

Canon

From the
Desktop
to the
Print Shop—
and
Back.



Digital StoreFront™

Digital StoreFront™ Express



efi™

The Convenience of eBusiness Comes to Your Print Shop

Printed documents. To you, the **lifeblood** of your business. To your customers, they represent the ideas, objectives, and responsibilities of **staying in business**. And every customer who walks into your print center believes their job is the **most important one** you'll run today.

If your production environment is like most, then chances are your staff is **spending as much time** completing job tickets, estimating, proofing, and responding to customer calls as they actually spend running jobs.

If your customers are like most, then they're **tired of the inconvenience** of traveling to your shop to drop off the job, waiting in line to fill out forms, coming back once to check a proof set, and returning yet again to pick up and pay for the job.

There has to be a better way. There is. **Introducing EFI Digital StoreFront.**

Digital StoreFront is a **web-based solution** that puts your print center on line. You'll gain a **competitive edge** by offering faster service, more convenience, and advanced capabilities. In turn, you'll **increase sales** by reaching a broader market and improving customer satisfaction by channeling documents directly into your print center. You'll **increase profits** by boosting productivity and device utilization, while reducing labor costs and handling greater job volumes with existing manpower and equipment.

Your customers are already accustomed to the speed and convenience of the Internet. Digital StoreFront leverages that power to provide a fully automated web site—customized to project your print center's image and brand—that gives your customers **24/7 access** to your services from any location.

Customers can request quotes, view proofs, select print options, and submit jobs **without any employee interaction** on your part. Now your staff can concentrate on getting jobs out the door, and not completing mundane paperwork.

And the best part? **You own the system.** That means no worries about third-party hosting; no transaction fees; no middlemen. Your customers work directly with you in a **confidential, secure environment**. Once your Digital StoreFront server and web site is installed, you're in **complete control** with the flexibility to change pricing and expand the scope of services you offer through simple configuration management tools. For instance, the On-line Catalog function is a centralized repository of documents, forms, and files, which can be easily organized in customer- or print center-defined categories with the ability to limit access by individual users. There are even credit card billing options that provide payment flexibility to customers while improving your cash flow. And more, much more.

EFI Digital StoreFront. From the desktop to the print shop—and back. What could be more convenient?



Designed and tested in collaboration with high volume customer environments to meet real-world needs and applications, Digital StoreFront will positively enhance your customers' experience—and your print center's bottom line. Packed with capabilities that boost productivity, streamline workflow, and improve customer satisfaction, Digital StoreFront is available in full and Express versions:

CAPABILITY	ADVANTAGE	CONFIGURATION	
		Digital StoreFront	Digital StoreFront Express
Print Center Branded Website	Extend your print center's image, branding, and capabilities to the Internet to promote your product and services offerings online.	Standard	Standard
Intranet/Internet File Submission	Allow customers to submit print files and orders over the Internet or your corporate intranet to improve convenience and reduce labor expenses.	Standard	Standard
Customizable Print Ticket	Create a familiar job ticket that accurately reflects your expanding services and conforms to your workflow to reduce learning curves and provide built-in flexibility.	Standard	Standard
Automated On-Line Proofing	Increase customer service and satisfaction, decrease proofing cycle time, minimize manual file handling and the opportunity for errors by sending PDF previews for immediate client review and approval.	Standard	Standard
Automated Job Ticket & Order Confirmation	Increase print center efficiencies by eliminating redundant data entry and the opportunity for errors. Both you and your customers receive accurate job tickets complete with an order tracking confirmation number. One more example of how Digital StoreFront streamlines your workflow.	Standard	Standard
Front Counter Interface	Walk-in customers with hard-copy originals can complete and print a job ticket while submitting documents for conversion to electronic files.	Standard	Standard
SQL Server and MSDE Database Support	Leverage the data you collect from customers to learn trends, analyze service usage, and more to improve performance. ODBC database support enables report generation using Microsoft Access.	Standard	Standard
Integration to MicroPress	Automate the flow of jobs to Canon imageRUNNERS, CLCs, or third party printers by intelligently matching job requirements with device capabilities. Split jobs among multiple printers to speed completion, manage print queues, and even allow jobs to be placed into Hot Folders for automatic execution.	Standard	Standard
Print Center Interface	Improve your ability to manage shop-wide production schedules and monitor device utilization. Digital StoreFront condenses and displays all jobs through a single portal.	Standard	Standard
Hard Copy Submission	Electronically track every job, even those submitted in hard copy, using the Front Counter interface. Quickly generate job tickets that improve customer satisfaction and billing accuracy.	Standard	Standard

