



BUSINESS AUTOMATION SOFTWARE FOR PRINT AND PACKAGING

Efi PrintSmith

The Profit is in the Details

End-to-end print shop management system scalable from neighborhood copy shops to large production operations.

Take control of your business with Efi™ PrintSmith®, the most powerful, flexible and feature-rich print shop management software available today. PrintSmith can save you time and money by automating the detail-laden aspects of your business from estimating to scheduling to production to invoicing and more. Scalable from neighborhood copy shops to large production operations, your investment in PrintSmith is backed by industry-leading development and support.

Print MIS with the Flexibility Your Business Requires

PrintSmith is a complete print shop management system that offers powerful estimating, point-of-sale, scheduling, account management, production management, receivables and sales analysis tools.

The quick and easy solution tracks the information that you need to know about any customer account. New jobs move quickly from order entry to production while the shop floor data collection system returns the information you need for accurate costing and billing. Invoices can be reviewed, reopened, or automatically updated with new pricing at any time. You can review customer history in chronological or reverse order while sorting out payments, journal entries or finance charges. And with the optional report writer, you can review process data, develop and automate targeted direct mail advertisements, and even generate a reorder report for each customer to let them know when it's time for a reprint – a value-added service that builds customer satisfaction and loyalty... and revenue.

PrintSmith generates customer statements with flexible messaging that you can tailor to each customer. Payment history, special terms, notes on overdue accounts, sales representative names and contact information are all quick and easy to include with PrintSmith. The system produces statement summaries for your accounting staff too, enabling them to do their jobs more accurately and efficiently.



PrintSmith utilizes a familiar and powerful user interface that runs on both Windows® and Macintosh®.

Save Money and Time with Key PrintSmith Features

In your business, you need to make every moment, staff member and machine count. PrintSmith can help you achieve these goals through a complete set of money-saving, time-saving features that cover every aspect of managing your business, including:

- The most flexible cost-plus pricing system on the market. Simple to use and sophisticated enough to handle all types of booklets, signatures and business forms.
- Estimates, invoices and quote letters for all of your jobs from simple to complex.
- Estimate history with win/loss ratio so you know which clients offer the best profit potential.
- Detailed job tickets to clearly present all the information needed to manage a job.

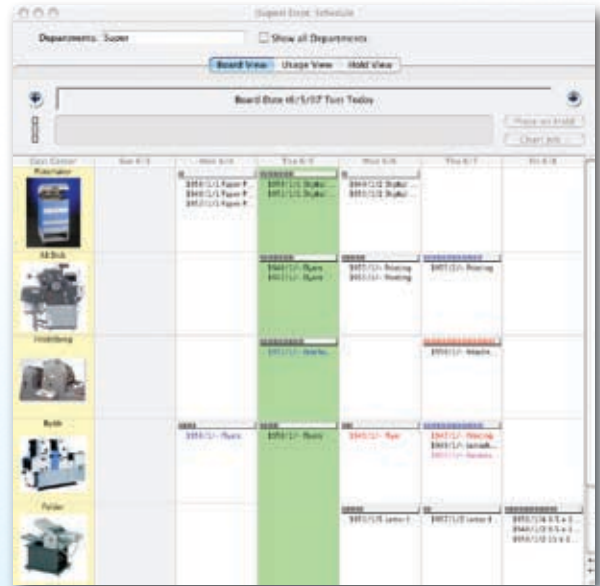
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- In-depth account management including invoicing, statements, and history.
- Comprehensive outbound marketing capability lets you use your customer list to produce targeted letters, labels and complete personalized direct mail pieces.
- Sophisticated security measures to keep your business information secure.
- Stock catalog import feature to streamline estimating and purchasing.
- Built-in Paper Calculator to auto-calculate layout requirements adjusting for bleeds, grippers, gutters and color bars.
- PrintSmith to Fiery Connectivity to provide two-way, seamless integration between your MIS and your production Fiery.

Why PrintSmith?

Since its introduction to the Graphic Arts industry in 1987, PrintSmith has continued to change the face of automated print shop management. Today, it remains the industry standard print shop management software due to its data integrity and superior quality. It is also one of the most flexible and easy-to-use business management programs available; and it comes with a money-back guarantee. Please contact us for details.



PrintSmith offers powerful options including the PrintSmith Scheduler, an integrated alternative to manual whiteboards and spreadsheets. Deliver run lists to each work center and track capacity utilization in real time. It also supports 'drag and drop' features and allows you to click on any item for more information.

For more information on EFI PrintSmith call 800-426-4963 or visit www.efi.com/printsmith



EFI's portfolio of integrated solutions increases productivity and improves your bottom line. Find out more at www.efi.com.

And this is just the short list! Additionally, PrintSmith offers powerful options including:

- PrintSmith Multi-User version supporting up to 200 workstations for growing businesses.
- PrintSmith Site brandable e-commerce for on-line ordering, catalogs, and VDP.
- PrintSmith Tracker real-time shop floor data collection and job costing.
- PrintSmith Report Writer for a direct and easy way to create custom reports.
- PrintSmith Scheduler offers an integrated alternative to manual whiteboards and disconnected spreadsheets.

There are also options for integrated credit card processing, barcode tracking, POS cash drawers, an extended price book generator and a portable version for your salespeople.



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