



# Loftware Alliance Partner Program Guide

Building and supporting your partnership with Loftware





*This program provides structure, vision and strategy to companies that integrate label printers and coding, marking and other devices with cloud and on-premise business applications.*


## Welcome to the Software Alliance Partner Program

Innovation is at the forefront of everything we do. To that end, we focus on cloud and mobile solutions as they drive the digital transformation of labeling now and into the future. Software is dedicated to supporting its partners as they join us in this initiative.

- Cloud first: We connect cloud applications with specialty printers without the need for on-premise hardware or software.
- Mobile First: We connect mobile computers running business applications with specialty printers, whether they be stationary or mobile printers.

Software maintains alliance partnerships with two categories of partners:

- Hardware: Manufacturers of specialty printers and other hardware including mobile computers, vision inspection cameras, etc.
- Software: Independent Software Vendors (ISVs) and System Integrators (SIs)



Loftware helps our alliance partners deliver maximum ROI and a great customer experience when it comes to barcode labeling and marking. We streamline printer connectivity and enable manufacturers to connect ISVs' applications to their printers and securely connect those printers to the cloud.

There are three core steps in our Alliances Program:

- **Connect:** We build connectors and printer drivers between your products and ours.
- **Certify:** We test and certify the integration.
- **Promote:** We promote the combined solution.

## Loftware offers valuable expertise to alliance partners

Loftware has unique expertise in labeling solutions, Windows® printer drivers, mobile connectivity and a host of integrations to help connect solutions and deliver value. We also offer worldwide 24x7 support and unprecedented issue resolution which allows us to achieve the highest critical production environment SLA's in the industry.

### Label Management Systems for companies of all sizes

Loftware offers an innovative label management platform for companies that drive labeling for three to thousands of printers. It is available in the cloud and on-premise.

### Label Design

We make it fast and easy to design complex barcode and RFID labels.

### Integration

Our strategy is to work out of the box with most ERP, MES and WMS solutions.

### Label management

We provide a digital audit trail by automatically tracking and controlling label changes and all print history.

## NiceLabel Windows drivers

### 4000+ Windows printer drivers:

We develop the drivers for speciality printers allowing you to easily drive any printer natively.

Microsoft-certified, next generation drivers with native printer support from the Loft-ware NiceLabel platform.

### Label printers

Native printer support incorporates Unicode fonts including RTL support, printer resident fonts, printer resident barcodes, printer resident lines and boxes, printer counters, and a real-time printer clock.

### Direct marking printers

Support direct marking devices via store and recall. Advanced capabilities include multi-printhead support.

### Color label printers

Our drivers natively support inkjet and thermal transfer color label printers. Color separation is supported for thermal transfer dual ribbon printers. We also support other color printers including laser, via OEM Windows drivers.

### Data services

Printer monitoring and management analytics provide visibility of all printers, print data, applications and users.

Big data establishes predictive maintenance and managed print services.

### Mobile connectivity

For printing from any Android®, iOS® or Windows device to any cloud connected printer without the need for any on-premise software.

### Cloud printing integrations

We connect our cloud label management system with other cloud-based business applications. This lets you print directly from your existing business transactions with your master data. We work out-of-the-box with these business systems.

### Cloud-connected printing

Enables connectivity between specialty printers, cloud business applications and mobile computers with no need for custom connectors and no need to install any software on premise. This zero-foot-print approach means no print servers, no proxies, no VPNs, and on-premise Windows drivers.

### RFID integration

We make it easy to encode RFID labels and to log data such as the TID.

# Alliance Partner Program Tracks

The Loftware Alliance Partner Program includes three tracks:

- **Printer Manufacturer Track:** for printer manufacturers who use Loftware as their software partner
- **Integration Partner Track:** for ISVs who integrate with Loftware LPS and Loftware NiceLabel software. These partners do not sell Loftware software.
- **Technology Partner Track:** for ISVs who integrate with Loftware LPS and Loftware NiceLabel software and sell the combined solution.

## How does our Alliance Partner Program work?

### All of our partnerships start with technology.

Together, we develop optimized connectors or printer drivers for your products based on mutually agreed upon specifications.

We work with our **ISV partners** to develop and certify business connectors. We make it easy for ISVs to integrate their business applications with, and print to, many thousands of specialty printers. The result is an optimized barcode label design, management and print process.

