



MarketDirect StoreFront Installation Guide

EFI MarketDirect StoreFront

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EFI MarketDirect StoreFront | *MarketDirect StoreFront Installation Guide*

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Introduction

MarketDirect StoreFront is EFI's award winning web-to-print platform. MarketDirect StoreFront offers the industry's leading print buyer experience and onramp to a digital workflow, plus a best-of-class toolset for configuring and managing this printing e-commerce platform. This guide covers the system requirements and procedures for installing MarketDirect StoreFront. Please read and follow all instructions in this manual prior to installing MarketDirect StoreFront.

Contact Information

EFI Support

Web Site:	http://www.efi.com/products/productivity-software/ecommerce-web-to-print/efi-digital-StoreFront/support/
US Phone:	1.855.EFI.4HLP (855-334-4457)
EU Phone:	+49 2102 745 4500 (Germany)
APAC Phone:	+61 7 3625 9200
South America Phone:	+1 412-690-4321
E-Mail:	mdsf.support@efi.com

Note For problems involving infrastructure (i.e., computers, networks, operating systems, backup software, printers, third-party software, etc.), contact the appropriate vendor. EFI cannot support these types of issues.

EFI Professional Services

US Phone:	651.365.5321
US Fax:	651.365.5334
E-Mail:	ProfessionalServicesOperations@efi.com
Outside US E-Mail:	EMEAProfessionalServicesOperations@efi.com

Note EFI Professional Services can help you perform EFI software installations, upgrades, and updates. This group can also help you implement, customize, and optimize your EFI software, plus offers a range of training options.

MarketDirect StoreFront Installation

Note Please note that this guide is for standalone, self-hosted MarketDirect StoreFront sites only (i.e., non-cloud sites). If you are setting up a cloud (EFI-hosted) site you will receive installation instructions from the EFI hosting center.

What's in this guide

- “Checklist—Decisions to make before installing” on page 5
- “Pre-Installation Tasks” on page 6
 - “Preparing Windows 2012/2016 Server for MarketDirect StoreFront” on page 6
- “Installing MarketDirect StoreFront” on page 7
- “Post-Installation Tasks” on page 12
- “Verify Licensed Features” on page 12
- (Optional) “How to Increase the 524MB File Upload Limit” on page 13

Checklist—Decisions to make before installing

- A database password** (if you are installing SQLExpress and choose not to use the default password). _____
- PrintMessenger print driver name** (if you choose not to use the default, which is MarketDirect StoreFront). PrintMessenger is the print driver that your customers will use to “print” files to your print service from native applications such as MS Word, Adobe PhotoShop, etc. The PrintMessenger print driver name will appear in the printers list when customers select **File > Print** from a native application. You should choose a name that helps customers identify your print service.
- Decide how customers will access your print service URL.** The options are:
 - Hostname:** default; used to grant access on an intranet or in-plant facility, and all traffic is routed to the site on the host computer/server. If you choose this option, the field will pre-populate with the computer name of the PC on which you are installing MarketDirect StoreFront.
 - IP Address:** used to grant access to a site hosted at a static IP address (use only if network IP addresses are reserved). If you choose this option, the field will pre-populate with the IP address of the PC on which you are installing MarketDirect StoreFront.
 - Web Domain name:** use, for instance, if you want external customers to access your site via an Internet domain (e.g., PrintCo-GreatPrinting.com).

Caution Choose carefully because if, for instance, you change from Hostname to a Web Domain name later, your MarketDirect StoreFront site will experience problems or fail.

System Requirements

Please ensure that your system meets the following minimum requirements listed in the MarketDirect StoreFront release notes **before** beginning the installation process.

Note For server-side PDF conversion, **you must install the 32-bit version** of Microsoft Office 2010 or 2013 Professional with .NET programmability option set to "Run from My Computer" for all applications in the Office suite.

Pre-Installation Tasks

Note If you will be installing the server version of the XMPie variable data software on a server other than the MarketDirect StoreFront server (strongly recommended), do so before installing the MarketDirect StoreFront software. This will enable the system to validate the XMPie software during the installation process. Install the XMPie server software from the disc labeled XMPie Mini-Server.

