





## Customisable, internet-based shopping and communication platform

In today's competitive landscape, customers demand around-the-clock access. Digital StoreFront (DSF) helps you meet this challenge with a dual-purpose web platform designed for the printing industry. It allows you to address your clients' diverse print communication needs for top line growth, while providing a seamless on-ramp to print production for bottom line growth. In addition, DSF enables you to provide value-add applications such as personalised print products and managed customer catalogues to expand your offerings inside your current customer community.

When you choose DSF from Ricoh Production Solutions, you're choosing the right partner to support this increasingly important aspect of your business. Our deployment of DSF includes software, flexible implementation options and a complete range of professional services to ensure your success.

# Open a new front door to your business

## Benefits

- Branded online shopfront
- Complete streamlined workflow
- Customised business reports
- Simplified file upload
- Variable data options

## Generate more revenue with a unique customer shopping experience

DSF offers your customers a unique print-centric shopping experience that allows them to easily navigate through your full suite of print products and services in a single, centralised platform – a unified “storefront.” DSF offers advantages, whatever your business model.

## Facilities management (FM) service providers

You need a compelling way to drive print volume from corporate customers to your facilities. DSF answers the need by providing a “branded” look and feel to users, across multiple locations, for onsite manned print rooms and offsite closed-door facilities. It makes job submission easier for users, while streamlining production to increase margins and improve staffing flexibility.

## Corporate enterprises

DSF can reduce the loss of volume and dollars to desktop and external resources by making it easier for customers to take advantage of your sophisticated production options, while lowering your enterprise cost-per-page.

## Retail and commercial print businesses

DSF extends your retail counter to the internet and builds customer relationships. Whether the operation is part of a large network or a single quick print operation, DSF provides all the applications that you need to attract new customers, secure additional business from existing clients, and generate higher margins through improved efficiency.



**Digital StoreFront is the first internet application where I saw real potential, a real possibility to move our business forward. On top of that, it has a lot of attractive things that make our customers get excited about using it.**



- Jane Mugford, General Manager, West Canadian

# Digital StoreFront standard features

**Digital StoreFront provides a complete, streamlined workflow from the document creator, through the print production environment, to finishing and delivery. The following pages describe the standard and optional modules that work together to provide feature-rich and industry-leading web-to-print functionality.**

## Branded StoreFront websites

One of the key requirements a printing operation has when choosing a web solution is the ability to project its corporate identity via the website. DSF allows you to extensively customise the look and feel of your site, and to provide multiple branding for individual customers or groups of users. Customisation of your DSF site extends beyond home page text and colour schemes to allow you to change virtually each and every text string and button in the product.

## Job submission

DSF provides an end-to-end workflow solution for first time job submission. Increasingly, print operations have adopted a PDF workflow due to its many advantages. But expecting end users to create their own PDF files from native applications (like Microsoft® Office Word and PowerPoint®) presents challenges – the files may or may not be optimised for production on your output devices, and may not include the vital assets required to print properly. DSF addresses these challenges by providing multiple entry points for files coming into the system.

## PrintMessenger™

PrintMessenger's PDF generating print driver is included standard with DSF and provides unlimited distribution to your user community. Distribution of PrintMessenger converts your customers' documents into print-ready PDF generators without requiring any training. PrintMessenger lets you determine the settings that will be used for PDF conversion, removing the burden of asking users to figure out PDF settings, and eliminating the need for your staff to troubleshoot native or PDF submissions. PrintMessenger provides clear communication to the user during file conversion and upload. The ability to send multiple files, from multiple desktop applications to the DSF server in one easy workflow is standard. PrintMessenger creates a print-ready PDF "at the source" – where your customers' file resources are located (including fonts and graphics), then submits multiple files in one upload, as individual files or merged into one. This enables you to support virtually every application in every version.

## Browser-based file upload, server-based PDF conversion and native file handling

In addition to the PDF generating drivers, DSF provides the ability to handle file uploads via a standard web browser and to support conversion to PDF on the server, as well as the ability to handle native application files. This includes "Collect for Output" files made from desktop publishing applications, CAD files like those from AutoCAD® software, or other file inputs.

