

MarketDirect® StoreFront

E-Commerce and Web-to-Print Solution



 **eProductivity Software**

EMPOWER. EVOLVE. EXCITE.

MarketDirect® StoreFront (MDSF) from eProductivity Software is the award-winning flexible e-Commerce solution that offers the best-in-class buying experience for print customers and is designed to win new business, acquire new customers and grow your existing business.

Start Selling Online — FAST

MarketDirect StoreFront is designed for one thing — to make doing business with your business online as easy, trouble-free, and streamlined as possible.

MarketDirect StoreFront delivers innovative tools that empower you to quickly and easily publish professional-level online stores from which you can sell virtually any product — *printed or non-printed* — with the added power to add personalization using variable data print.



A Flexible, Scalable and Future-Proof Investment

By design, MarketDirect StoreFront offers the scalability to fit your business today and evolve with your changing needs well into the future:

- **Transactions**
MDSF is designed to scale in transaction volume from hundreds to hundreds of thousands of orders per year
- **Architecture**
With customers ranging from small commercial printers (1 location) to retail organizations (over 1,500 locations) to in-plants (over 190 facilities), MarketDirect StoreFront has the architecture to adapt to the scale of your company
- **Integration**
Because MDSF is part of our Productivity Software Suite, we can tailor a solution that fits your needs. By design, the architecture allows you to expand your footprint with award-winning eProductivity Software solutions such as MIS products as well as Fiery® servers and controllers.



FLEXIBLE HOSTING OPTIONS

MarketDirect StoreFront offers two deployment options to meet your technical and budgetary needs:

Cloud-Based

A cloud-based (SaaS) deployment model hosted by eProductivity Software is a compelling option with a convenient pay-as-you-go model.

The experts at ePS continuously monitor performance and keep your site running 24/7/365. In addition, our software team takes care of server maintenance, database backups, installing upgrades, and upscaling when needed.

Self-Hosted

If you want to incorporate MarketDirect StoreFront into your existing IT architecture, the on premise self-hosted deployment option allows you retain full control of the web application on your network, behind the firewall.

Personalize Documents with SmartCanvas™

MarketDirect SmartCanvas is a web-based product design tool that enables administrators within MarketDirect StoreFront to create templates for a variety of products such as greeting cards, flyers, business cards, brochures, stationery, and banners. SmartCanvas is 100 percent HTML5 compatible, ensuring it works across the widest range of browsers making it easier than ever for your clients to submit customized print orders online. Clients can use the design tools to personalize products by selecting images from galleries and adding their own text, images, QR codes, and shapes, all while retaining the original branding control of the template.

ePS SmartCanvas Supports

- **Use of Layers**
- **Multiple Levels of Undo + Redo**
- **Keyboard Shortcuts**
- **Right-Click Context Menus**
- **Data Tools: Form Fields, Variables, and Switches**
- **Custom-Defined Spot Colors and Official Pantone® Spot Color Definitions, Including Metallic and Fluorescent Colors**
- **Real-Time Preview of Product Customizations**



MDSF Integrations



Streamline order entry through production, shipping and accounting with an integrated + automated workflow.

PREPRESS

- **Fiery®**
- **Fiery XF®**
- **JDF**

MIS/ERP

- **ePS Pace®**
- **ePS Monarch®**
- **ePS Radius®**
- **ePS PrintSmith Vision®**
- **Job Routing to Production Devices**
- **Dropbox® Ready**

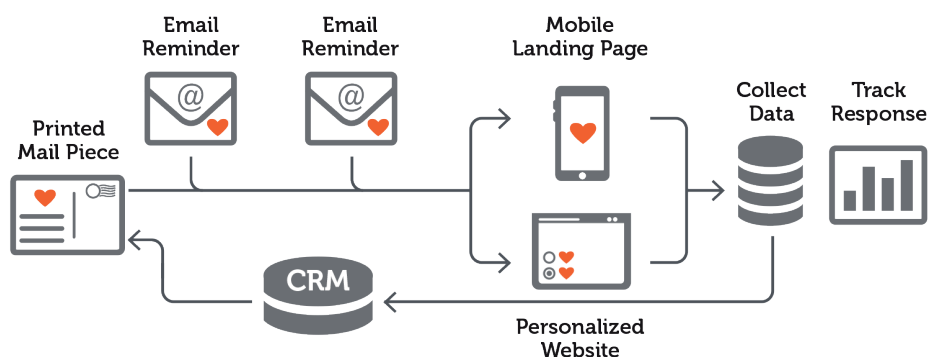
Full Integration with MarketDirect® Cross Media

MarketDirect Cross Media (MDXM) is a powerful client engagement platform that empowers printers, marketing organizations, even large-scale corporations with the ability to create, personalize, and automate their customer engagement efforts across multiple media channels.

For printers looking new avenues for revenue growth, Market Direct Cross Media provides the opportunity to offer comprehensive client engagement as a new, value-added service to their customers.

Whether it's the design and implementation of customer websites, the ability to easily manage data and processes, or the comprehensive tracking and analysis of engagement responses — MarketDirect Cross Media offers all the tools you need to effectively engage clients and prospects from a single solution that runs in your browser.

