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Canon

**EFI Digital
StoreFront**
Production Workflow

Making customers part of your digital print workflow

EFI Digital StoreFront (DSF) helps your printing operation to meet the challenges of today's competitive marketplace. It provides new business opportunities by enabling your customers to easily and securely procure print from you over the web. Your customers and staff will like it because it looks good, works quickly and is easy to use. When integrated with EFI Fiery Central your complete workflow can be automated and streamlined to increase productivity, reduce costs and improve quality.

Benefits for **Print Buyers (customers)**

Simple ordering process – print files can be combined and uploaded either in their native format or with PDF conversion on either client or server sides. Alternatively, selection of individual items or groups of products (kits) can be made from pre-defined on-line catalogues within DSF.

Order status and history – can be browsed on-line, with the facility to select previously printed jobs for simple reprints or updating.

Instant proof approval – view your whole document in print ready format before giving approval with a mouse click for the order to be processed. Not only print content, but also pagination and finishing options are accurately represented and can be confirmed on-screen.

Adding variable data – could not be easier. Text and images can be added to pre-defined templates for personalised jobs with single or multiple pages. Batch uploading of variable data can be used to generate many records on-line for viewing and approval – enabling DSF to handle large and complex projects with personalisation.

Multiple delivery options – DSF will support all methods of despatch, from customer collection to courier delivery. When multiple delivery points are specified it is even possible for the print provider 'to distribute then print' keeping lead times short and costs as low as possible.

Easy payment options – for account customers, jobs can be automatically charged to staff or business unit cost centres. For non-account customers and retail business, secure credit card payment is an option.



Key Customer Benefits:

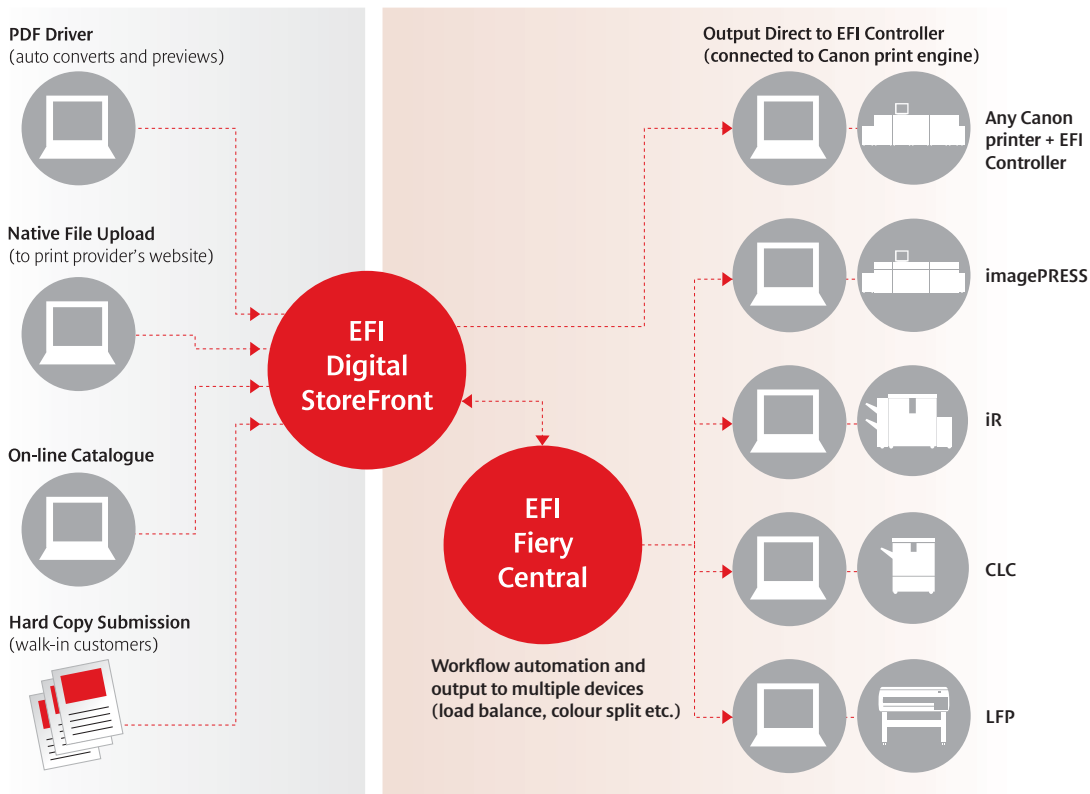
- Convenience
- Time saving
- Flexibility
- Control

Key Print Provider Benefits:

- Easily configurable
- Instant proof approval
- New opportunities
- Workflow automation
- Less administration
- Fewer errors



DIGITAL STOREFRONT – PROCESS OVERVIEW



Benefits for Print Providers

Job integrity – the customer confirms all job details, including proof approval, prior to submission to the print provider, significantly reducing potential for delays and errors.

Dynamic pricing – is an optional feature that minimises administration by enabling customers to confirm acceptance of job estimates, before submitting for printing. Complex pricing combinations are supported, and changes to standard prices or individual job components can be implemented in seconds. Unusual jobs can be submitted with a 'request for quotation', enabling costs to be calculated off-line.

PDF workflow – customers' documents can be converted to industry standard PDFs before receipt, using settings defined by the print provider, so text re-flow, font substitution and incorrect resolution can be eliminated from the list of pre-flight problems!!

Workflow automation – when DSF is combined with EFI Fiery Central or a similar production workflow system from Canon, then customer files can be automatically routed to production devices without operator intervention, or held for scheduling.

Improved reporting and accounting – use of the standard report generator in DSF, or optional integration with MIS and accounting systems creates the potential for many administrative and clerical functions to be automated.

The software supports open, industry standard PDF workflows and is JDF ready. For further peace of mind, DSF service and support packages protect your investment as all upgrades and updates are included in a maintenance agreement, which can be entered into for any period from one year upwards.

Key features:

- Unlimited web clients
- Multiple businesses and locations
- Several job submission options
- Automated on-line preview (proof)
- Integration with Fiery Central / MIS
- Optional versioning & personalisation
- LDAP / Login bypass



Canon Professional Services are available from Canon to support our products and software.

- Workflow analysis and optimisation
- Installation, configuration and customisation
- Systems integration maintenance and support
- Training and development
- Flexible finance options

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