## Hard copy submission

Even the most sophisticated technical user community still has an occasional need to submit hard copy jobs. The key benefit of DSF is its ability to convert your entire operation to a 100% electronic job ticket workflow. Once all job tickets are captured electronically, your staff can have visibility over the workflow and your customers will benefit via electronic job status tracking. DSF brings those jobs into your facility, by supporting hardcopy input and tracking, and makes them part of the overall workflow of the print centre.

## JDF-based job tickets

Even novice users can explain to the print centre how they want their job produced with DSF's revolutionary new JDF-based job ticketing and visual job ticket wizards. Pre-defined tickets can be deployed as product choices (e.g., "brochure" or "three ring binder") with graphics that help users decide which ticket is most appropriate for the job they wish to produce.

## Order status, order history and re-order

Customers can manage their jobs, see the production status of submitted jobs, and place re-orders via the web browser interface. Order history also makes it easy for users to view and accept price quotes automatically.



## Shopping cart, payment methods and approvals

DSF makes it easy for users to experience the power of online print ordering by providing a simple store front and shopping cart user interface. The familiarity of this feature makes it easy to widely deploy the application enterprise-wide, without the burden of extensive end user training.

Configurable Accounting Codes let your site administrators configure the DSF payments screen with the utmost flexibility, supporting any type of payment reference your customers need, such as cost centre, purchase order and more. DSF also provides the option of full, secure support for credit card transaction processing, utilising Secure Sockets Layer (SSL) encryption.

## Order and operator views

In a busy printing operation, the ability to administer orders as well as production jobs is key to getting the work out on time and on budget. DSF provides your staff with unparalleled visibility into incoming orders from the website, and gives them the control they need to seamlessly flow jobs into your production operation.

The Order View clearly outlines for the print shop personnel jobs that require manual quotes, accepted orders and order detail, and lets them control adjustments for shipping, discounts and taxes. The Operator View provides a configurable screen where operators can control and change status of jobs, edit and print job tickets, see what has been printed (and where), move jobs from one facility to another and much more.

## Location manager, job routing and customer service features

Retail print operations with multiple store front sites (supported by an optional module), facilities management solution providers and corporate printing operations with multiple manned print rooms can assign users a default printing location, and allow them to choose from a list of output facilities using the Location Manager feature. Once jobs are submitted, customer service representatives and operators with appropriate permissions can route jobs across multiple facilities. DSF allows customer service representatives to act on behalf of customers, using a capability called CSR Mode. Staff with permission can place orders and re-orders, check job status, etc., on behalf of customers – without knowing the customer's password – while still maintaining an audit trail and transaction log.

## Online catalogue

DSF provides an unbeatable combination of first-time job submission, and the ease-of-use of a standard, best practices web-based online catalogue for easy ordering of documents, forms, files and even non-print items like corporate logo merchandise or apparel. Customers browse categories, select a catalogue item, add it to their shopping cart and place their order. Documents in the catalogue benefit from predefined job tickets, for a wide variety of document types (with customised production and finishing options).

## E-commerce: advanced automated pricing

A busy print operation running hundreds of jobs a day can't afford to spend a lot of time on estimating. DSF's Advanced Automated Pricing option provides a way to automatically estimate jobs, in real-time, for your customer during the order submission process. A sophisticated pricing engine that can be configured to match your production equipment, consumables and user community, Advanced Automated Pricing shows customers both a per set price and a total price.

## Workflow integration and Fiery Connector

DSF provides one of the most important missing pieces in a complete print centre workflow: the integration of the customer's job information with your production systems. With workflow integration, you'll see an immediate increase not only in the productivity of your personnel but also in the productivity of your print devices, in many cases virtually eliminating job prep work. A standard feature with DSF is integration with Ricoh workflow solutions. In facilities that have Fiery®, EFI MicroPress®-based digital printers, jobs flow directly from DSF to the appropriate production device with the click of a mouse. There's no manual intervention required to put jobs into production.

