONS



Easy
Flexible
Scalable

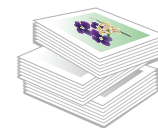
Open a New Front Door to your Business with EFI Digital StoreFront

In today's competitive landscape, customers demand around-the-clock access to your shop. EFI Digital StoreFront™, a customizable shopping platform for print businesses, helps you meet this challenge with a dual purpose Web platform. It allows you to meet your clients' diverse print communication needs by offering them a unique shopping experience for top line growth. The solution also provides a seamless on-ramp to print production workflows for bottom line growth. In addition, DSF enables you to provide value-add applications like personalized print products and managed customer catalogs for extending your service offerings inside your current customer community.



Create a Unique Customer Shopping Experience and Generate More Revenue

DSF offers your customers a unique print-centric shopping experience that allows them to easily navigate through your full suite of print products and services through a single, centralized platform for all print products. Now, your customers have one place that they can procure the full breadth of your services through a unified "storefront." For instance, DSF enables you to offer the following print products.



Ad Hoc

Customer provides the printer content and then specifies the job online using DSF's dynamic job ticketing engine.



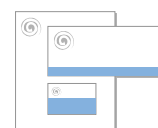
Static

Printer hosts the file and either pre-configures and locks the specification down or allows the customer to specify from a limited set of print services.



Non-Print

Printer hosts the product or product description for an item that does not require any print action (non print product), customer orders from Catalog.



Kit

A set of products which can include a combination of Ad Hoc, Catalog, or VDP that are sold as one product within the Catalog.



VDP

Printer hosts the VDP template, customer fills in the variable data either via a web form or by uploading a list of recipients, resulting in a personalized print product.



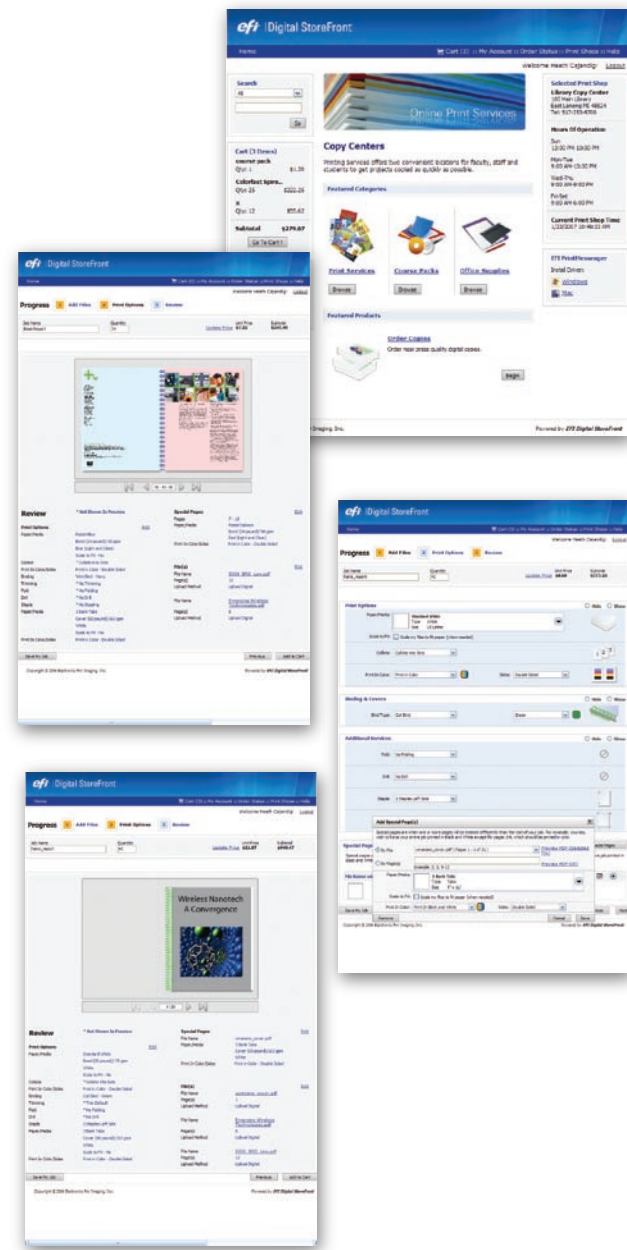
Make Purchasing Easy through an Intuitive Self-Service Model

DSF offers a self-service e-commerce portal for print transactions, making it easy to do business with you. Now, print buyers can shop, specify, proof, and procure print products and services in a language they understand with e-commerce standards they are familiar with using. DSF merges the expertise of print and e-commerce to bring the simplest print buyer experience in the marketplace.

With configurable print specifications, DSF enables you to tailor the job specification experience so that customers are required to fill in only information that pertains to their specific printing product. Unlike e-mail, which is unstructured text with no preview or feedback, DSF collects specifications in a structured, electronic workflow that is integrated and moves information directly from your customers' desktops to both your production and business workflow. When your customers need further assurance of their specification selections, DSF offers a merged preview of the clients' content and their specifications.

In addition, DSF lets you customize the payment options for each of your customers – from cost centers to credit cards and collect the payment information that you require before the job enters your production workflow. Because your customers have unique payment requirements, DSF allows you multiple levels of payment validation. In addition, you can check for the required number of digits in a purchase order or match against an uploaded list of valid cost centers since DSF is also a procurement platform that fits all your customer needs.

When your customers want dynamic pricing, you can license DSF's optional pricing module, a sophisticated pricing engine that can be configured to price the services you offer including: customizable pricing models (how you price), unlimited price sheets (what you charge) for your different customers, or based on your different print shop locations. Automated pricing streamlines order entry and billing and guarantees pricing arrangements are executed consistently. In addition, pricing configurability extends your customer's shopping experience by offering pricing visibility or the pricing to be calculated but not displayed to the buyer.