MDSF + MarketDirect Cross Media Integration



MDSF Integrations

- Ad Hoc Products
- MarketDirect VDP
- MarketDirect SmartCanvas
- MarketDirect Cross Media
- Static Products
- Non-Print Products
- Dynamic Kit Products
- Reorders
- Digital Downloads
- MarketDirect Fulfillment



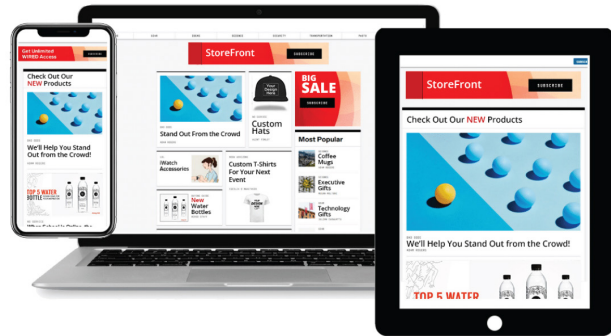
Customized + branded websites provide customers with 24/7 access to submit and track their orders.

MarketDirect® StoreFront Features

SmartStores

Create an unlimited number of custom storefronts complete with specific brand colors and logos.

- **StoreFront feature a rich library of professional, contemporary web design themes with over a dozen fully customizable templates.**
- **For added design control, SmartStore Builder allows advanced users with administrator access to edit the HTML and CSS code for each SmartStore site.**



SmartStores use the latest responsive technologies (HTML5 and CSS3) to allow storefronts to scale smoothly from desktop to tablet and mobile devices.



Variable Data Processing

Create highly customized data-driven Variable Data Processing (VDP) campaigns.

- **Personalization is king and VDP software offers advanced features such as rules-driven personalization that gives you the ability to customize anything you print based on specific criteria you select.**
- **Whether you are looking to integrate VDP software into your current mailing workflow or utilize the Direct Mail Automation workflow within VDP, our technology has you covered for all of your mailing needs.**

Visual Product Builder

Create ad hoc products, obtain quotes and submit orders.

- **The new generation of storefront designs feature a rich library of contemporary web design themes with over a dozen templates you can customize.**
- **For added design control, SmartStore Builder provides the ability to edit the HTML and CSS code for each SmartStore site.**



Online Job Submission + Management

- **Order Creation**

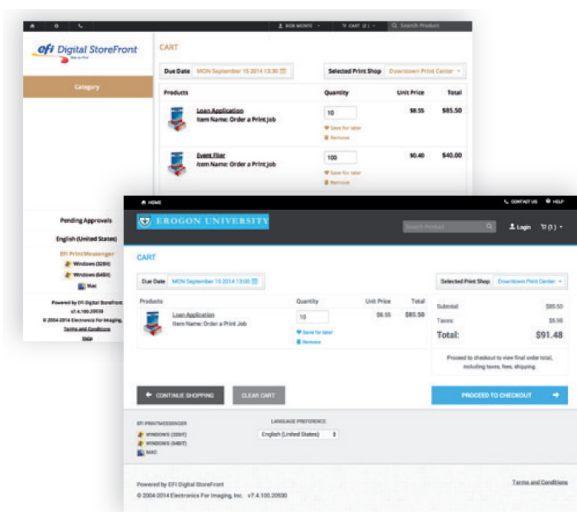
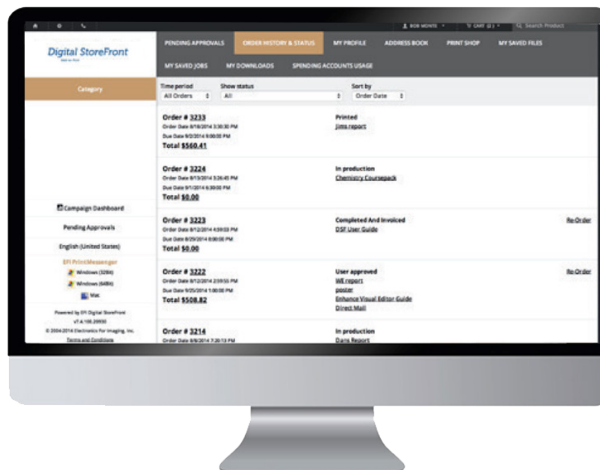
MarketDirect StoreFront provides an end-to-end workflow solution from order creation and the checkout process through order tracking.

- **Order Automation**

Automated production to Fiery and integration to MIS for planning, scheduling, costing and production.

- **Order management**

Buyers can create orders, check production status and reorder products in one location.



Shopping Cart, Payment Methods + Approvals

- **Shopping Cart**

MarketDirect StoreFront makes it easy for users to order products through the storefront with an intuitive checkout process.

- **Payment Methods**

MarketDirect StoreFront provides the option to pay by cost center, purchase order, custom accounting codes as well as credit card transaction processing.

- **Approvals**

You can set up workflows with multiple levels of approval at the dollar amount and product level to automatically notify the designated person of pending orders requiring approval.



eProductivity Software is a leading global provider of industry specific business and production software technology for the packaging and print industries. The company's integrated and automated software offerings and point solutions are designed to enable revenue growth and drive operating and production efficiencies. eProductivity Software is headquartered in Pittsburgh, Pennsylvania with offices worldwide. With over thirty-years dedicated to delivering best-in-class technology to the packaging and printing industries, it is the company's deep held philosophy that eProductivity Software succeeds when its customers thrive. For more information, please reach us at contact@eProductivitySoftware.com

Midmarket Print Suite
e-Commerce and Web-to-Print Solution
August 2022 | EN | V2.0

This publication is protected by copyright, and all rights are reserved. No part of it may be reproduced or transmitted in any form or by any means for any purpose without express prior written consent from eProductivity Software. Information in this document is subject to change without notice and does not represent a commitment on the part of eProductivity Software.

Auto-Count, MarketDirect StoreFront, SmartCanvas, D5Fdesign Studio, PrintFlow, PrintSmith, PrintSmith Site, Printstream, Radius, are trademarks of EPS US, LLC and/or its wholly owned subsidiaries or affiliates in the U.S. and/or certain other countries. All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.