



Kodak InSite Storefront System

Highlights:

- Feature-rich storefront for easy catalog ordering of static, print-ready, or customized materials
- Flexible pricing engine supporting popular Web-to-print value-based pricing
- Customizable site branding featuring support for each print buyer's brand
- Multiple online payment options
- Reporting and order management tools for visibility into operations
- Optional online credit card transactions, variable data print, and workflow integration features

With the **Kodak InSite** Storefront System, you can offer additional ways to serve your existing customers and attract new business opportunities, while reducing your customer service representative (CSR) overhead. It offers everything you need to support online ordering, with catalogs from which customers can order books and manuals, business identification products (such as business cards and letterhead), collateral, POS materials, and tags and labels. Orders can be new or re-orders of existing material, with the option to support variable data print (VDP) jobs.

Fully customizable user interface

Customize the storefront with your customer's brand. Headers, footers, logo placements, color schemes, log-in page graphics, and more can be customized in unlimited combinations.

Words and phrases are also customizable. The Edit Terminology feature allows you to change the phrasing in any of the languages that the **InSite** Storefront System supports.

The actions that a user can perform within the system are controlled by configurable sets of user rights. The system ships with a number of predefined roles, plus the ability to modify and define new roles.

Flexible pricing and payment

The **Microsoft Excel** Software-based pricing engine automatically creates a pricing spreadsheet for each product you define, with tables that allow you to easily enter pricing for each product

option on a per unit, per page, or per order basis. Customer and quantity discounts are supported.

Print buyers can pay using purchase orders, cost centers, or secure credit card transactions (option). The **InSite** Storefront System can handle transactions in 177 currencies in 228 countries, including automatic sales tax calculations.

Powerful JDF-based device connectivity

The **InSite** Storefront System is designed for use in conventional, digital, and blended production environments. It connects directly to **Kodak NexPress** Digital Production Color Presses via the **Kodak Prinergy** Workflow System, and to POD Color Servers. In addition, the **InSite** Storefront System uses JDF to connect to a broad range of third-party digital presses.

Options expand Web-to-print capabilities

Add comprehensive VDP capabilities with the **Kodak InSite** Variable Data Print System. Templates support any **Adobe InDesign** Software feature, and using **Kodak Darwin** Software and the **Kodak** Web Composition Solution supports one-to-one and one-to-many applications.

Additional workflow automation is provided by the **Kodak Prinergy** Digital Print System using Rules-Based Automation.

Kodak Web-to-print Solutions

- **Kodak InSite** Storefront System
- **Kodak InSite** Variable Data Print System
- **Kodak Prinergy** Digital Print System

Kodak InSite Storefront System Highlights for Print Service Providers

Feature	Description
Comprehensive storefront options	<ul style="list-style-type: none"> Easy browsing and ordering of a variety of print applications Ability to order new print-ready jobs online Optional ability to order VDP jobs, supporting both one-to-one and one-to-many applications
Custom site branding	<ul style="list-style-type: none"> Easily customize look and feel for every customer
Microsoft Excel Software-based pricing engine	<ul style="list-style-type: none"> Flexible pricing engine supports matrix pricing with cost per unit, page, or order; customer discounts; and quantity price breaks
Configurable user roles	<ul style="list-style-type: none"> Administrators can control access, roles, and permissions for users and other administrators
Reporting and order management	<ul style="list-style-type: none"> Provides visibility into operations
Invoice export to MIS	<ul style="list-style-type: none"> Consolidates billing for Web-to-print services with the rest of your business
Press connectivity	<ul style="list-style-type: none"> Route jobs to either conventional or digital presses Connect directly to NexPress Digital Production Color Presses and POD Color Servers Connect with third-party digital presses via JDF
Prinerger Workflow System integration*	<ul style="list-style-type: none"> Seamless JDF integration with the Prinerger Workflow System for fully automatic processing of jobs Easy publishing of Prinerger Software jobs as catalog items for future CSR-free re-ordering

* Chargeable option

Kodak InSite Variable Data Print System Highlights for Print Buyers

Feature	Description
Intuitive user interface with shopping cart	<ul style="list-style-type: none"> Easy-to-use online ordering and checkout Increased convenience, eliminating warehousing and inventory costs
Order history and job tracking	<ul style="list-style-type: none"> Print buyers have instant visibility into previous orders and current order status
Multilingual support	<ul style="list-style-type: none"> Supports production of one-to-one or one-to-many communications* Improves response rates and overall campaign effectiveness
Invoicing	<ul style="list-style-type: none"> Flexible payment options for business-to-business customers Secure credit card transactions provided by CyberSource Solutions covers 177 currencies in 228 countries; includes automatic sales tax calculations*

* Chargeable option

To learn more about solutions from Kodak:

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