

Power up your in-plant print center



Better service, faster fulfilment, easier customer management

EFI™ MarketDirect StoreFront® is an award-winning web-to-print solution that streamlines print ordering, fulfilment and business management for corporate and institutional in-plant print centres. With EFI MarketDirect StoreFront, you can create and manage any number of customisable, department-branded online storefronts for print.

The benefits

- **Increase print volume** with faster, easier, self-serve ordering.
- **Reduce admin costs and accelerate throughput:** ordering from your secure storefront, instead of email, saves time and administration burden—and reduces the opportunity for errors—while providing greater security and an audit trail.
- **Control purchase authorisations and billing:** the software automatically manages purchase authorisations and billings to the appropriate cost centres. It collects cost centres and billing codes and integrates with your invoicing and accounting software.
- **Simplify reprints:** offer preset selections for frequent repeat-order items to encourage reorders and increase print volume.
- **Accelerate order submission and processing, with an integrated end-to-end workflow:** EFI's tools are designed to ensure eCommerce orders can be automatically pushed to the press—reducing manual handling of jobs.
- **Allow customers to customise and personalise their print products:** easy-to-use design tools allow customers to create their own business cards, posters, handouts and other standard products. Minimise the time your staff spends correcting artwork, while encouraging your customers to design and order print.
- **Create personalised, branded storefront websites:** reinforce your institutional identity with custom-branded ordering sites. Enable departments or faculties within your company or institution to manage their own print customers independently.

“Before MarketDirect StoreFront, we were manually handling between 1,200 and 1,800 jobs each month... We are much more efficient with MarketDirect StoreFront, and that gives us the labour and capital resources to continue expanding our operation.”

THOMAS KOCEJA
IMPERIAL COMMUNICATIONS, USA



Get up and running faster

EFI's implementation services can help integrate your MarketDirect StoreFront into your print shop and corporate IT environment for a quick, efficient transition. Quick-start training helps you to get your storefront up and running quickly. And EFI support is there whenever you need it: trained experts are available to answer your calls. Your EFI maintenance contract gives you access to the every upgrade, so you will be able to take advantage of the newest features as they are released.



Catalogue-based online buying

Drive costs down with workflow automation

- **Automated ordering, checkout and tracking:** a single end-to-end workflow follows the print job from the online order through the checkout process, and then tracks the order
- **Automated production:** the system automates the imaging and production to Fiery output, with integration to the MIS for planning, scheduling and costing
- **Automated order management:** the system automatically creates job tickets, checks production status and notifies clients of progress

Accommodate corporate cost centres with flexible shopping cart options

- **Shopping cart:** clients order products from catalogues, in a familiar checkout process
- **Cost centre payments:** clients can bill to cost centres, pay by purchase order or custom accounting codes, or use credit cards
- **Secure approval-based ordering:** meet clients' corporate regulations with multiple approval levels, based on dollar amounts, product types or other authorisations



Host the software on your servers or in the secure cloud

Choose the hosting model that meets your budget and technical requirements:

- **Cloud-based, pay-as-you-go hosting:** for secure, low-risk deployment, host the software on EFI's cloud-based servers. EFI will manage the system's performance and backups, and ensure 24/7 availability. You will only pay for the scale of service that you require
- **Self-hosted storefronts:** retain full control of your software by implementing the EFI MarketDirect StoreFront software on your existing IT architecture, behind your institutional firewall

For any size or scale of print centre

The EFI MarketDirect StoreFront is a flexible, scalable solution that can be configured to manage nearly any volume of transactions, from dozens of orders a day to millions per year. It can manage any number of print facilities, from a single print shop to a nationwide network of print centres. Its expandable architecture can integrate with award-winning EFI MIS products and Fiery® servers and controllers.

The EFI MarketDirect StoreFront is one component of the EFI Productivity Suite, a modular suite of products that deliver certified workflow performance, seamless connectivity with EFI MIS solutions, and assured future-proof growth.



"Although we have more than 1,000 users on EFI MarketDirect StoreFront, we can often complete an order within four to six hours of its submission due to the flexibility and efficiency of our EFI-based workflow."

GILBERT VANOVER, PUBLICATION CENTER MANAGER,
SAN JOAQUIN DELTA COLLEGE, STOCKTON, CA



EFI MarketDirect StoreFront enables you to publish stunning eCommerce sites across desktop and mobile devices effortlessly

EFI MarketDirect StoreFront key features

Visual Product Builder

Create ad hoc products, obtain quotes and submit orders

Visual Product Builder is the tool for print buyers to use to create new print products. With the Visual Product Builder, buyers can upload a file, select the print and binding options for that print product, and add, delete and rearrange pages in the print product. They can then obtain a quote for the job, proof the job and submit their order, all in one intuitive online interface.



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

Entities

Create storefronts with independent, private customer lists and print ordering

Give your customers the power to create and administer their own sites: with powerful Entities licensing options, individual divisions or departments can self-manage their own storefronts. An Entity storefront has its own assets, customers and billing, and its business can be completely autonomous and firewalled from others. And yet the Entity can leverage the corporate assets and branding at will.

This allows, for example, large departments of an institution to operate semi-independently, managing their customers, taking their print jobs and accepting payment. All print jobs generated by the Entity are sent to the InPlant print centre, and the internal billing is managed automatically.

SmartStores

Create custom storefronts

Create an unlimited number of custom storefronts, each with its own brand (or department) specific logos and colour scheme. Storefronts are mobile-device compatible, thanks to the use of responsive technologies (HTML5 and CSS3). A rich library of design themes are provided, with several customisable templates.



SmartStores use the latest responsive technologies (HTML5 and CSS3) to allow storefronts to scale smoothly from desktop to tablet and mobile devices.

EFI MarketDirect SmartCanvas

A professional-grade online design environment

An online design environment for creating, editing and versioning custom documents. EFI MarketDirect SmartCanvas templates can be used by designers and non-designers to produce effective printed materials and documents, based on rich templates. MarketDirect SmartCanvas includes advanced features such as form fields, and design variables that allow you to set up automated rules to control template behaviors—such as automatically re-sizing and adapting elements to fit the content provided—to provide the maximum in flexibility and the most satisfactory results.

EFI MarketDirect VDP

Variable Data Processing for personalised print

Create personalised, data-driven VDP print jobs, from business cards to direct-mail postcards, brochures and more. EFI VDP software includes advanced features such as the ability to customise products based on rules-driven personalisation. VDP software can be integrated into your current mailing workflow, or you can use the Direct Mail Automation workflow powered by AccuZIP®.

EFI MarketDirect Cross Media

Multi-platform campaigns

Create cross-media campaigns and publish them in EFI MarketDirect StoreFronts. MarketDirect Cross Media software allows print centres to create, personalise and automate marketing campaigns across print and digital media, from websites and email to social media. Print centres can create high-impact multi-platform campaigns, and clients can order and execute them from their EFI MarketDirect StoreFront websites features such as form fields, and design variables that allow you to set up automated rules to control template behaviors.



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

EFI MarketDirect StoreFront can be integrated with:



Prepress

- Fiery
- Fiery XF
- JDF

MIS/ERP

- EFI Pace™
- EFI Monarch
- EFI Radius®
- EFI PrintSmith™ Vision

Job Routing to Production Devices

EFI MarketDirect StoreFront capabilities include:



Ad Hoc Products

MarketDirect VDP

MarketDirect SmartCanvas

MarketDirect Cross Media

Static Products

Non-Print Products

Dynamic Kit Products

Reorders

Digital Downloads

MarketDirect Fulfilment

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 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, 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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