

EFI CONNECT CELEBRATES 20 YEARS OF EXCELLENCE

The 2019 EFI Connect will be the biggest and best Connect event yet.



OWN THE FUTURE.



Announcing next-generation technology for the next generation of leaders. The EFI VUTEK h Series – an entirely new hybrid LED superwide platform invented to not only lead today's market, but everything to come. There's just nothing else like it. You'll deliver higher quality, experience higher reliability, offer higher capabilities, and reap higher profits. Drive one with an EFI Fiery® proServer, make it part of the EFI workflow and productivity ecosystem, and let the new h Series help launch your business forward – and beyond.

Learn more at efi.com

 LET US BE THE FUEL



Nothing contained herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services. EFI, FabriVU, Fiery, the Fiery logo, and VUTEK are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries. ©2018 Electronics For Imaging, Inc. All rights reserved.

YOU'RE INVITED

EFI CONNECT REACHES 20!

In 2019, EFI Connect will be celebrating its 20th anniversary. That means it will be even bigger and better than Connect 2018, which was the biggest to date. Connect 2019 will offer more classroom space, additional educational breakout sessions, industry-relevant keynote speakers, and networking opportunities. Be sure to take advantage of the personal aspects of this industry-leading user conference and learn from each other – as you blaze the trail for your business success in 2019!

Connect 2019 is THE place to network with EFI experts, peers and industry experts, all of whom are vested in helping your company succeed.

It features four days of networking opportunities and educational sessions, including:

- Unprecedented access to EFI experts including executives, senior management, product management, professional services and support.
- Breakout sessions and tools to help you get the most out of your EFI products.
- Featured tracks for all print organizations from franchise to Enterprise including packaging, commercial, publication and in-plant printers.
- Corrugated Packaging, Business Builder and Suite sessions for specific segments and growth opportunities.
- Networking opportunities with professionals and influencers to grow in digital print applications including soft signage, grand-format and more.
- More customer panels and success stories for peer discussions.
- Hands-on reporting and “how to” sessions to maximize your EFI investment.
- Tips and tools to integrate a streamlined automated workflow to increase your productivity and profits.
- New technology, product advances and future roadmaps for EFI products and services.

And as you've come to expect, you'll receive overall business management and technical education on EFI's Productivity Software, ERP/MIS, Web-to-print, Cross Media, Suite Solutions, Fiery® and Inkjet solutions. There has never been a better time to train your employees and discover the latest technological breakthroughs than at Connect 2019.

The success of the EFI Connect user conference lies in its technology- and content-rich interactive environment. Learn from EFI experts, as well as your peers from all across the globe. Hear from industry leaders including EFI technology partners. Learn about the very latest in new technology, industry trends and opportunities for you to thrive.

Register now at www.efi.com/connect

CONTENTS

4 | EFI CONNECT OVERVIEW

EFI's Connect conference aids attendees to build their strategic vision, tangible growth tactics and technical expertise

7 | EFI CONNECT SPEAKERS

Check out the 2019 EFI Connect's keynote speakers and be sure to mark the times on your calendars.

8 | GARLICH PRINTING

EFI Implementation Methodology and attendance at EFI Connect leads to smooth ERP transition at Garlich Printing.

10 | GENERAL DATA

EFI Packaging Suite Automation drives efficiency in custom label converting at General Data.



MAKE TIME TO CONNECT

EFI's Connect conference aids attendees to build their strategic vision, tangible growth tactics and technical expertise.



How do you plan to grow your business in 2019? A quick Google search can give you page upon page of results that proclaim there's an easy path to immediate growth if you just follow these few steps. But for many print service providers from around the world, EFI Connect beats all of those "quick fix" business growth strategies hands down.

In 2019, EFI Connect will stand out as a premiere event for the industry as it enters its 20th year, with new content and valuable learning opportunities. The Jan. 22-25 conference is one of the printing industry's longest-running and most popular user group conferences. Over the past two decades, Connect has become the industry's best event for in-depth, informative training and education to help businesses address key production and management challenges.

