



A Xerox Company

# StoreFlow

MANY CHANNELS  
**ONE CONVERSATION**

The best-in-class all-in-one Web-to-Print software solution for creating and managing online stores and marketing portals.

# Welcome to PersonalEffect StoreFlow

## FEEL THE POWER

Offer a flawless online shopping experience and high-value services, all from a single eCommerce platform. Now with uStore NG Technology, you can speed up storefront launch times, tailor storefronts entirely to each brand's unique requirements, offer advanced personalization and even full omnichannel campaigns from a storefront, or extend your platform by integrating with third-party solutions.

TO LEARN MORE OR TO REQUEST A DEMO VISIT

[www.xmpie.com/contact-us](http://www.xmpie.com/contact-us)

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## + Extreme Personalization

At its core is XMPie's document composition engine PersonalEffect which, integrated with Adobe InDesign, offers unparalleled personalization capabilities.



## + Superior Customer Experience

Both administrator and consumer can benefit from StoreFlow workflow automation from order to fulfillment.



## + Offer Any Product Type

Sell anything from hats and shirts to static print items, fully personalized items, on-the-fly document submission, labels and packaging, or complete multi-touchpoint omnichannel marketing campaigns.



## Five-Star Customer Experience

Offer both a robust platform for driving configurable print products, along with a five-star front-end customer experience. UX features include HTML5 responsive design, exact branding of store look & feel, corporate-controlled content, preset company shipping addresses, easy reordering, order approval, and much more.

## End-to-End Adobe Workflow


XMPie supports the complete Adobe InDesign workflow from set-up through preview and composition. This ensures the highest quality custom printed products, including those requiring special brand representation features such as custom fonts and Pantone colors.



## OFFER A VARIETY OF PRODUCTS ON YOUR STORE

### Products Types including:

- Static items, either printed on-demand or inventory stock.
- On-the-fly document submission and document-building.
- Dynamic documents with fields that can be customized by the user, such as an address on a business card.
- WYSIWYG on-template editing with content and layout editing.
- Bulk documents, such as personalized Direct Mail or personalized marketing materials.
- Packaging and labels with interactive 3D preview.
- Campaigns-on-Demand for ordering omnichannel marketing campaigns with personalized email marketing, personalized landing pages, email retargeting, and print on-demand.



*“ Being able to offer variable products, opens doors that have previously been closed. I find clients come to me looking for a solution rather than just asking for a quote on a print job. StoreFlow enables me to be creative, to offer solutions that my competitors cannot. It keeps me ‘ahead of the pack’. ”*

John Coghlan, Director, Webprint Australia

## PROTECT THE BRAND

- Brand Compliance – Document templates are created with Adobe InDesign to ensure brand accuracy, colors and design integrity.
- Corporate-controlled content –
  - Pre-populate details for quick and easy ordering, such as user name, email, department, and address.
  - Use corporate-controlled default shipping addresses for quick selection and an error-proof experience.
  - Connect your recipient list to a corporate centralized source, for fast segment selection.
- Repository integration for document management – Order from an external source of corporate controlled documents.
- 100% GDPR compliant