For **printer manufacturer partners**, we develop co-branded Microsoft Certified Windows printer drivers. We implement a sustaining engineering program for ongoing Windows driver development, enhancements and updates and collaborate to optimize the performance of native driver features.

### From technology, we build business together

Our mutual goal is to generate high-quality leads for end user sales opportunities and partner recruitment. We enable your sales engineers and salespeople with fully equipped Loftware NiceLabel Cloud printer demo resources. In addition, we partner with you in sales and marketing programs.

## Product roadmap and long-term vision

Together, with our partners, we build a long-term business relationship that is mutually beneficial. Our multi-year software co-development and marketing roadmap includes:


- Weekly engineering sprints and quarterly check-ins
- Jointly planned release cycles under launch programs
- Periodic product management and developers' conferences
- Co-hosted vision councils with channel partners and end users
- Co-managed user communities, public relations and marketing campaigns
- Regional sales team alignment to share leads and manage opportunities

## Technology Benefits

Topic	Requirements of Software
<b>Development and maintenance of business connectors and Microsoft certified Windows drivers</b>	Includes: <ul style="list-style-type: none"><li>■ Scoping session and documentation</li><li>■ Specification workshops, documentation and proposal</li><li>■ Software development program</li><li>■ Test and approval program</li><li>■ Distribution rights for alliance partner to distribute the connectors or Windows printer drivers</li></ul>
<b>Windows printer driver annual maintenance contract for printer manufacturers</b>	Annual subscription to sustaining engineering Includes: <ul style="list-style-type: none"><li>■ Windows printer driver maintenance and updating new printer models.</li><li>■ Access to lead driver development engineer</li><li>■ Technical consulting up to an agreed upon number of hours</li><li>■ Technical support</li></ul>
<b>NiceLabel cloud connected printer standard for printer manufacturers</b>	Make your printers cloud-connected: <ul style="list-style-type: none"><li>■ License to implement NiceLabel Cloud Printing Protocol in your printer firmware</li><li>■ Access to Software NiceLabel Cloud print service</li></ul> Includes: <ul style="list-style-type: none"><li>■ Full documentation and consulting to support your firmware development</li><li>■ Software configuration for your printer models inside Software NiceLabel Cloud</li></ul>
<b>Microsoft WHQL certification</b>	Microsoft certification for Windows printer drivers for customer assurance and solution validation.

## Sales and Marketing Benefits

Topic	Requirements of Software
Co-branded Software NiceLabel software	Includes: <ul style="list-style-type: none"><li>■ Scoping session and documentation</li><li>■ Specification workshops, documentation and proposal</li><li>■ Test and approval program</li><li>■ Rights for printer manufacturer to distribute the drivers</li></ul>
Software NiceLabel Cloud demo account	Access to a shared account to design and demonstrate label printing
Co-branded Software NiceLabel free designer software	Seeds the market by starting end users with label design and printing to your printers
Access to NiceLabel Partner Academy	Interactive, online, hands-on product and technical training
Co-marketing campaigns to channel partners	Channel partner webinar Co-branded brochure Software program for your channel partners (includes training, enablement and access to product and resources)
Software NiceLabel Digital Partner Program (DPP)	Easy-access web-based promotion program Your branded driver download page on nicelabel.com Lead generation on nicelabel.com via DPP



Loftware and NiceLabel combined under the Loftware umbrella to offer customers and partners an expanded choice of Enterprise Labeling & Artwork Management solutions, providing enhanced labeling capabilities and the benefits of greater investment in cloud-based solutions for companies of all sizes. Loftware maintains a global presence with offices in the US, UK, Germany, Slovenia, China, Japan, and Singapore. The union combines 60 years of expertise in solving labeling challenges, helping companies improve the quality, speed, and efficiency of their labeling while reducing cost. Together, as the leading global provider of Enterprise Labeling and Artwork Management solutions, Loftware enables supply chain agility, supports evolving regulations, and optimizes business operations for a wide range of industries including life sciences, manufacturing, food & beverage, retail, automotive, consumer products and apparel.

For more information, please visit [www.loftware.com](http://www.loftware.com) and [www.nicelabel.com](http://www.nicelabel.com).