EFI has expanded content areas to reflect different market areas its customers serve, including commercial printing, signage and graphics, and label and package converting with a forward-looking perspective on fast-growing opportunities including industrial digital textile production and digital corrugated packaging printing.

Experiential marketing from the market leader

As always, Connect will feature dynamic and engaging keynotes from key business and thought leaders who will help attendees establish a deeper perspective on industry trends. Connect 2019 is no exception, especially with Joseph Popolo, CEO of The Freeman Company, participating in a Jan. 22 fireside chat keynote with new EFI CEO Bill Muir. Based in Dallas, The Freeman Company – the world's leading brand experience company – has taken its long-standing, 91-year experience in exhibit display graphics and matched it with comprehensive offerings including strategy, creative, logistics, digital, audio visual and event technology.

"Connect attendees will have much to learn from Joseph Popolo's journey with The Freeman Company and its approach to better, integrated experiential marketing services management," says Frank Malozzi, chief revenue officer, EFI. "His deep knowledge and leadership know-how in creating some of

Attendees have the opportunity to speak one-on-one with product managers.

"EFI CONNECT IS A VERY WORTHWHILE USE OF OUR TIME. THE AMOUNT YOU CAN LEARN THERE IS INCREDIBLE, AND WE ALWAYS HAVE NEW IDEAS TO PUT INTO ACTION WHEN WE RETURN HOME."

– NIGEL WORME,
CEO AND MANAGING DIRECTOR, COT HOLDINGS, OISTINS, BARBADOS

the world's most important tradeshow events will illustrate the important role EFI customers can play in establishing and magnifying business brands."

Popolo joined Freeman in 1997 as assistant treasurer. He was named VP of finance and treasurer in 1999 before being promoted to president of Freeman's Exposition Services Division two years later. He was promoted to CEO of Freeman in 2008, and was recently named CEO of The Freeman Company, the newly created parent company that encompasses Freeman, Encore Event Technologies and Alford Media.

Captivating visuals for engaging brand experiences

During his Jan. 22 EFI Connect fireside chat keynote, Popolo will share learnings from his 20-plus years of serving global clients' brand experience needs, including a discussion on the role print and other visual elements play in today's most advanced and successful B2B exhibits.

"I am looking forward to sharing my experiences with the dynamic group of print and marketing professionals who attend EFI Connect," Popolo said. "It will be an opportunity to discuss the way engaging brand experiences are crafted, and the significant role captivating visuals play in grabbing your target audience's attention.

"By discovering what resonates best with your audience and integrating it into your strategy, you can develop stunning and informative visuals that serve as the initial point of contact with your audi-

If new technology is on your radar, Connect offers the opportunity to see it up close.

ence, imploring them to visit your booth or check out the experience you've created for them," he added. "A well-thought-out design can be the catalyst that drives increased interest and attendance at your exhibit, making it an essential component to the best marketing strategies."

Accelerated G7 training returns to EFI Connect

EFI Connect's nearly 200 sessions deliver in-depth, valuable training in 17 different topic areas, including business management, finance and accounting, IT and integration, sales and marketing, production management and much more. And, in 2019, Idealliance and EFI have partnered for the second straight year to offer G7® training at the conference. G7 is Idealliance's global industry-leading set of specifications for achieving gray balance and is the driving force for achieving visual similarity across all print processes. The G7 methodology is designed to align all print technologies for visual consistency, process and quality control and color workflow management.

Don Hutcheson, G7 Expert Trainer and G7 inventor, leads this two-day accelerated training, which will offer G7 Training and Certification to individuals looking to become certified





Attendees can learn from industry experts about how new applications can fit into their current range of services.

business and win customers with an eCommerce offering.

Syncoms is a multi-national technology corporation specializing in design, print, marketing and tailored eCommerce solutions serving clients that include Google® and Box, Inc. and provides advanced customization and integration services for EFI's Digital StoreFront® software.

"We attended EFI Connect last year," Jaffar says, "and I truly believe it is a mandatory conference for anyone interested in cutting edge MIS, Web-to-print and marketing automation. Plus, attendees have the opportunity to meet hundreds of people with the

same concerns and requirements as them. EFI Connect includes a session for just about every imaginable print-related topic you could imagine, from business to technical. We found Connect 2018 to be an extremely valuable experience and are thrilled to be returning again in 2019."