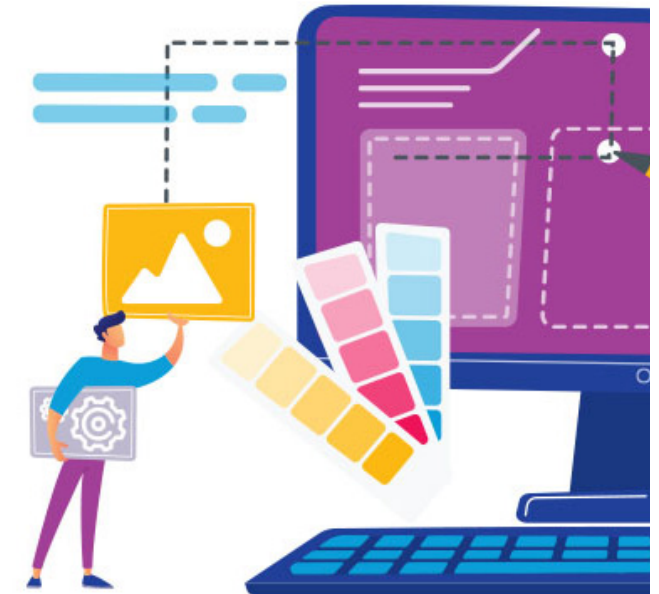


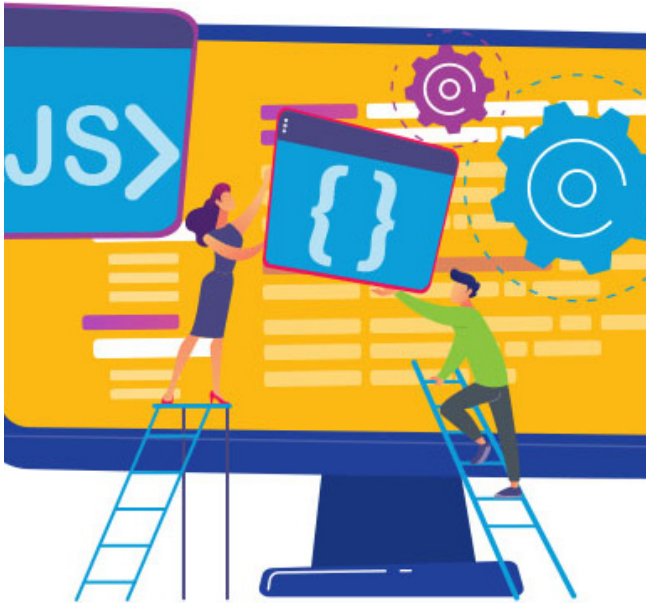
## Advanced VDP and even Omnichannel Campaigns from a Storefront Workflow

With its advanced personalization capabilities, fast variable content rendering, extensive product offerings (including omnichannel campaigns), users with StoreFlow can position themselves well above the competition to win clients. Users can offer other products such as personalized labels and packaging, email communications, or even omnichannel campaigns, whereby the print buyer can select, customize, order, execute and track multi-touchpoints campaigns directly from the storefront.

## New Interactive Theme Editor

No programming experience needed; adjust and brand each store, and preview live, before deploying any changes. Enjoy full control over all design elements such as fonts, colors, and images.





## Design Flexible Themes with HTML, CSS, and Code

There is no one customer with the same storefront branding and workflow requirements. An unparalleled web-to-print technology, based on React.js, allows PSPs with programmers to quickly obtain a store's HTML and code files, and add new HTML content, new pages and workflows, change behavior and add features. The result is that storefronts can be more flexible with brand changes or new requirements. They can also create stores and portals that are unlike any other, with features such as personalized imagery and video and localized content for the print buyer.

## Launch an unlimited number of stores at no extra cost

There are no extra costs for adding products or setting up new stores, so StoreFlow users can launch as many stores as they need, to serve as many customers as they can find – all from the same platform. Users can even duplicate existing stores with little effort.



## Mobile-Centric Storefronts

StoreFlow storefronts offer a flawless mobile experience. Print buyers can use any device to customize their products, review and approve content, and track order status on-the-fly.

“ We know that to win in the marketplace, franchisees need to transform themselves and become providers of marketing services and not just print; this is the vision behind agOnline. XMPie software and now its Campaigns-on-Demand capability, makes the drive towards this vision much more practical and realistic.”

Aaron Grohs, President of AlphaGraphics



## MANAGE USERS

- Use Single Sign On (SSO) - Add SSO options for easy login or add users to the system manually with strong password policy.
- Manage users within users groups to control access to specific categories or products.
- Add an approval process for orders by specific users or groups.
- Approvers can view order details and proofs, and can approve, reject with a comment, or amend the order.

## SAVE MONEY

- Save on personnel costs - A designer is no longer needed for every business card or legal text change.
- Save time - Ordering is fully digitized/automated, no need for calls and manual tracking. These labor-intensive tasks, previously undertaken by staff members, are eliminated.
- Control your budget - Assign a budget and control the spend per business group

## Speed-up Order Acquisition, Grow Volume and Retain Stickier Clients

Turn your business into an indispensable part of your clients' operation with StoreFlow's superior order-entry workflow and brand-control capabilities.

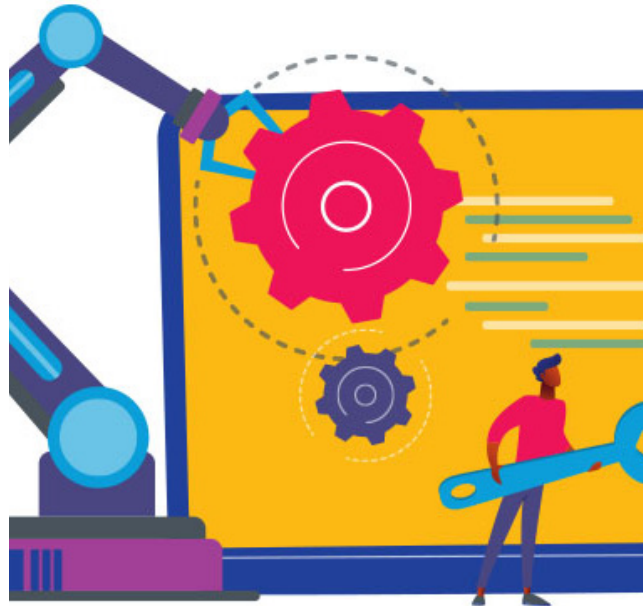


## Eliminate Errors, Reduce Overhead Costs, Save Time

A designer is no longer needed for every business card or legal text change, and ordering is fully digitized/automated with no need for calls and manual tracking. These labor-intensive tasks, previously undertaken by staff members, are eliminated.