• *Digital StoreFront includes server hardware and software add-ons.*

Digital StoreFront Express can be upgraded to full Digital StoreFront for access to all available

features and options. The following table represents some of the key highlights of Digital StoreFront functionality.

CAPABILITY	ADVANTAGE	CONFIGURATION	
		Digital StoreFront	Digital StoreFront Express
Order History	Stop manually tracking job progress and reacting to customer status calls. Each customer's order history and current job status is accessible 24/7 from any location.	Standard	N/A
Automated PDF File Conversion	Converts up to 250 native file formats to Adobe PDF. Facilitates speedy customer review and approval while reducing your need to maintain the latest versions of popular native applications.	Optional	N/A
On-Line Catalog	Customer files are securely stored in virtual filing cabinets on your site for 100% accurate reprinting with original job settings.	Optional	N/A
Integration to Billing & Accounting Systems	Digital StoreFront directly integrates customer, transaction, and billing data with ODBC-compliant systems (i.e. PeopleSoft, Oracle, SAP, Banner) to ensure prompt and proper billing for a healthy cash flow.	Optional	N/A
Unlimited Print Device Support	Don't have MicroPress? No problem! You can still take advantage of Digital StoreFront and improve device utilization by routing files to virtually any device for printing.	Optional	N/A
Credit Card Billing	Reduce manual billing tasks and accelerate cash flow with secure credit card billing through your web site.	Optional	N/A
Customizable Templates	Users may typeset, proof, and approve their own template-driven variable print documents like business cards, stationery, and letterhead for improved customer service.	Optional	N/A
Automated Pricing	Eliminate manual estimating. Set established pricing rules for each print option. Accurate on-line quotes are immediately generated and sent to the customer for review.	Optional	N/A
Advanced Automated Pricing	For special pricing needs such as negotiated pricing agreements, major account or group discounts, Digital StoreFront can generate unique quotes for your priority customers based on specific business rules you establish.	Optional	N/A
LDAP Integration	Integrates with your existing Lightweight Directory Access Protocol servers for customer attribute and authorization information. Reduce maintenance of your customer database, and ensure that customer contact information is always current.	Optional	N/A

Just Six Easy Steps

Your Digital StoreFront web is customized to include your logo and designed for easy navigation and use by your customers. It gives your print center access to a market that prefers the immediate gratification of a web-based service, and enhances customer satisfaction through your increased responsiveness to their needs. Here's how it works:

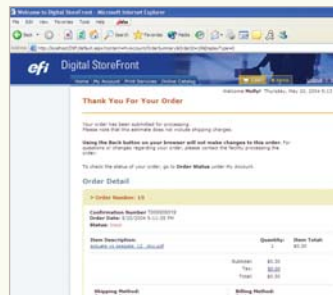
Step 1: LOGIN

Customers enter their name and password to gain access to your online storefront. Every customer completes a profile that generates an individual account for order tracking, history, and billing.



Step 2: ORDER CONFIRMATION

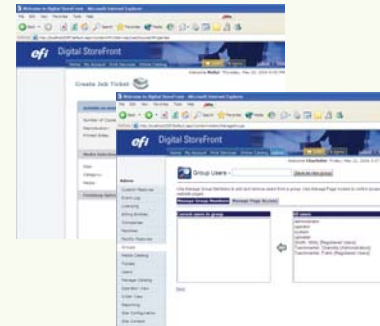
Digital StoreFront immediately replies with an Order Confirmation, summarizing all aspects of the customer's job, complete with a confirmation number and promised date/method of delivery.