Jaffar's Business Building sessions at Connect 2019 include:

- Techniques for Selling Your Web2Print Offering
- Effective Implementation Strategies for Web2Print Solutions
- How to Recruit and Train to Build a Successful Technology Business.

Jaffar pioneered the Web-to-print initiative at the Syncoms Group, transforming its commercial print division from a traditional printing company to a specialist tech firm that delivers Web-to-print implementations to a wide range of clients ranging from government institutions to NASDAQ and Fortune 500® companies. His experience in eCommerce spans more than 15 years and covers a range of areas of expertise, from web design overhauls to marketing automation consulting.

The keynotes, G7 training and new Business Builder sessions are just some of the many advanced offerings that make Connect one of the best events forward-thinking professionals can attend each year. The conference's solutions center will feature EFI's newest and most advanced workflow and Fiery® digital front-end products, as well as some of the newest wide- and superwide-format production technologies from EFI's broad digital inkjet portfolio.

Whether attending for the first time or the 20th, the conference will provide attendees with the perfect opportunity for open dialogue and idea exchange, giving customers a valuable opportunity to participate in educational sessions, receive hands-on experience, discuss industry trends, network with peers, voice their opinions and learn from others.

G7 Experts. G7 certification is the most recognized international specification for color management, because it achieves consistent color reproduction across any print medium or substrate. It can also provide tremendous savings to an operation's bottom line. Utilizing G7 within a print production workflow improves output consistency across multiple print services, platforms and distribution outlets.

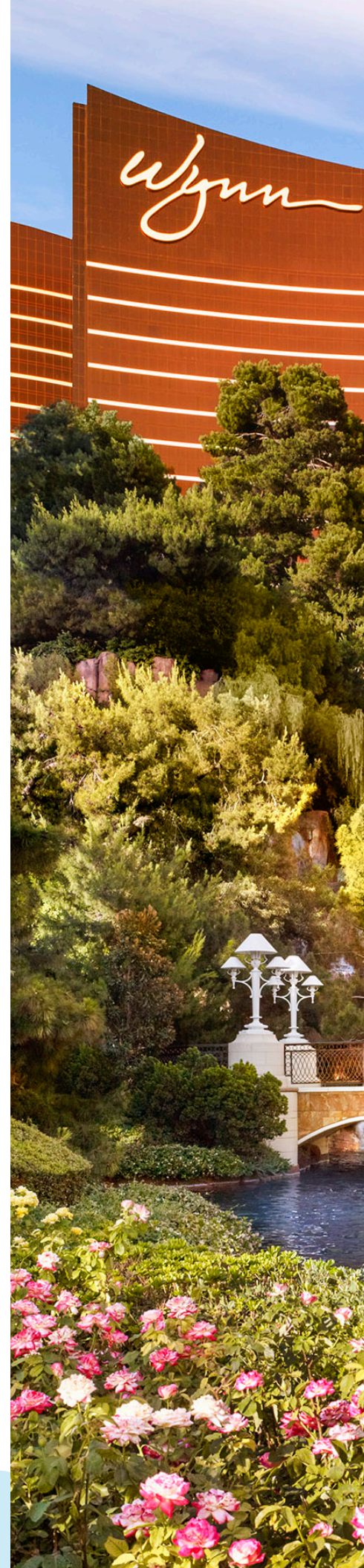
G7 training offered at EFI Connect covers a multitude of print applications including digital print, wide-format, proofing, color management, process control, implementation and optimization. Plus, the conference will feature live demonstrations applying the G7 methodology in print production workflows and technology on the EFI technology showcase floor. The fast-track training is open not just to EFI users, but to anyone seeking certification. G7 participants can also collaborate with other EFI users while attending EFI Connect conference keynotes and other breakout sessions.