## Reporting

A critical part of efficiently running a busy printing operation is to provide the many types of users in the shop with the information they need to do their jobs, whether they are executives, managers or operators. Reports provide a key piece of this information flow for managers, and DSF comes standard with a host of useful pre-defined reports. The Crystal Reports-based engine built into DSF provides the ability for administrators to generate their own reports and allows very specific business information to be gathered.

# Software options

## Variable Data Printing (VDP) options

In today's competitive business landscape, printers are integrating variable data printing (VDP) services via the web to expand their customer base and extend their value-added services. With DSF's VDP optional module, you can cost-effectively add VDP capabilities to your business. Now you can offer basic personalised marketing campaign services such as business cards and customised sales kits using DSF and VDP functionality.

The VDP features include advanced capabilities such as the ability to choose images, as well as to upload images on the fly at order-time, pre-fill templates from user profiles, and pre-fill templates from database files with the ability to preview results in a standard browser with no plug-ins or applets. After entering the variable information online, your customers can preview the versioned or personalised products before ordering, dramatically reducing errors and saving the customers and business owners' precious time.

You can also combine the data and the template to create a VDP print stream in either PDF or other variable information print streams such as PPML, VPS, VIPP, or VDX to produce effective, one-to-one marketing materials in real time.

You can enable and streamline your VDP workflow including order submission, job costing and production to expand your services, increase your productivity and manage your business more effectively with industry-leading products that work now and in the future.

## Digital StoreFront Fulfillment

DSF's Fulfillment module provides a web-based fulfillment ordering site. Fulfillment is recognised as a key profit centre for printers. It provides opportunities for profit-making value-added service opportunities with existing customers, and a way to open the doors to relationships with new customers.

## Credit card billing

DSF provides support for multiple payment methods, including major credit cards and corporate purchasing cards through the deployment of this optional Credit Card Billing module. Customers enter their credit card information into an SSL-encrypted, secure site. Credit cards are automatically authorised when orders are placed and charged when orders are shipped or delivered.

## Multi-language support

DSF offers multiple languages, including Dutch, English, French, Italian, German, Norwegian, Spanish and more. The optional multi-lingual version detects browser language settings, and automatically adjusts the user interface to the correct language. DSF also provides the ability to customise virtually every string in the entire application, from a simple administrator interface.

## MIS connector

DSF provides a powerful integration with Print Management Information System (MIS) solutions such as EFI PrintSmith™, EFI Monarch™, and EFI Pace™. This integration lets job submission and workflow integration become part of an enterprise print management system to streamline job data collection, invoicing, inventory management and much more. Integration eliminates enormous volumes of keying and re-keying production data, streamlining production and business processes.

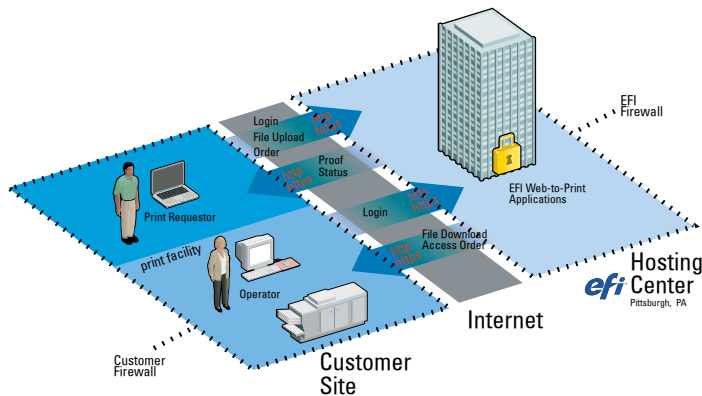
## Additional print shops

DSF can support your physical and geographic deployment needs by supporting multiple facilities or retail locations from within the same systems. Whether your printing enterprise consists of multiple retail locations, multiple facilities management site locations on a campus or across the country, hub and spoke production networks or virtually any other scenario. The Additional Print Shops option lets you support more than one print centre from a single server over a LAN, Private Network or VPN.