Step 3: SELECT SERVICES AND FILES

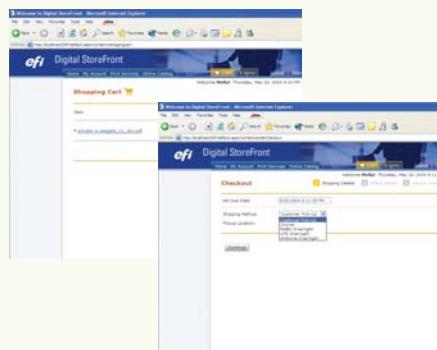
Here, customers choose the services they require for each job. Files may be uploaded to your site individually or in groups. If the document is hard-copy, customers may complete and print a job ticket to bring to the shop to speed job processing. Plus, customers have 24/7 access to their account profile and order history.

Selecting a file for electronic submission is easy—customers browse and choose files just as if they were adding E-mail attachments. Digital StoreFront supports all the most popular file formats.



Step 4: SELECT SERVICES AND FILES

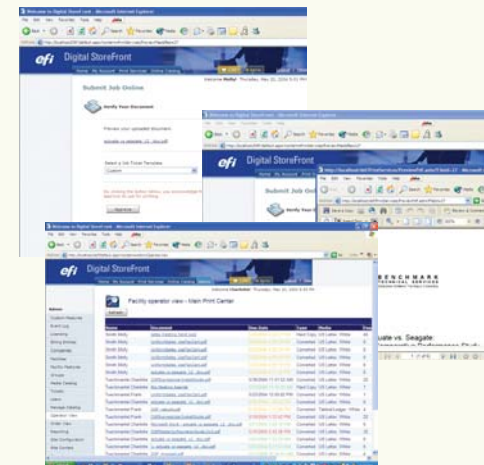
Customers review the details of their order to confirm print job parameters as submitted. If changes are required, the Back key returns users to the Print Options page to make corrections. Clicking the Next key completes the order and submits the job for printing.



Step 5: JOB PREVIEW

Once submitted, the file is instantly converted to Adobe PDF format, and sent directly to your customer in real-time to view a proof.

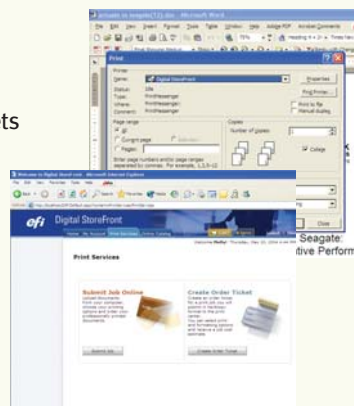
Upon approval of the document, the processed file is stored at the web site, awaiting your customer's specific instructions for printing.



Step 6: PRINT OPTIONS

This user-friendly screen guides customers through every step of the ordering process, from naming the print job to billing and delivery instructions. Job tickets are customized to show only the services you offer.

Here, customers input quantities and select the desired completion date and time. The Print Options page allows customers to choose media size and type, as well as finishing and folding options. A Special Instructions window provides space for comments to accompany the customer request.



Specifications for DigitalStoreFront

Digital StoreFront v2.0 / Digital StoreFront Express v2.0

Minimum System Requirements

Hardware

- Processor: 2.4GHz
- RAM: 512MB
- Hard Drive: 80GB
- NIC: 10/100 BaseT

Server Software

Operating System

- Microsoft Windows NT (with Service Pack 6)
- Microsoft Windows 2000 Professional (limit of 10 concurrent connection) or Server with Service Pack 4
- Microsoft XP Service Pack 1
- Microsoft Server 2003 Standard
- Microsoft Server 2003 Enterprise

Database Server

- MSDE or Microsoft SQL Server

Web Server

- IIS (Internet Information Services) 4.0 or greater

Web Browser Software

- Microsoft Windows Internet Explorer 6.0 (or higher)



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