"Again, this year, we are looking forward to another great EFI Connect/G7 Training opportunity for EFI users coming to Las Vegas from around the world," says Jordan Gorski, global director of certification programs. "This exclusive training event designed to serve print service providers, OEMs, color management specialists, creatives, brands and other members of the global print and packaging supply chain is poised to make another big impact after our initial program in 2018 at Connect."

Registration for the in-depth, accelerated G7 digital print training session at EFI Connect is available at www.idealiance.org.

New business builder sessions for eCommerce

EFI Connect's comprehensive training offerings also includes three all-new Business Builder sessions from Ali Ridha Jaffar, VP of Print and Technology for London-based Syncoms Group. Jaffar's sessions will give attendees useful and practical information on how to differentiate their



SPEAKERS

2019 EFI CONNECT SPEAKERS

Now in its 20th year, Connect is EFI's popular global users conference, which features educational breakout sessions, networking opportunities and thought-provoking keynotes from industry experts. Check out the 2019 EFI Connect's keynote speakers and be sure to mark the times on your calendars.



BILL MUIR

Chief Executive Officer, EFI

Bill Muir is the Chief Executive Officer of EFI and serves on its Board of Directors. Before being named CEO in October 2018, Muir was most recently the Chief Operating Officer of Jabil.

Keynote & Fireside Chat

Tuesday, Jan. 22, 2-3 p.m.

Tuesday, Jan. 22, 5-6:15 p.m.



JOE POPOLO

Chief Executive Officer, The Freeman Company

Customers will gain insights from a global leader in experiential marketing and emerging digital strategies during a fireside chat keynote session with The Freeman Company's CEO Joseph V. Popolo, Jr. at the 2019 EFI Connect users group conference.

Tuesday, Jan. 22, 5-6:15 p.m.



MARC OLIN

Chief Financial Officer, EFI

"Connecting your people, products and processes together is a must in today's business climate. EFI gives you the tools and knowledge to do all three."

Wednesday, Jan. 23, 8:15-9:15 a.m.



GABY MATSLIACH

Senior VP, General Manager of Productivity Software, EFI

"This is an exciting time for printing companies using our data-driven management tools to drive business growth, and I look forward to advancing EFI's offerings and helping even more customers around the globe take full advantage of the innovations we are developing."

Wednesday, Jan. 23, 8:15-9:15 a.m.



ARIEL SWEDROE

Designer, Art to Wear

At age Seven, Ariel Swedroe had a passion for fashion. At age 15, that passion is expressed in a thriving fashion design business that uses her grandfather's artwork as inspiration and depends on digital textile printing to produce her creations, ranging from swimwear and coverups to dresses and men's shirts.

Thursday, Jan. 24, 8:15 a.m.-9:15 a.m.



DON HUTCHESON

Expert Trainer & G7 Inventor, HutchColor

As the inventor of the G7 methodology, Don Hutcheson has more than 40 years of experience in photography, design, prepress, printing and color science.

Thursday, Jan. 24, 9:30 a.m.-6 p.m.

Friday, Jan. 25, 8 a.m.-5 p.m.

MAKING CHANGE EASIER

EFI Implementation Methodology and attendance at EFI Connect lead to smooth ERP transition at Garlich Printing.



Garlich Printing was a long-time user of EFI Logic, which the company believed was getting close to end-of-life. It required the use of older Microsoft products and was beginning to present a security risk. Garlich proactively decided to make a change in its MIS in order to ensure a smooth transition and implementation at its own pace.

The company had already invested in a number of EFI products in addition to Logic, including Auto-

“Change is never easy, and there is a great deal of change associated with implementing a new MIS,” says Kris Gunn (left), director of IT, Garlich Printing. EFI’s Implementation Methodology allowed Garlich Printing to maintain aspects of the company’s workflow while upgrading the overall business and production management framework to a newer, updated, and more efficient EFI Midmarket Print Suite.

Count®, PrintFlow® and Process Shipper. It therefore made sense to move to a more current EFI ERP solution rather than changing vendors entirely. Garlich

chose EFI Pace as its next-generation print MIS/ERP and took advantage of EFI’s suite concept with the Midmarket Print Suite, ensuring all components were tested and certified to work together flawlessly.

