



BUSINESS AUTOMATION SOFTWARE FOR PRINT AND PACKAGING

# EFI PrintSmith Site®

## Extend Your Business to the Web



# Extend Your Business to the Web

The industry is changing – Shorter runs, faster turnaround times, transitioning from offset to digital. Your print shop is likely well positioned to capitalize on these trends, and EFI PrintSmith Site® can take the benefits to a new level by enabling you to handle an increasing volume of orders, while providing better customer service. It's a 24x7 world, and customers' timelines are demanding. PrintSmith Site extends your shop's service to the Internet, making it easier for them to do business with you.

With PrintSmith Site, customers can order when they want to, and where they want – from home, the office or on the road. Because of the powerful integration between PrintSmith and PrintSmith Site, it no longer matters whether the customer walks in, phones in, or orders via the Web – You'll be working in your familiar PrintSmith environment, processing orders and jobs.

## Use an Affordable, High-Value Web-To-Print Solution

With PrintSmith Site, you get a complete, affordable, high-value Web-to-print solution that includes all the big features that you'd expect from an Internet system. It offers a storefront with your logo and color scheme (branding), job submission and file uploads, request for estimate, catalog shopping and ordering, variable data printing, and e-commerce.

## Handle Big or Small Clients

PrintSmith Site can support all of your customers, whether it's the big corporation ordering presentation books or the soccer mom who wants a bake sale flyer printed. For your corporate customers, you can setup "sub-sites," catalogs that contain their specific items brochures and collateral) to help them enforce their own print standards and provide ordering for their users. For Web surfers who find your site, you can setup a retail "walk-up" site where the user simply shops, uploads a file, and then provides a creditcard for their one-off order.

## Increase Your Customer Service and Satisfaction

In today's economy, most consumers are accustomed to purchasing things like books and personal electronics online. Customers enjoy buying print online, too, and PrintSmith Site employs the Internet's "best practices" to make buying print from you an easy and familiar experience. Customers need to know very little about printing processes and technology to be successful ordering with PrintSmith Site's simple interface. Requests for estimates, new orders and re-orders are all streamlined, resulting in a quick and pleasant experience for the customer. Coupled with your on-time delivery of a quality product, PrintSmith Site delivers excellent customer service and satisfaction.



The PrintSmith Site homepage gives your customers access to everything they need to do business with your company.



“PrintSmith Site is welcomed by our customers and by our own staff,”

Jim Rosenthal, Digital Color Graphics.



PrintSmith Site features close integration with PrintSmith, including customer contacts and shipping addresses, as well as payment methods.

### Run Your Business More Effectively and Efficiently

The benefits of PrintSmith Site aren't just for your customers. Since all setup and administration are done from within the familiar PrintSmith interface, there is no additional software to learn. Just as importantly, PrintSmith Site can dramatically streamline order processing. Orders flow directly from the Web to become jobs in your shop, making your business more accurate, efficient, productive and profitable.

### Offer Simple Job Submission (File Upload) for Your Customers

One of the most popular applications for Web-to-print is file and job submission. With PrintSmith Site, customers have an easy way to send you their job files without installing software or using FTP. They also won't have to hunt around for the "Upload" button – it's right there on the home page.

### Lock In Customers with Direct Printing Capabilities

Wouldn't it be great if your customers saw your company name every time they printed a file on their PC or Macintosh? EFI's PrintMessenger (included with PrintSmith Site) is an easily-installed print driver that converts files to print-ready PDFs without the need for a full version of Adobe Acrobat® at the customer site. You can provide this software to all of your customers – branded with your company name – at no additional charge. Once PrintMessenger is installed, it virtually directs new business to your shop versus your competition. Tools like this one give "the big guys" and now, your company a powerful marketing advantage by locking in a profitable relationship.

### Provide an Easy, Attractive Online Catalog

PrintSmith Site's Online Catalog is easy to navigate, and lets you show ordering customers attractive graphics of the product that they wish to buy from you. The graphics are associated with Web-based catalogs right from within PrintSmith. Unique catalogs can be set up for each customer or for retail customers who find your site via Internet search engines or your own advertising. The catalog can contain a customer's previously ordered products, as well as new product offerings, to help to promote your complete product and service capabilities.

“We're really excited about the user interface, and being able to extend personalized products onto the Web using the new XMPie integration.”

Larry Furlong, Franchise Owner, AlphaGraphics Phoenix.



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## Offer Online Variable Data Printing (VDP) with XMPie

The industry-leading XMPie personalization VDP technology is embedded into PrintSmith Site, providing a powerful document customization technology. Customers typeset, proof and approve their own XMPie items on the Web, which are then delivered to your shop as print-ready PDFs. From simple items like business cards to sophisticated direct mail campaigns, XMPie does it all. A limited version of the powerful software is included at no extra cost with PrintSmith Site.

## Make Getting Paid Faster and Simpler

One of the best benefits of Web-to-print ordering is that you can get paid before you even produce the customer's job! PrintSmith Site accepts credit cards, providing secure processing fully integrated to PrintSmith's billing processes. Other payment methods and account terms assigned in PrintSmith, such as Net 30, PO required, and COD, etc., are reflected on the Web site for use by customers. PrintSmith can even support an approval workflow, so when demanding corporate purchasing departments require it, they can approve individual user's orders.

## Enhance Your Production Workflow for Higher Profits

Jobs start with orders on the Web in PrintSmith Site and finish in your production environment with very little operator intervention in between. With built-in technologies

like the PrintMessenger drivers, XMPie versioning, and PrintSmith's Fiery® JDF controller integration, you may have jobs for which there will be "touchless entry," and "touchless prepress," resulting in streamlined production and higher profits.

## To place an order or if you have any questions, contact EFI PrintSmith at:

Phone Numbers: Call 800-426-4963 in the U.S.

Call 480-538-5800 outside the U.S.

Email: [printsmith.sales@efi.com](mailto:printsmith.sales@efi.com)

For more information on EFI PrintSmith call 1-800-426-4973 or visit [www.efi.com/PrintSmith](http://www.efi.com/PrintSmith)



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



The XMPie Variable Data Printing (VDP) technology included with PrintSmith Site lets your customers typeset, proof and approve customized print products.

## Build and Maintain Sites Easily

All administration for PrintSmith Site is done from the familiar PrintSmith program, so there's a very small learning curve for building your customer sites. Online Catalog items are built from customers' job histories within PrintSmith through simple drag and drop operations. Pricing changes are equally easy. You can update hundreds of online prices with the click of a mouse. Another big benefit of integration with PrintSmith Site is consistent pricing for all orders, whether counter service, phone orders or Web orders – pricing is set up once in PrintSmith and applied everywhere. With other solutions, you'll have to double-enter pricing – once for the shop and once for the Web.



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