Adobe Acrobat Reader

Install the latest version of Adobe Acrobat Reader from:

<http://get.adobe.com/reader>.

Preparing Windows 2012/2016 Server

Perform the tasks in this section to ensure that your Windows 2012/2016 Server is properly configured MarketDirect StoreFront.

Note If you are a self-hosted customer migrating your MarketDirect StoreFront site to a Microsoft Windows 2016 server, please contact EFI Professional Services for assistance with your site migration.

Configure Data Execution Prevention

1. Select **Start > Settings > Control Panel** from the Windows taskbar.
1. Double-click **System**.
2. Click **Advanced system settings**.
3. On the “System Properties” dialog **Advanced** tab, in the **Performance** panel, click **Settings....**
4. Open the **Data Execution Prevention** tab.
5. Select the option **Turn on DEP for all Programs and services except those I select**.
6. Click **Apply** and **OK**.

Configure Driver Signing

1. Select **Start > Run** from the Windows taskbar.
2. On the “Run” dialog, type **GPedit.MSC** (for Group Policy Edit) in the **Open** field and click **OK**. The “Local Group Policy Editor” window will open.
3. Under **Local Computer Policy** drill down through the folders **User Configuration > Administrative Templates > System** till you reach the **Driver Installation** folder.
4. Double-click the **Code Signing for Device Drivers** policy.
5. Select **Enabled**.
6. Choose **Ignore** from the drop-down list.
7. Click **OK**.

Note The Local Group Policy Editor console sets the new policy for installing device drivers.

8. Close the “Local Group Policy Editor” console.

Note Proceed to Installing on page 7.

Boot Configuration

1. Select **Start > Programs > Accessories** from the Windows taskbar.

2. Right-click on **Command Prompt**.
3. Select **Run as administrator**.
4. At the command prompt type **bcdedit /set nointegritychecks off**.
5. Restart the computer.

Miscellaneous Tasks

1. Ensure Server RAM meets the minimum prescribed in the release notes.
2. Login as local Administrator account and set these environment variables
 - TEMP=C:\WINDOWS\Temp
 - TMP=C:\WINDOWS\Temp

Installing MarketDirect StoreFront

This section covers the procedure for installing the software on your server. **Please be aware that installing MarketDirect StoreFront may take 45 minutes or longer depending on your system's hardware configuration. After the server restarts at the end of the installation process, please wait until the Finish dialog opens (this can take 3-5 minutes) because closing the sub-applications will prevent them from installing properly.**

Upgrade Path

Please consult the release notes for the current version of MarketDirect StoreFront for information on the upgrade path to the versions you are installing from and to.

Note It is **strongly recommended** that you accept the default values presented during installation (e.g., database names, password, etc.) unless you have a compelling reason to change the values. If you do opt to use a non-default value(s), be sure to record them for later reference. As a general rule: If in doubt, accept the default.

Note It is **strongly recommended** that you validate your database before deploying it on a live production server.

What you will need to perform this installation

Note Please consult the release notes for the version of MarketDirect StoreFront you are installing for instructions on how to install upgrade and update versions of the software.

- MarketDirect StoreFront system software downloadable file
- Internet connection is required
- You must allow <https://eflow.myprintdesk.net> in your firewall settings
- The current version of the MarketDirect StoreFront release notes and a computer that meets the minimum system requirements listed therein
- Keep the SA password handy in case you need it later

To install the software

Note During installation, if an **Interactive Services Detection** dialog opens, disregard it. The dialog will close when the installation process is complete.

1. Close all running applications.
2. Disable any applications that block file installation and registry entry create/modify (e.g., Ad-Aware) while installing the software.

3. Insert the MarketDirect StoreFront system software disc in the drive or launch the installation executable file you downloaded.
 - For disc installations: If the installer does not start automatically:
 - Click **Start > Run** from the Windows taskbar to open the **Run** dialog.
 - In the **Open:** field type **X:\Setup.exe** (where **X** is the letter of the disc drive).
 - Click **OK** to launch the InstallShield Wizard.
4. A “Question” dialog will open, asking: “Do you wish to view the MarketDirect StoreFront Installation Guide.” Click **Yes**.

Note The installation guide will open. The Adobe® Reader must be installed on the install machine.