“We felt Pace was a strong product, and it made the most sense to stay with EFI as we transitioned out of Logic to maintain our investments in other EFI modules,” says Kris Gunn, Garlich Printing’s director of IT. “The EFI team and its Implementation Methodology were critical in ensuring a smooth implementation and the right level of change management assistance.

“Change is never easy, and there is a great deal of change associated with implementing a new MIS,” Gunn adds. “Anytime I did an implementation in the past, I felt like I spent 85% of my time on technology – configuring screens, etc. – and the other 15% on change management. In this case, it was more like 67% of my time on change management and managing people’s expectations.”

The difference with EFI’s Implementation Methodology, according to Gunn, is that it uses a design/build process. “It’s much more of a divvying up of the workload to multiple people who have expertise in their own areas, such as purchasing or estimating,” he says. “Our people did the building hand in hand with EFI’s expert staff, relieving me of the need to do that work and giving me more time to work through change management issues.

“Implementing a new MIS is like building a house,” he adds. “You know how big it is going to be and how many bedrooms, but you don’t always know how everything will be laid out until you get into the process. EFI’s process is a continuum of design then build, involving the internal subject matter experts, not only leveraging their knowledge of internal operations, but also engaging them in the process and working to build buy-in to the new system from the bottom up.”

Direct interaction and networking at EFI Connect

In addition to the support Garlich received from EFI’s implementation team, Gunn states that his ability to attend EFI Connect was “absolutely invaluable.”

“It is really hard to make sure your MIS system is working for you and you are getting the most out of it for the best ROI if you are doing it in a vacuum,” Gunn explains. “It’s both learning new approaches and validating that we are not going astray. That comes from direct interaction with EFI experts as well as networking with other users to understand their struggles and successes. It puts us in the best possible position to get the most out of our investment.”

“[EFI CONNECT] PUTS US IN THE BEST POSSIBLE POSITION TO GET THE MOST OUT OF OUR INVESTMENT.”

– KRIS GUNN, DIRECTOR OF IT, GARLICH PRINTING

EFI’s Implementation Methodology follows four basic steps:

- Discovery, including establishment of key performance indicators (KPIs), review of current workflow, use case identification and completion to develop detailed documentation of critical operations required in the business, and identification of test cases that cover at least 80% of the jobs typically produced by the customer
- Solution Implementation, where EFI does the heavy lifting of building the solution in collaboration with internal subject matter experts
- Knowledge Transfer and Validation, including two levels of on-site training and additional remote training as required to ensure complete knowledge transfer
- Go Live after ensuring that all criteria have been met and the organization is ready to make the transition without interruption to its ongoing business

“One thing that helped us from the beginning was that EFI did a great job of explaining expectations about how the process would work,” Gunn comments. “It was very clear what we needed to accomplish, and it was clear that for us to get this done on our timeline, we had to manage ourselves, not manage EFI. Because change is hard, I appreciated the fact that EFI’s Implementation Methodology allowed me the opportunity to spend more time working with our people on change management, helping move them along toward fully embracing the process.”

Gunn also points out that having multiple people in the company involved in the process meant gaining multiple ideas about how things should be set up.

“Sometimes there were differing opinions, and sometimes we didn’t understand the system well enough to know which way to go,” he says, “but that’s where EFI and its Implementation Methodology really helped us move the process along in the right direction. Working with EFI and using its Implementation Methodology was a tremendous help in moving our company to a new MIS system, including the human factor of change management.

“We had many business processes that we knew needed to be improved, and EFI was there to guide us in the right direction to make sure that happened,” he adds. “When we installed Logic, we pretty much made it look like our previous system; we didn’t want to do that again. We knew we needed to adapt as a company. The consultative approach EFI took and the experience they brought was a big part of our success in achieving those goals.”

SMART SOFTWARE + CONNECT = BUSINESS SUCCESS

User Group participation and EFI Packaging Suite Automation drives efficiency in custom label converting at General Data.

General Data is upgrading its production operations with the EFI Packaging Suite workflow, featuring Radius® software as the workflow's core MIS/ERP technology. The Cincinnati-based company chose the EFI system in part because of EFI's longstanding commitment to addressing users' challenging workflow needs.

