

# Web-To-Print storefronts for higher education

On-campus print centres face a unique set of challenges: tight budgets, expanding course options and publications, and complex institutional billing arrangements. EFI's MarketDirect StoreFront offers online tools that are specifically designed for educational print centres.

EFI™ MarketDirect StoreFront drives more work to your print centre with a fast, intuitive and flexible buyer experience. Customers can order from anywhere 24 x 7, and easily customise and personalise their print materials. MarketDirect StoreFront allows on-campus print centre staff to easily manage high volumes of complex print jobs, with rapid turnaround and quality control. Finally, print center software that is designed for the way the on-campus printing really works.

EFI MarketDirect StoreFront software is an award-winning Web-to-Print solution that streamlines print ordering, fulfilment and business management for on-campus print centre. With MarketDirect StoreFront, print centre staff can create and manage customisable, department-branded online storefronts for self-serve print ordering. With fast, secure self-serve ordering of customisable documents and forms, MarketDirect StoreFront brings more print work in-house.

## **EFI MarketDirect StoreFront works to:**

- Cut costs and improve ROI with automated storefront order entry and processing
- Automatically manage cost-centre POs and billing, even with multiple departments and institutions
- Allow departments to design their own forms and other print products
- Grow business with personalised and variable data printing



## Drive more print business with online ordering and submissions

On-campus print centers have the location, skills and experience to serve faculty, staff and students better than off-campus printing options. MarketDirect StoreFront adds the competitive edge of online convenience and service. With MarketDirect StoreFront you can create unique storefronts with customised branding for key departments or campus offices, with their own catalogues for automated ordering and reordering.

Easy-to-use design tools allow faculty staff and students to customise and personalise handouts, forms, stationery, business cards, and marketing products. Full approval workflows ensure that orders can be automatically routed for management review and approvals, with the flexibility to modify single items and components.

When print orders flow in from the online portal, the jobs are handled automatically, with end-to-end workflow integration that speeds up turnaround, so you can increase print volume without adding staff. The software automatically directs purchase authorisations and allocations to the appropriate cost centres. Once jobs are produced, tracking information is provided, and orders are reconciled with your invoicing and accounting software.

"We have increased our workload by 10%, reduced turnaround time from days to hours, and are able to operate with half the staff required by our analogue workflow."

PENNY HEDGE COTH  
DIGITAL PRINTING/MAIL SERVICES ADMINISTRATOR,  
SAN DIEGO MESA COLLEGE, SAN DIEGO CA

## NEW SmartCanvas document management

SmartCanvas is the latest innovation for MarketDirect StoreFront—a powerful tool which enables anyone to create their own documents online, just like you would in Adobe® InDesign®:

- Allows rapid design prototyping of documents in a WYSIWYG environment—with instant online ordering
- Important design elements and objects can be preserved—to protect branding or regulatory compliance—while staff are free to change and modify other text and graphics, including document size or page count
- Little or no training is required for staff to edit and modify documents online
- 100% HTML5 compatible: works on any standard browser

## Capabilities

MarketDirect StoreFront supports a wide range of products, as well as kitting and non-printed products. It also includes a comprehensive set of tools to manage fulfilment items in pick and pack warehouse environments. MarketDirect StoreFront supports the following product types:

- Ad Hoc Products
- SmartCanvas Products
- Static Products
- Dynamic Kit Products
- Digital Downloads
- Variable Data Products
- Mailing Products
- Non-Print Products
- Reorders
- 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](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.



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