

The background of the entire page is a photograph of a person's hands holding a white smartphone. Overlaid on this image is a complex network of white circular icons connected by thin white lines. The icons include a shopping cart, a laptop, a smartphone, a clock, a camera, speech bubbles, a microphone, a gear, a Wi-Fi symbol, a globe, a person icon, a share icon, an envelope, and a hierarchical tree structure. In the top right corner, the text 'efi MarketDirect StoreFront' is displayed in a white serif font, with 'efi' in a bold, italicized style. Below it, in a smaller, plain white sans-serif font, is the text 'eCommerce Web-to-Print Software'. A thick, horizontal brushstroke in shades of orange and red spans the width of the page just below the header text.

**efi** *MarketDirect StoreFront*  
eCommerce Web-to-Print Software

Make doing  
business online easy!

# eCommerce software designed to grow your business

EFI™ MarketDirect 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.

## Start selling online—fast

EFI MarketDirect StoreFront is designed for one thing – to make doing online business with you as simple, trouble free and streamlined as possible.

MarketDirect StoreFront delivers innovative tools which let you effortlessly and quickly publish stunning customised web stores – where you can sell everything from printed and non-printed products, Variable Data Print, Direct Mail, Marketing Kits and even Cross Media Marketing Campaigns.



## Flexible, scalable and future-proof investment

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

- **Transactions:** MarketDirect 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 organisations (over 1,500 locations) to in-plants (over 190 facilities), MarketDirect 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 MarketDirect StoreFront, we have been able to achieve a 50% reduction in the administration time associated with job production."