General Data manufactures unique, high-end labels for a variety of niche and general markets, running three facilities in a three-shift flexographic and digital print production operation. The company has nearly 300 employees, with about 50 dedicated Radius users per shift on the new workflow system.

"After 15 years, we had outgrown our EFI PSI ERP solution," says Tom Gornall, Jr., General Data's director of Supply Chain Management. "We reviewed a number of offerings, but we chose the Packaging Suite because it was the only one we could configure to our existing workflow and scale for our future. Other systems we looked at would have required us to mold our workflow to their system, and we didn't want to do that.

"Plus, with Radius ERP in our suite," Gornall adds, "we are not only able to connect to other systems within the business, but we can also make required changes ourselves as needs change."

Smart software with end-to-end, certified workflows

The EFI Packaging Suite is a component-based workflow that gives label and packaging converters the power to automate and optimize their operations, from client desktops through administration, production and delivery. The suite combines smart software, end-to-end certified workflows, and synchronized development/release cycles to ensure a comprehensive performance-enhancing portfolio that scales as needs change.

"At General Data, we pride ourselves on our service level, and our ability to produce just about any type of label, with our own laboratory facility on-site to do all kinds of testing of adhesives, liners, face sheets and more," says Gornall. "While most of our offerings are unique, we still need to deliver them in a timely fashion and on budget. That's why it is important to have an efficient and fully functional ERP workflow that helps

us manage the business effectively and deliver product on time."

One area of the business that has benefited from the change is estimating. "In the past, our lead time for estimates could be up to a couple of hours," Gornall explains. "Now our sales team can update their own estimates, changing quantities and the like, while they are on the phone with the customer. It's minutes now, instead of hours, which makes us more efficient and responsive."

"IN OUR EXPERIENCE, WE'VE SEEN THAT EFI QUICKLY IMPLEMENTS WISH LIST ITEMS FROM ITS USERS."

— TOM GORNALL, JR., DIRECTOR OF SUPPLY CHAIN MANAGEMENT, GENERAL DATA

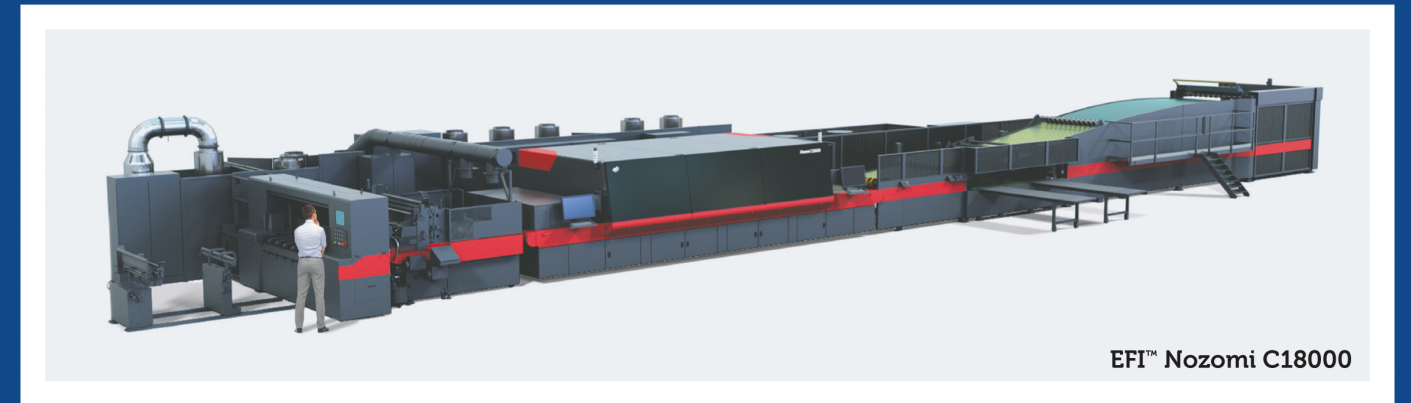
EFI Connect – the users group advantage

As a long-time EFI workflow user, General Data has had positive past experiences with EFI to solve even complex production management problems. Gornall believes EFI's willingness to listen to its customers and improve its workflow technologies are key advantages.