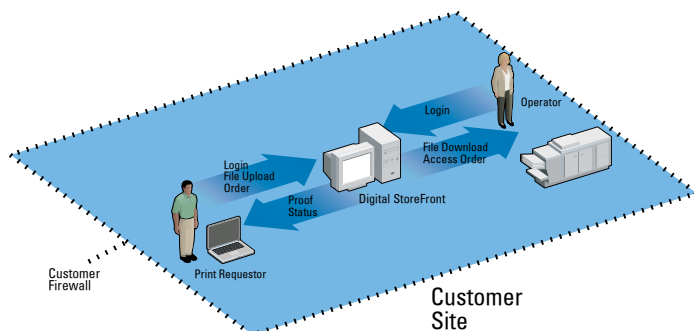
# ASP vs. Customer-Hosted Options

Grow your business with a solution that fits your needs and make offering DSF to your customers easy. Whether you're an in-plant printer, a small commercial printer or part of a larger print franchise, you'll face the same pressures of delivering top quality work under tight deadlines to demanding customers. Offering DSF to your customers is easy. DSF can be deployed at your location through a customer-hosted model or, you can let Ricoh and EFI do all the work, and purchase DSF as a hosted ASP model.



## Sit back and let us do all the work with ASP Solution

For printers who want to concentrate on their business and don't have the time or resources to implement DSF, an ASP deployment is a compelling option. There's no hardware investment, no maintenance required and no local database expertise required. You don't have to hire staff to manage a web server and there are no capacity planning, backup or security concerns. DSF is up and running 24/7 so your customers can place orders whenever and wherever they want.



## Or take control with self-hosted solution

For printers who've got the time and resources and want to incorporate DSF into their existing secure IT architecture, the DSF customer-hosted deployment option (on premise) enables you to retain full control of your web application on your network, behind the firewall. The on-premise deployment option is available either as an installable software package or as an integrated solution with hardware provided by Ricoh. With this option, DSF grows with you. As your business expands, you can add additional hardware, bandwidth, disk space and processing power.

Customer hosted	Hosted (ASP)
<b>Control</b>	
Hosting DSF gives you full control over your solution. You can decide when to upgrade and, as your business grows, you can add additional hardware, bandwidth, disk space and processing power.	With off-site hosting DSF you can concentrate on doing what you do best – providing the best print offerings to your customer. You don't have to hire IT people to manage and maintain DSF – Ricoh and EFI make sure everything runs like clockwork.
<b>Security</b>	
If your company has strict IT restrictions regarding data storage and transferring data outside your firewall, Ricoh allows you to configure DSF in exactly the way that maintains your existing security standards.	There's no need to worry about security. EFI ensures the highest possible security, access and uptime to your DSF application and data.
<b>Time to market</b>	
For companies who want to keep their print platform consistent with the company's existing services, DSF can be adopted in a timeframe suitable to your company.	For companies who need to be up and running with a digital offering for their customers, off-site hosting provides a quick and easy method for adopting a web enabled e-commerce platform.
<b>Existing technology</b>	
If you already have SQL database licensing in place and would like to leverage that investment, hosting DSF is the best option for you.	Companies who opt for Ricoh and EFI to host DSF have SQL Database Licensing taken care of in the hosting centre.



## Why use Ricoh Production Services?

Ricoh's products, service, support and training offer a one-stop-shop for your digital print environment. Through our national network of production specialists, customers have access to the latest range of products and solutions – saving money, reducing waste and increasing your productivity.