5. On the “License Details” screen:

Note An internet connection is **required** to install MarketDirect StoreFront using eFlow. eFlow licensing data will be created based on the unique key provided to you by EFI.

- On the “License Details” screen, enter the **Keycode** you received from EFI and your **Email** address.

Note To get the license updated after the installation, make sure that the MarketDirect StoreFront server is connected to internet and LIM shows "Connected to EFI Hosting" status.

- **For upgrade installations:** eFlow licensing data will be created based on the existing licensing key. MarketDirect StoreFront will continue to work with existing features managed through the eFlow licensing server.

Note For upgrade installations on self-hosted sites: If you are already using EFI MIS (eFlow integration) with local eFlow, please make sure local eFlow is running with integration to the EFI central eFlow server before running the installer for the eFlow licensing mode. If the local eFlow is not running or does not exist, upgrade will install LIM on the MarketDirect StoreFront server for licensing. Please login to MarketDirect StoreFront and go to **Administration > Manage Communication Channels** and click the eFlow channel and validate the eFlow URL.

Note To verify that local eFlow is integrated to the central eFlow server, login to the local eFlow by getting local eFlow URL from the communication channel (**Administration->Manage Communication Channels> eFlow communication channel>Copy local eFlow URL**).

Login to local eFlow using credentials and after login verify that both the indicators are green (i.e., on mouse over, they will show the status as below).



Note When MIS is integrated with MarketDirect StoreFront through eFlow, it is recommended that you install local eFlow on a different machine (i.e., not on the MarketDirect StoreFront server). If the MIS and MarketDirect StoreFront are on the same machine, **make sure** local eFlow is running with integration to the EFI central eFlow server before running the installer for the eFlow licensing mode.

6. On the “License Details” screen:

- **Keycode:** (Required field) Enter the keycode you received from EFI. (If you have not yet received the keycode, please contact EFI Support.)
- **Email:** Enter the email address with which you registered MarketDirect StoreFront.

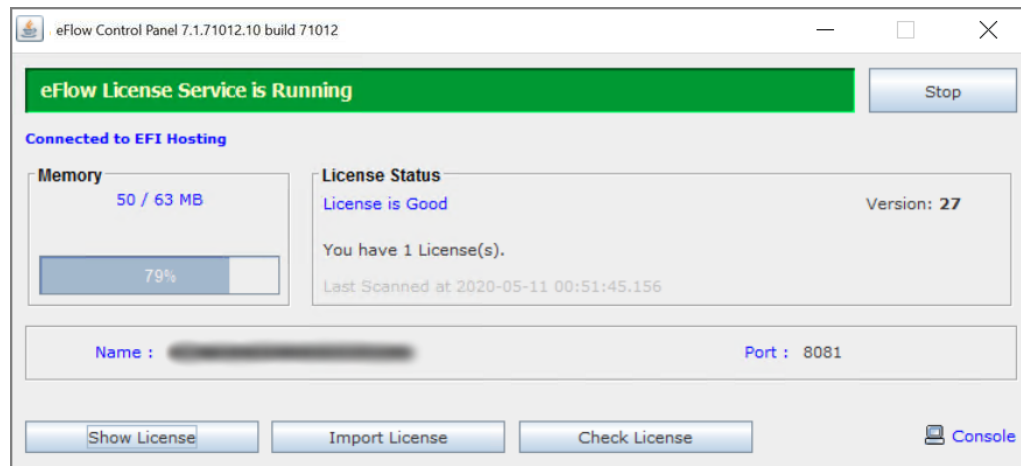
Note After installation is complete you will be able to verify the eFlow connection status on the **Administration > License** page in MarketDirect StoreFront. If needed, you can reestablish the connection by clicking the **Refresh License** button.

Important If MarketDirect StoreFront is already on the eFlow licensing mode “License Details” screen will not be shown.

- Install the eFlow licensing manager (LIM).