General Data is a regular EFI Connect participant, and the conference provides a good deal of value for the company, especially in Radius User Group (RUG) that participates in the conference. EFI asks Radius users to request their top three wish list items for the software. Working in conjunction with the RUG committee, the enhancements are grouped and voted on by all users from within the community to set priorities for future enhancements. Giving ownership of the software direction to users working within a worldwide forum like the RUG is a compelling and unique approach that has big benefits for a wide range of EFI customers.

"In our experience, we've seen that EFI quickly implements wish list items from its users," Gornall says. "In one case, General Data and other users identified a wish-list item that EFI said might take three or four years to accomplish – but then they got it done in less than a year."

REVOLUTIONIZING CORRUGATED PRINTING IN A SINGLE PASS.



EFI™ Nozomi C18000

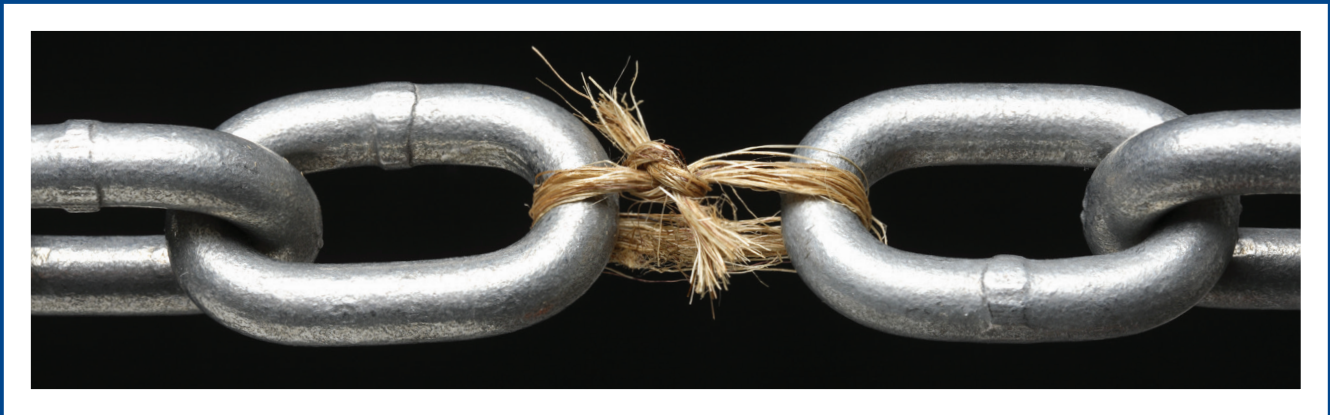
Your customers want smarter, high quality boxes that can be personalized and produced in smaller runs. Now you can deliver all that in a single pass. Print directly onto corrugated board with the EFI Nozomi C18000 digital LED inkjet corrugated printer. Personalize runs from one to infinity at high margins, boost productivity, and lower energy costs. It's all part of the EFI smart box system.

 LET US BE THE FUEL

efi

Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services. EFI, FabriVU, Fiery, the Fiery logo, and VUTEK are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries. ©2018 Electronics For Imaging, Inc. All rights reserved.

WHEN GOOD ENOUGH JUST ISN'T. CHOOSE FIERY®.



If you want great success, "good enough" technology just won't deliver it.

70% of successful digital printers use Fiery® digital front ends every day.*

And for great reasons: lower total cost, higher return on investment, higher quality prints, faster file processing, and automated workflows.

We wrote the e-book on digital front ends. Get it free now at

fiery.efi.com/bestDFE-uk.



LET US BE THE FUEL

efi®

* 2012 InfoTrends study of the U.S. market "Digital Front Ends: Understanding Market Dynamics and Customer Requirements."
Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services. EFI, FabriVU, Fiery and VUTEk are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries. ©2016 Electronics For Imaging, Inc. All rights reserved.