For more information on any of our production software solutions contact Ricoh on 1300 887 414, email [productionsolutions@ricoh.com.au](mailto:productionsolutions@ricoh.com.au) or visit [ricoh.com.au/production](http://ricoh.com.au/production)

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### Hardware Requirements

Processor	1.8 Ghz Dual Core Processor
RAM	2 GB or more
Hard disk	250 GB+ / 350 GB for XMPie enabled
Drive	DVD-ROM drive
External ports	1 USB for software dongle, 1 Ethernet 10/100 BaseT
Display	Display that supports 1024 x 768 or higher resolution

### Software Requirements

Operating System	Microsoft Windows Server 2003 Standard R2 SP2 with IIS 6.0 / Message Queuing Microsoft Windows Server 2008 Standard with IIS 7.0 / Message Queuing  Note: Not all third-party software (e.g., XMPie and FusionPro) will support Server 2008; to ensure compatibility and support consult the third-party software documentation to verify that it supports Server 2008.
For DSF site administration	DSF web site administration (the functionality on the Administration pages) is supported only on a computer running Internet Explorer 6.0, 7.0, 8.0 or Mozilla FireFox 3.5 under Windows
For Server Side PDF Conversion	Microsoft Office 2003 or 2007 Professional (2007 is recommended)  Note: If you are running MS Office 2003 on the DSF server, you can convert buyer files created in MS Office 2007 with the compatibility pack available by download at the Microsoft site.
Database	SQL Server 2008 Express is included with the installation Optional (Customer Supplied): Microsoft SQL Server 2005 / 2008 Workgroup, Standard or Enterprise
.NET Framework	.Net Framework 2.0 SP2 and .NET Framework 3.5 SP1 are required
MicroPress Support Requirements	To enable MicroPress integration version 7 or higher is needed
Fiery JDF Connector Support Requirements	For complete information on supported Fiery devices and the hardware and software requirements for integrating Fiery devices with DSF via the Fiery JDF Connector, please contact your local Ricoh production specialist
Virtual Environment	DSF can be loaded in a virtual environment. A USB activation key is used to licence the software and must be seen at all times.

### PC client requirements for DSF and PrintMessenger

Computer and processor	1-GHz or faster processor
Memory	512 MB Memory
Hard disk	150 MB available hard disk space (when utilising PrintMessenger)
Operating System	Windows XP, Windows Vista (32-bit version only)
Browser	Internet Explorer 6.0, 7.0, 8.0; Opera 9.64; Mozilla FireFox 3.5; Google Chrome 1.0
Other Software	Adobe® Acrobat® Reader 8.0, 9.0, Adobe Flash Player 10
Display	Monitor that supports 800 x 600 or higher-resolution

### Mac client requirements for DSF and PrintMessenger

Computer and processor	G4+
Memory	512 MB Memory
Hard disk	150 MB available hard disk space (when using PrintMessenger)
Operating System	Mac OS/X 10.3, 10.5
Browser	Apple Safari 1.2, 2.0, 3.1, 3.2; Mozilla Firefox 2.0, 3.0, 3.010
Other Software	Adobe Acrobat Reader 8.0, 9.0, Adobe Flash Player 10 Background upload utility requires Java (JRE) 1.5
Display	Display that supports 800 x 600 or higher-resolution

### Remote Print Centre (RPC)

Processor	2+GHz or faster processor
RAM	512 MB Memory
Hard disk	80 MB available hard disk space (more recommended)
Operating System	Windows XP, 2003 with IIS 6.0, 7.0, 8.0
.NET Framework	.NET Framework 1.1, .NET Framework 2.0 SP2 and .NET Framework 3.5 SP1 are required
Web Browser	Internet Explorer with IIS 6.0, 7.0
Display	Display that supports 800 x 600 or higher-resolution

### VDP Plug-in Print Shop Client

FusionPro Designer/Desktop	Adobe Acrobat 7.0, 8.0, 9.0. Additional plugins for Adobe InDesign CS3, CS4
XMPie Designer/uDirect Classic	Adobe InDesign CS3/CS4

### For Background Uploader (for submitting super wide format files)

Operating System	Windows XP, Windows 2003, Windows Vista (32-bit version), Mac OS 10.4, 10.5
Other software	Java (JRE) 1.5