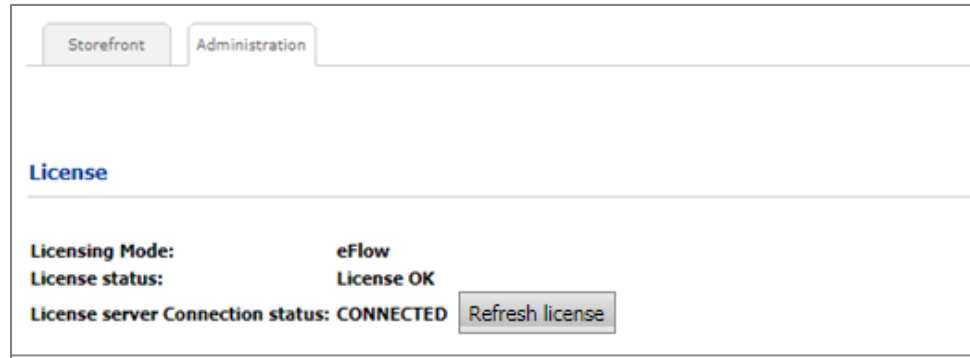
Note As part of this eFlow licensing deployment, a lightweight version of the eFlow licensing (LIM) will be installed on the MarketDirect StoreFront server. A shortcut named “EFI eFlow” will be created on the desktop. This is a service that is used to facilitate licensing data between MarketDirect StoreFront server and the central eFlow server.

- Run the EFI eFlow utility (if it is not already open after completing the installation).
- Check the status of the connection between MarketDirect StoreFront and eFlow server.



Note If MarketDirect StoreFront is already working with local eFlow (MIS integrated) then the LIM will not be installed (unless there is connectivity issue between local eFlow and central eFlow server). Instead of LIM, MarketDirect StoreFront will make use of local eFlow server to facilitate licensing data between the MarketDirect StoreFront server and the central EFI eFlow license server.

- After installation is complete and the MarketDirect StoreFront server restarts, verify that LIM is online and reports “License is Good.” Then perform **IISReset** after that.
- Validate the eFlow connection status on the License page.
 - Once the installation is complete, go to the **Administration > License** page (Admin/license.aspx) in MarketDirect StoreFront and validate the eFlow connection status.
 - Click **Refresh license** if you need to reconnect the eFlow licensing server and pull license.



Note For information on eFlow connectivity between the LIM on your MarketDirect StoreFront server and the EFI central license server, see “eFlow Connectivity” on page 14 of this document.

- Click **Next** and proceed to step 6 below.
7. Follow the on-screen instructions.
 8. **Complete this step if you are running the installation on a machine that does not have a previous version of MarketDirect StoreFront installed (if not, skip ahead to step 8):** The installer will assume that you are performing a new installation (i.e., not upgrading from a previous version of MarketDirect StoreFront, on the “Setup Type” screen, selection one of the following options:
 - **Perform System Compatibility Tests:** Choose this option to have the installer verify that your system is compatible with MarketDirect StoreFront.

Note The installer will complete a number of tests to ensure that enough disk space is available, all required services are installed, adequate memory is installed, etc.
 - **Install Pre-Install Requirements Only (MarketDirect StoreFront will not be installed):** Choose this option to install all the base components that MarketDirect StoreFront requires (such as the .NET framework) without yet installing MarketDirect StoreFront.

Note The installer will complete a number of tests to ensure that all required services and components are installed. Required base components will be installed if necessary.
 - **Install MarketDirect StoreFront:** Choose this option to install MarketDirect StoreFront.

Note The installer will perform all system compatibility tests and install all required base components before installing MarketDirect StoreFront. Proceed to step 8.
 9. If you are running the installation on a machine with a previous version of MarketDirect StoreFront installed, on the “Setup Type” screen, select one of the following options:
 - **Perform System Compatibility Tests:** Choose this option to have the installer verify that your system is compatible with MarketDirect StoreFront.

Note The installer will complete a number of test to ensure that enough disk space is available, all required services are installed, adequate memory is installed, etc.
 - **Install Pre-Install Requirements Only (MarketDirect StoreFront will not be installed):** Choose this option to install all the base components that MarketDirect StoreFront requires (such as the .NET framework) without yet installing MarketDirect StoreFront.

Note The installer will complete a number of tests to ensure that all required services and components are installed. Required base components will be installed if necessary.

