If you’re not on the web, you’re not in the game.
eCommerce software designed to grow your business

Digital StoreFront is the award winning web-to-print and cross media marketing solution from by EFI™, the printing industry’s leading technology company.

Automated Integrated Workflows

EFI Digital StoreFront helps you grow your business by giving you the a complete eCommerce toolset that will help you reduce labor costs through automation. The EFI end-to-end integrated product suite has saved thousands of companies millions of dollars.

- Digital StoreFront integrates with EFI Print MIS and ERP solutions
- Integration eliminates repetitive tasks and reduces manual touchpoints while maximising your productivity and profitability
- Real-time status updates are bidirectional, which allows for immediate communication to both operators and customers alike

Flexible, scalable and future-proof investment

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

- **Transactions**: Digital StoreFront is designed to scale in transaction volume from 100s to 1,000,000s of orders per month
- **Scalable**: With customers ranging from small commercial printers (1 location) to retail organisations (over 1,500 locations) to in-plants (over 190 facilities), Digital StoreFront has the architecture to adapt to the scale of your company
- **Architecture**: As part of EFI’s productivity software suite, so 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
GRAFIK TRYKK, NORWAY
Hosting options to fit your business needs

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, 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 to 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
Features of DSF

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

• The new generation of storefront designs feature contemporary web design themes with over a dozen templates you can customise
• SmartStore Builder’s advanced customisation tools provide administration access to edit the SmartStore sites’ HTML and CSS

DSFdesign Studio
Offer templated products that can be customised such as: postcards, business cards, banners and posters.

• DSFdesign Studio™ is a web-based design tool you can use to create your own library of product templates, like business cards, flyers and banners
• “On the fly” design functionality allows customers to edit and customise print products by adding text copy, editing titles and inserting images

“Digital StoreFront allows us to more quickly and more accurately process and complete the work.”
JOHN SCHRECK
RIVERSIDE SCHOOL DISTRICT USA
Variable Data Processing

Create highly customised data-driven VDP campaigns.

- From business cards to postcards and more, VDP software includes advanced features such as the ability to customise products based on rules-driven personalisation.
- Whether you are looking to integrate VDP software into your current mailing workflow, or utilise 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 three compatible options for Variable Data Processing Software: XMPie®, FusionPro and EFI VDP powered by DirectSmile.

Visual Product Builder

Create ad hoc products, obtain quotes and submit orders.

- 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.
- 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.
Additional features of DSF

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.

Capabilities

- Ad Hoc Products
- Variable Data Products
- Design Studio Products
- Cross Media Campaigns
- Static Products
- Non-Print Products
- Dynamic Kit Products
- Reorders
- Digital Downloads
- Product Matrix (Fulfilment)

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

- 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
- 2011: Staples, the world’s largest office products company, honored EFI with the “2010 Best Category Management – Business Services” Award. The award recognizes the powerful EFI Digital StoreFront web-to-print platform that serves as their order entry and production management system for all online and in-store print orders
- 2007–2009: EFI Digital StoreFront wins Graph Expo “Must See ‘Em” Award
- 2005: EFI Digital StoreFront receives BERTL’s “Best Innovation” Award

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

EFI fuels success.

From Fiery to superwide inkjet, from the lowest cost per label to the most automated business processes, EFI has everything your company needs to succeed. Visit www.efi.com or call 0808 101 3484 or +44 (0)1246 298000 for more information.