KNUT MAGERHOLM  
GRAFISK TRYKK, NORWAY





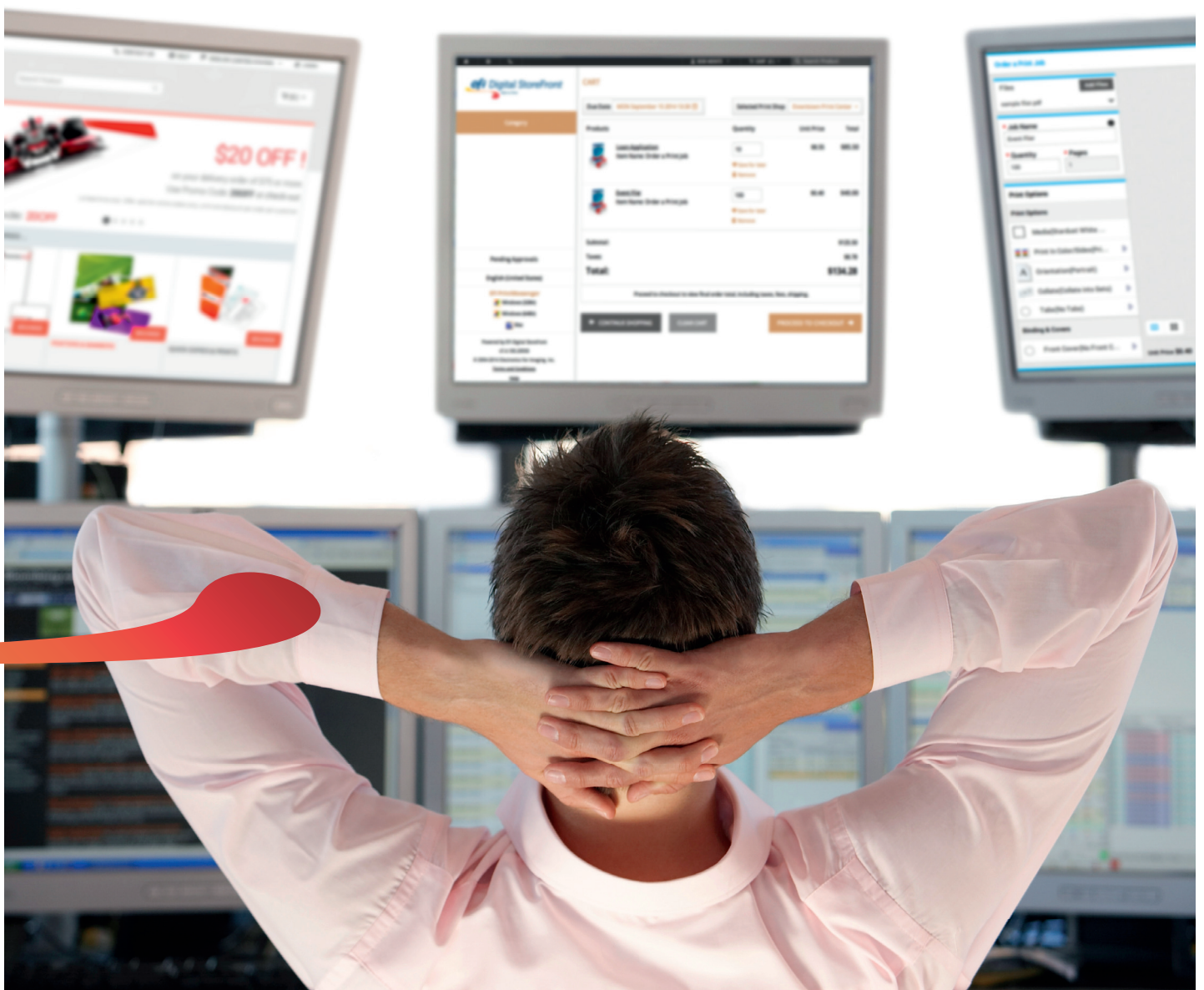
## Flexible hosting options

EFI MarketDirect 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 MarketDirect 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



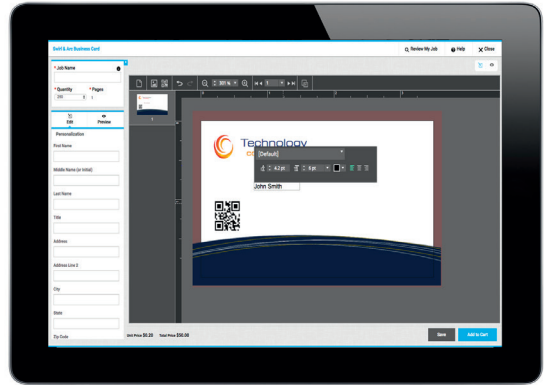
## Document personalisation with SmartCanvas

EFI MarketDirect SmartCanvas is a Web-based product design tool that enables administrators within MarketDirect StoreFront to create templates for a variety of products such as greeting cards, flyers, business cards, brochures, stationery, and banners. SmartCanvas is 100% HTML5 compatible, ensuring it works across the widest range of browsers making it easier than ever for your clients to submit customised print orders online.

Clients can use the design tools to personalise products by selecting images from galleries and adding their own text, images, QR codes, and shapes, all while retaining the original branding control of the template.

### SmartCanvas supports:

- Multiple levels of undo (and redo)
- Keyboard shortcuts
- Right-click context menus
- Layers
- Data tools – form fields, variables, and switches
- Custom-defined spot colours and official Pantone spot colour definitions, including metallic and fluorescent colours)
- Real-time preview of product customisation



## Integrations...



### Prepress

- Fiery
- Fiery XF
- JDF

### MIS/ERP

- EFI Pace
- EFI Monarch
- EFI Radius
- EFI PrintSmith Vision

### Job Routing to Production Devices



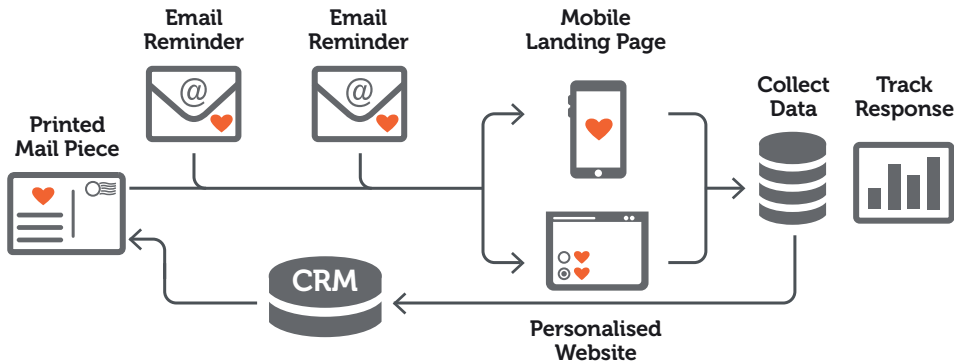
Dropbox ready

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

## Cross Media integration

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

DirectSmile Cross Media allows printers, agencies and corporates to create, personalise 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.