- **Perform test database upgrade (your system will not be upgraded):** Choose this option to perform a test upgrade; the installer will make a copy of your existing MarketDirect StoreFront database and perform a test upgrade installation to ensure that the database will upgrade successfully.
 - **(Default) Upgrade your existing MarketDirect StoreFront:** Choose this option to begin the upgrade installation if you are upgrading from a previous version.
10. If you have chosen to begin the installation, the “SQL Server Selection” screen will present you with three options:
- **Use an existing SQL Server instance:** Choose this option if you wish to use an existing installed version of SQL Server.
- Note** The installer will detect any existing SQL Server instances installed on the local machine and display them in a dialog a little later in the installation process.
11. When prompted to enter an **sa account password**, accept the default or type a password of your choosing (and write it down and store it in a secure location for later reference; refer to the checklist on page 5).
12. On the “License Agreement” screen, read the license agreement. If you accept all terms and conditions detailed in the agreement, click **Yes**.
- Note** To print out a copy of the “EFI Software End User License Agreement” (EULA), click **Print**. If you do click **No** the installer will close and the installation process will be aborted.
13. On the “License Details” screen, enter required values (if prompted; i.e., email address and keycode issued by EFI).
14. Accept the default installation location or change it as needed and then click **Next**.
15. If you selected the option **Use an existing SQL Server instance**, the installer will list any existing SQL Server instances it detected that are installed on the local machine and display them in a dialog. Select the appropriate version of SQL Server to use from the list and then click **Next**.
16. An additional dialog will ask for the **sa** (i.e., system administrator) account password for the selected instance of SQL Server. Enter the password and, after the database credentials are validated, click **Next**.
- Caution** MarketDirect StoreFront technical support **cannot** recover your lost **sa** account password if it is different from the default.
17. When prompted, enter a name for your MarketDirect StoreFront database. The default name is “DSFDB” and then click **Next**.
18. When prompted, enter a name for the virtual directory where your MarketDirect StoreFront software is installed and then click **Next**.
- Note** We recommend that you use an easily-identifiable name such as the default “MDSF.”
19. Specify the method by which users will access your MarketDirect StoreFront site:
- **IP address**—This is a fixed IP address and should only be used when IP addresses for the network are reserved.
 - **Host Name**—This is the default and would be used for an intranet setup for the site.
 - **User specified custom URL**—would be used for an internet setup for the site.
- Note** If at any point in the installation process, you are required to restart your system, restart the computer and log into the same account you used when you started the installation. If the interview was complete, the installation process will automatically start once you have logged in; otherwise you will need to run setup.exe again.

Note Note that the installation process can take 45 minutes or so.

20. To complete the installation, you must restart your system. After the system reboots click **Finish** to complete the setup and exit the InstallShield Wizard.

21. To verify the installation, launch your browser and navigate to your site.

Note The default login username is “administrator” with the “password” administrator.

Post-Installation Tasks

Initial Launch of Your MarketDirect StoreFront Site Web Page

Please note that the initial launch of your MarketDirect StoreFront site may take some time as various behind-the-scenes processes (e.g., caching) are completed. The site will launch much quicker on subsequent visits to the site.

Note It is **strongly recommended** that you launch your site for the first time before demonstrating the site to customers.

Change the Initial System Account Passwords

After installing the system, it is recommended that you follow the steps below to change the default password for the administrator account:

1. Login with current username and password.
2. From the main page, go to the PackCentral.
3. Click the **My Account** link on the top navigation bar (just below the top banner).
4. Click **Profile** on the **My Account** menu.
5. On the **Profile** page, click **Change** in the **Password** field.
6. On the **Change Password** page:
 - Type current password in the **Current Password** field.
 - Type a new password in the **New Password** field, then confirm it in the **Confirm New Password** field.
7. Click the **Save Changes** button.

Note Be sure to store the new password in a secure location in case you forget it since there is no automatic password recovery for the administrator account.

8. Login with the Operator credentials and repeat steps 2-7 above to change the password for the Operator account.

Verify Licensed Features

The “License” page shows the features you have licensed. This page shows enabled licensing options.

To enable licensed features

- When you license new features for your system, your vendor will provision them through eFlow license management. (To get a new feature enable, please contact EFI Support.)
- For self-hosted customers: To get the license updated, make sure that the MarketDirect StoreFront server is connected to internet and LIM shows “Connected to EFI Hosting” status.