Expand your Products and Services to Increase your Profits

DSF enables you to provide new value-add print products and print procurement from managed catalogs to expand your revenue streams with your current customer base and to win new business. Personalized print or variable data print (VDP) allows you to “host” templates within an e-commerce storefront which customers then personalize on the fly to produce unique print products. Now, you can choose between two VDP offerings: XMPie or FusionPro. Combined with DSF, either option allows you to offer both single record / versioning products such as business cards and batch / personalized products such as direct mail campaigns.

Deliver Digital Content Effortlessly with PDF Workflow

Delivering content from customers' desktops to the printer can be a troublesome task, especially when files are attached to e-mails or created in older or obscure native applications. Communication breaks down; servers get clogged with e-mail attachments; unnecessary labor costs are incurred, and there is an increased time between order submission and production. DSF mitigates these challenges by offering your customers several avenues for file delivery and PDF conversion. File Print is a familiar workflow to all computer users. EFI PrintMessenger is a print driver initiated e-commerce workflow. With it, customers “print” to DSF via an installed virtual printer. The print driver then offers a PDF conversion workflow, and your print shop receives print-ready PDF files that are converted at the “source” where file assets (e.g., fonts and graphics) reside. PrintMessenger provides your customers an easy on-ramp to the PDF format, the common language for reliable, accurate, and predictable print e-commerce. Since it is installed at the operating system level, your customers can “print” to your print shop from virtually any software application using Apple Macintosh® or a Windows® PC. PrintMessenger also comes standard with all DSF platforms, so distribution throughout your customer base is unlimited.



Provide Customers Visibility into Production Process

The communication between you and your customers can be labor and time intensive. DSF bridges this gap by allowing you to proactively and automatically communicate with your customers about job status and order history through the Web and e-mail. It makes it easy to track orders and sends customers a status update via automated e-mail in real time. The solution also facilitates the graceful handoff from the Web to production and business management, making you and your staff more productive, efficient and effective.

Manage your Business More Effectively with Complete, Scalable Solutions

Since print is a custom manufacturing process, automating the e-commerce process is critical to keep costs down and margins high. DSF enables automated workflows for both production and order management. Its print-ready PDF files with their associated job tickets are entered by the customer like a Web-enabled, self-service ATM. The information then flows to EFI production workflow tools (EFI Balance™ and EFI MicroPress) and to EFI Fiery® controllers and to EFI Print Information Management Systems (Print MIS) reducing data re-entry, lessening print errors and reducing labor costs. The scalability options allow you to expand your StoreFront by adding other EFI products (e.g., VDP) or other print shop locations with nothing more than a new licensing string.

Product Scalability Allows you to Expand your StoreFront



DSF Challenges and Solutions Chart

| Print Purchasing Challenges | DSF Solutions |
|---|--|
| Job and print procurement complexity Complexity can be an issue at every turn, since each job can be different. Other related issues include specialized print lingo, distributed purchasing and custom product specification collection. | <ul style="list-style-type: none"> • DSF is a competitive e-commerce and procurement platform. • It offers ease of use, making the customers' experience positive. |
| Unique customer experience E-commerce requirements are different for each customer, so the product and service mix needs to be unique for each customer. | <ul style="list-style-type: none"> • DSF delivers a customized buyer experience based on their needs. • The solution is a competitive e-commerce platform. • DSF offers all print products on a single platform. • It provides a customized shopping environment per client's needs. |
| Digital content handling Digital content handling is tricky due to various workflows. | <ul style="list-style-type: none"> • The product offers PDF workflows and various methods for adding and managing digital content. |
| Status in a timely fashion Customers often demand real-time job status, and so does your staff to meet their tight deadlines. | <ul style="list-style-type: none"> • DSF delivers real-time visibility into the printer's custom manufacturing process. |
| Print Production Challenges | DSF Solution |
| Job specifications have multiple capture points (e.g., Some points are electronic but unstructured – e-mail. Others are analog such as paper job tickets.). | <ul style="list-style-type: none"> • DSF is a structured electronic job specification engine and has configurable job ticket templates. |
| Labor intensive production steps slow the workflow between customer job specification and digital device configuration. | <ul style="list-style-type: none"> • It offers seamless integration with other EFI products and connectivity to the Web. |
| Pricing is labor intensive, increasing your administrative overhead. | <ul style="list-style-type: none"> • DSF provides configurable, automated pricing that is easy to manage. |
| Digital content handling can be complex. | <ul style="list-style-type: none"> • The solution delivers configurable PDF workflows. |
| Web to Print Platform Challenges | DSF Solutions |
| Printer Hosted or ASP? | <ul style="list-style-type: none"> • DSF offers printer hosted and ASP options. |
| Scalability | <ul style="list-style-type: none"> • The product allows you to add print shops (route work between them), distribute services to scale and upgrade VDP capabilities. |
| Complete workflow | <ul style="list-style-type: none"> • DSF provides a complete solution between its products such as Fiery servers and controllers, EFI Print MIS solution and other third party solutions |
| Company Commitment | <ul style="list-style-type: none"> • EFI provides a high return on investment with scalable products, services and support to cater to your needs now and in the future. |



Get Connected with EFI

EFI's integrated solutions—Production Printing, Prepress and Graphic Arts, Web to Print, Print Management Information System (Print MIS) and Corporate—give your company a competitive edge in increasing profits, improving productivity, streamlining business processes, reducing overhead costs and enabling your team to work more productively and profitably. Visit www.efi.com to learn more.

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