

# Sample: Automate digital print from Storefront

Create a rule that prepares a Storefront catalog item for output to a digital press.

## What the rule does

The rule waits for InSite Storefront to change the the job status to Production. When that event occurs, Prinergy RBA does the following tasks:

- Reads the Storefront order
- Combines the content file and the XML order information into a document for digital printing
- E-mails the prepress operator if either process fails

An operator can then submit the documents to the digital press queue, using the Prinergy Digital Direct software.

## Why it is useful

Automates the production workflow for Storefront orders.

## Events and actions used

Event	Actions
Job Changed to Production	Read XML Create Document Email

## Key parameters

Event or action	Parameter
Read XML	<b>Schema Name:</b> Select the name of the Storefront product. <b>File:</b> Select <b>Event Properties &gt; Job &gt; InSite Info &gt; Intent &gt; Path</b> . <b>Validate:</b> Leave the default of <b>False</b> .
Create Document	<b>Digital Print Queue:</b> Select the queue on the digital print controller. <b>JDF Template:</b> Select the JDF template for the digital print settings (for example, print, ship, and due dates; shipping address, quantity, and so on). <b>Note:</b> You may want to use tables to create the JDF settings based on the order. <b>JDF Intent:</b> This parameter allows you to manually set the intent data, overriding one or more of the template settings.
Email	<b>To:</b> The e-mail address of the operator who needs to be notified when a process fails. <b>Subject:</b> Type a subject line to appear at the top of the e-mail.

**Where to enable it**

This rule is suitable for enabling in specific jobs. Create a separate rule set for each Storefront product.

**Other considerations**

The actions that you include in your Storefront rule depend on what type of Storefront product you are setting up: whether customers will upload print-ready files, order static items from a print catalog, order personalized items from a print catalog, or order non-print inventory items (such as T-shirts).