Change the Default MarketDirect StoreFront Uninstall Files Location

The instructions below pertain to installations that are on a drive other than the default C:\. For instance, if you install MarketDirect StoreFront to drive D:\ (or any other non-C: drive) the files MarketDirect StoreFront updates to use in the event of an uninstallation will be stored on drive C:\ by default. The steps below will change the uninstallation files to a different drive.

During a MarketDirect StoreFront installation, files are written to the folder C:\Program Files (x86)\InstallShield Installation Information\{B855434D-AEED-4CC7-8CD3-1EFDB476B392} regardless of the installation path specification (e.g., if MarketDirect StoreFront is installed on a drive other than C:). The files stored in this folder are used for uninstalling MarketDirect StoreFront. If the files were moved, the associated paths in the MarketDirect StoreFront Uninstall Registry you will need to be updated as follows:

Caution The instructions below include making changes to essential parts of your operating system. It is recommended that you backup your operating system and files, including the registry, before proceeding. Consult with a qualified computer systems professional, if necessary. EFI cannot guarantee results from incorrect modifications while following these instructions; therefore, use caution and proceed at your own risk.

1. To access the System Registry, click **Start | Run...** from the Windows taskbar and type "regedit" in the **Open** field, then click **OK**.
2. Navigate to:
HKEY_LOCAL_MACHINE\SOFTWARE\Wow6432Node\Microsoft\Windows\CurrentVersion\Uninstall\{B855434D-AEED-4CC7-8CD3-1EFDB476B392}
3. Change the following entries to match your installation drive:
 - "ModifyPath"="\C:\Program Files (x86)\InstallShield Installation Information\{B855434D-AEED-4CC7-8CD3-1EFDB476B392}\setup.exe" -runfromtemp -I0x0409 "
 - "UninstallString"="\C:\Program Files (x86)\InstallShield Installation Information\{B855434D-AEED-4CC7-8CD3-1EFDB476B392}\uninstall.bat"
 - "LogFile"="C:\Program Files (x86)\InstallShield Installation Information\{B855434D-AEED-4CC7-8CD3-1EFDB476B392}\setup.ilg"

How to Increase the 524MB File Upload Limit

By default, there is a 524MB file size upload limit, which causes an error when you attempt to upload a file (e.g., a cpkg) file greater than 524MB. Follow these steps to increase the file upload size for MarketDirect StoreFront:

1. On your MarketDirect StoreFront server, open Windows Explorer and locate the web.config file in the following folder: **X:\inetpub\wwwroot\Digital PackCentral\WebSite**.
2. Right-click the *web.config file* and open it with a text editor such as Notepad.
3. Scroll down to the configuration section of the web.config file and locate the following code:


```
<system.webServer>
<security>
<requestFiltering>
<requestLimits maxAllowedContentLength="[????]" />
</requestFiltering>
</security>
</system.webServer>
```
4. Change the `<requestLimits maxAllowedContentLength= "" />` value highlighted above as `[????]` to **"524288000"** to change the maximum upload file size.
5. Perform an IIS reset following these steps:

- a. Select **Start > Run** from the Windows taskbar.
- b. Type **CMD**.
- c. Click **OK**.
- d. At the command prompt, type: **iisreset**

Appendix A—eFlow Connectivity

Connectivity Information between the LIM (eFlow License Manager) and the Central eFlow Server

If connectivity between the LIM on your MarketDirect StoreFront server and the central EFI eFlow license server goes down, the LIM will continue to work offline for 5 days. If the connection is not established within 5 days, the license will expire after a grace period of 5 days (i.e., for a total of 10 days). During the grace period you will see the notification on the LIM screen and the MarketDirect StoreFront License page as well.