## Capabilities...



- Ad Hoc Products
- MarketDirect VDP
- MarketDirect SmartCanvas
- MarketDirect Cross Media
- Static Products
- Non-Print Products
- Dynamic Kit Products
- Reorders
- Digital Downloads
- MarketDirect Fulfilment

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

# Features of MarketDirect StoreFront

## SmartStores

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

- The new generation of storefront designs feature a rich library of 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



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 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 two compatible options for variable data processing software: FusionPro® and EFI VDP templates powered by MarketDirect.



## Additional features of MarketDirect StoreFront

### 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



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

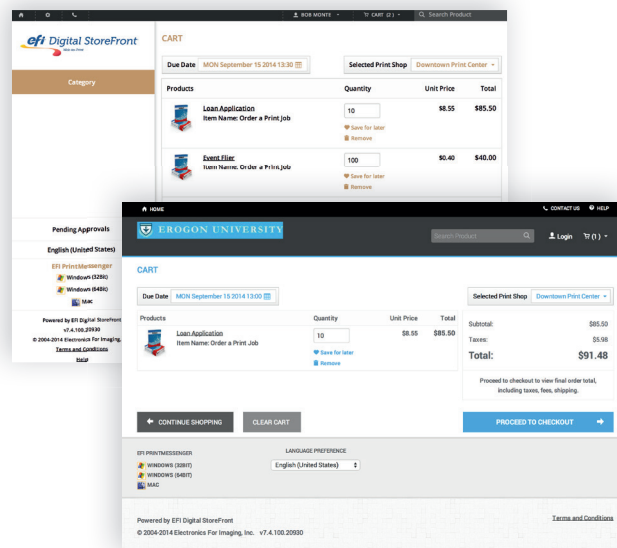
### Online job submission and management

- Order creation:** MarketDirect StoreFront provides an end-to-end workflow solution from order creation and the checkout process through order tracking
- Order automation:** Automated production to Fierly 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

oft Digital StoreFront			
PENDING APPROVALS		ORDER HISTORY & STATUS	
MY SAVED JOBS		MY DOWNLOADS	
SPENDING ACCOUNTS USAGE		MY PROFILE	
ADDRESS BOOK		PRINT SHOP	
MY SAVED FILES			
Category	Time period	Show status	Sort by
	All Orders	All	Order Date
<b>Campaign Dashboard</b> Pending Approvals English (United States) EFT Print Messenger Windows (32bit) Windows (64bit) Web Powered by oft Digital StoreFront © 2004-2014 oft Digital StoreFront, Inc. Terms and Conditions Help	Order # 3233 Order Date 8/15/2014 3:38:30 PM Due Date 8/20/2014 10:00:00 PM Total \$550.61	Printed jmsl:aspc	
	Order # 3224 Order Date 8/15/2014 3:38:45 PM Due Date 8/20/2014 10:00:00 PM Total \$0.00	In production Chemistry Coursepack	
	Order # 3223 Order Date 8/15/2014 4:59:40 PM Due Date 8/20/2014 10:00:00 PM Total \$0.00	Completed And Invoiced DSE User Guide	Re Order
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	Order # 3214 Order Date 8/15/2014 1:00:00 PM Due Date 8/20/2014 10:00:00 PM	In production Data Report Book	

## Shopping cart, payment methods and approvals

- **Shopping cart:** MarketDirect StoreFront makes it easy for users to order products through the storefront with an intuitive checkout process
- **Payment methods:** MarketDirect 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



## Graph Expo Must See 'Ems award recipient—EFI MarketDirect StoreFront marketing platform

A collection of EFI technologies providing a single multi-channel campaign design, CRM and eCommerce solution, including new technologies such as the web-based design tool MarketDirect SmartCanvas.

## EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised 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 0808 101 3484 (UK only) or +44 (0)1246 298000 (UK), or +61 (0) 7 3625 9200 (ANZ and Asia Pacific) 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, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, Digital StoreFront, DocBuilder, DocBuilder Pro, DockNet, 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 Navigator, Fiery Prints, the Fiery Prints logo, Fiery Spark, FreeForm, Hagen, Inkintensity, Inkware, LapNet, Logic, Metrix, MicroPress, MiniNet, Monarch, OneFlow, Pace, Pegasus Vision, PhotoXposure, PressVu, Printcafe, PrinterSite, PrintFlow, PrintMe, the PrintMe logo, PrintSmith, PrintSmith Site, PrintStream, Print to Win, Prograph, PSI, PSI Flexo, Radius, Remoteproof, RIPChips, RIP-While-Print, Screenproof, SendMe, Sincrolor, 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.

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