## Integrate with Third-Party Systems

The XMPie platform is an open system for exchanging data through file-based XML and APIs, e.g., the BoxItNow Integration enables print buyers to visualize packaging concepts in 3D without having to wait days for quotes or prototypes, the AccuZIP integration brings postal processing and data correction and validation directly into the web-to-print workflow, and many more.



## Integrate with MIS

XMPie users can connect any Print MIS to their storefronts using various available integrations, including Optimus, PrintIQ, PrintVIS, MyVirtualCSR, Avanti, and more. MIS Integration brings many benefits, including streamlined operations, fewer losses due to errors and reporting delays, and improved cost-efficiency.




## BUSINESS INTERACTION

- Supports split shipments and multiple delivery addresses
- Worldwide currency support
- Instant pricing from UPS and FedEx
- Automatic shipping slip
- Billing methods: PO, credit card, invoice and PayPal
- Customizable receipts and email notifications
- Bill-to/Ship-to tax calculations

## ADMINISTRATION AND SET-UP

- Custom skins to match brand identity
- Unlimited storefronts with unlimited products
- Product Profiles for defining global product properties, - pricing, etc.
- Easy setup, simple maintenance
- Promotional codes, coupons and discount support
- Multilingual storefronts out-of-the-box: English, Spanish, French, Italian, German, Portuguese and Dutch
- Adobe InDesign workflow for template creation using
- Guided, step-by-step storefront setup

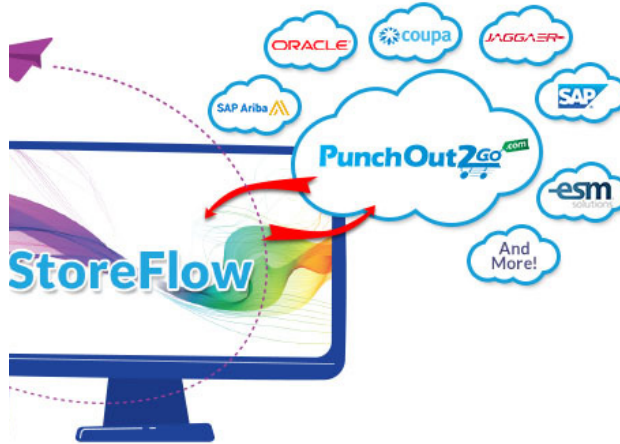


*“ We already had over 100 Web-to-Print sites using a different software solution, but the capabilities and customization were limited. We needed to find a new system with an open architecture and APIs to integrate with a variety of other internal systems and 3rd party applications. The fact that XMPie software can work with APIs was a major factor in our decision to use their Web-to-Print solution. ”*

Richard Kouwenhoven, President and COO of Hemlock Printers Ltd.

## Take Control of the System and Scale-up as the Business Grows

As an on-premise solution, the user is in control of its Web-to-print destiny. Print buyers' needs, feature requests, and integration capabilities often change over time, so a scalable in-house solution is critical. With StoreFlow, users can start anywhere, grow at their own pace, add capabilities, and protect their investment all along the way.



## Open the Door to Enterprise-Class Customers

Our integration with PunchOut2Go's eProcurement integrator enables a web-to-print storefront to connect seamlessly with an eProcurement application, such as Ariba, SciQuest, Coupa, SAP, Oracle, and more.

## JOB MANAGEMENT

- Bird's-eye view on business and production activities
- Dashboard for complete control and tracking
- Activity reports with pivot tables and graphs
- Excel sheet pricing tables along with a built-in pricing engine
- External pricing engine plug-in for integration with MIS systems

## AUTOMATION

- JDF / JMF Compliant
- Bundled with Xerox FreeFlow Core for prepress automation
- Imposition, barcodes, pressmarks and other pre-press processes
- Integration with Xerox FreeFlow Process Manager



## EXTENSIBILITY

- Optional Adobe InDesign composition engine
- XML Export
- Optional SDK with extensive APIs
- Scalable architecture supports fault tolerant configurations via optional upgrades
- Cross-Media upgrade
- FreeFlow Core Advanced Prepress and Advanced Automation add-on modules

## Built-in Prepress Automation

StoreFlow web-to-print software includes Xerox® FreeFlow® Core, which enables store administrators to define multi-step workflows that preflight documents, automate imposition, and either submit jobs directly to your digital press or drop in a hot folder - everything that is needed to prepare and process web-to-print jobs for production efficiently.



## Sell a Group of Products as a Single Unit, with the Kitting Feature

With kitting, print buyers can add multiple products to their cart with a single click. This feature can be optimized for repeated bulk orders, and inventory levels tracked for both items sold individually and as part of a kit.

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