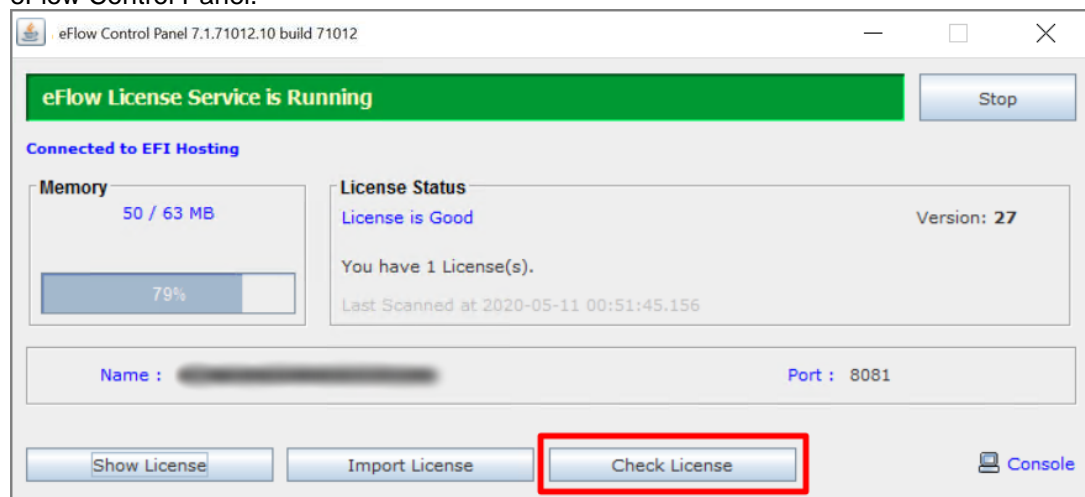
An eFlow license can expire in two different scenarios:

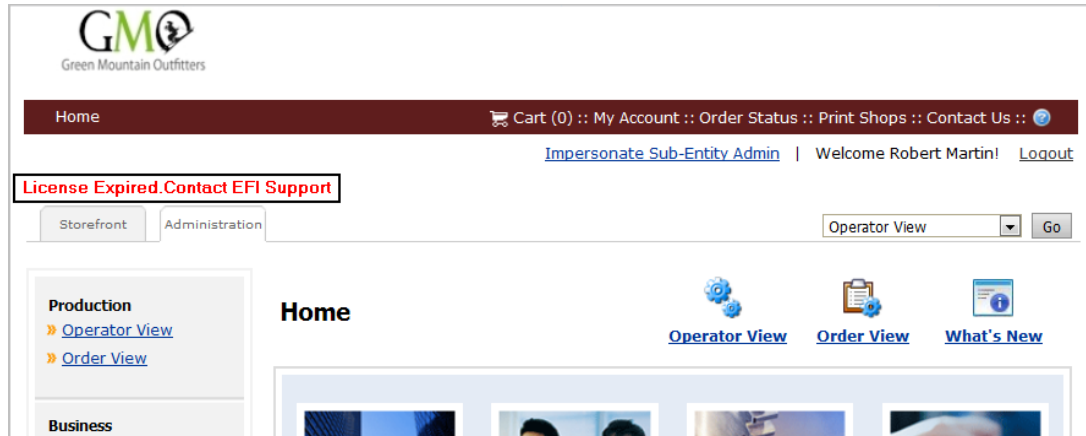
1. **License integrity check fails:** If hardware/software of the machine changes. In such scenarios LIM will provide 15-day grace period to get it rectified.

To resolve: Please contact EFI technical support (see page 4 for contact information).

2. **Connectivity to central eFlow is lost:** As mentioned earlier, a 5-day grace period will be given by the LIM and an additional 5-day grace period will be given from MarketDirect StoreFront.

To Resolve: During this period, reestablish connection and click **Check License** on LIM's eFlow Control Panel.





Note Your MarketDirect StoreFront site will stop working at the end of the grace period. Contact EFI Support (see page 4 for contact information) to reactivate the license.

Appendix B—Moving Database to SQL Server Cluster

If at any point you want to move the MarketDirect StoreFront database from a local database (i.e., SQL Express) to a SQL Server 2014/2016 cluster (e.g., to improve security and productivity), download the free *SQL Server Management Studio Express* software application from the Microsoft web site. It is included in the Web Platform Installer (e.g., in English you can find it at: <http://www.microsoft.com/web/downloads/platform.aspx>).

Caution This is an advanced-level task that requires understanding database management. If you are not skilled at database management, contact your IT department. If you do not have an IT staff and still find the need to attach to a database other than that which MarketDirect StoreFront installs, EFI can provide Professional Services assistance. Please contact your Sales Representative or Tech Support who can redirect you to our Professional Services team.