MarketDirect StoreFront
eCommerce Web-to-Print Software

Web-To-Print storefronts for the financial services industry

In-plant print providers in the financial services industry face unique challenges—complex and customisable forms, rigorous compliance, a high need for security—and ever-tightening budgets. To meet these evolving needs, EFI's MarketDirect StoreFront offers a set of tools specifically developed to drive more print work to financial service in-plant print centres.

With EFI™ MarketDirect StoreFront, the buyer's experience is fast, intuitive and flexible. Customers can quickly customise their own print products for various markets and locations. Errors are minimised, compliance is assured, and print centres can manage higher volumes of complex print jobs without increasing staff. Finally, print centre software that is designed for the way the financial services industry really works.

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

EFI MarketDirect StoreFront works to:

- Allow financial services customers to design their own print products

- Cut costs and improve ROI with automated storefront order entry and processing

- Automatically manage cost-centre POs and billing, even with multiple vendors

- Grow business with personalised and variable data printing

Any number of custom print-ordering storefronts

Your financial services clients need complex, customised documents printed quickly, securely and accurately. Meet their demands with catalogue-based online ordering. With MarketDirect StoreFront you can create 24/7 online storefronts that can be custom branded for each client or department. Each client or department can have their own unique catalogues of print products for automated ordering and reordering.

Easy-to-use design tools allow your customers to customise and personalise their own stationery, business cards, and other printed products. They can even create complex promotional documents and financial forms for different locations, with the assurance of standardised formatting and branding control. Full approval workflows also ensure orders can be automatically routed for management and departmental review—with the flexibility to enable line by line item approval.

In the print centre, print orders flow in from the online order portal. Jobs are handled automatically, and end-to-end workflow automation speeds up turnaround, so you can increase your print volume without adding staff. MarketDirect StoreFront automatically manages 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.

> "Our previous solution was not able to keep up with our growth. We needed more flexibility, more integration and more data collection."
>
> THOMAS KOCEJA, ECOMMERCE MANAGER
> IMPERIAL COMMUNICATIONS

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 healthcare 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 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.