Loftware

Loftware Alliance Partner Program

for Technology Partners and ISVs

The program provides structure, vision and strategy for implementing labeling solutions and integrating label printers, coding, marking and other devices with cloud and on-premise business applications.

What is the Loftware Alliance Partner Program?

The Loftware Alliance Partner Program is a partnership program with Printer Manufacturers, Software Developers (ISVs), System Integrators, and Technology Providers.

The program provides structure, vision and strategy for implementing labeling solutions and integrating label printers, coding, marking and other devices with cloud and on-premise business applications. It provides market leadership for labeling best practices. It creates a network of Partners who thrive by building solutions on the same powerful platform.

Who benefits from the Loftware Alliance Partner Program?

All providers in the supply chain benefit from a partnership with Loftware. Loftware simplifies the process for printing labels in the warehouse and on the production line. Loftware manages the printing of all supply chain documents in the logistics center. Loftware enables codes and messages on products and packaging on the production line. In one software platform customers manage all supply chain printing.

That's great for printer manufacturers, because Loftware helps to integrate printers into any business system. It's great for ISVs, because Loftware manages all supply chain printing out of their solution. And it's great for System Integrators, who thrive by implementing Loftware-based labeling solutions.

And it's great for customers, who enjoy a total labeling solution.

What is in it for Loftware Alliance Partners?

In partnership with Alliance Partners, Loftware works collaboratively to bring unique solutions to the market. These solutions distinguish our Partners from competitors. They provide so many options for our Partners to add more value. They create recurring revenue opportunities.

Loftware Alliance Partners give their users **maximum ROI** and a **great customer experience**. We cover all print technologies. We streamline printer connectivity. We enable manufacturers to connect ISVs' applications to their printers and securely connect their printers to the Cloud.

Loftware Alliance Partners generate subscription-based recurring revenue with Loftware Cloud. And they generate professional services revenue. And if they're in the hardware business, they sell many more devices – thanks to the outstanding out-of-the-box experience their customers enjoy – thanks to Loftware.

What is Loftware's vision for the connected supply chain?

Without the barcode , the supply chain fails. With Loftware, there is always the barcode. Without Loftware, the supply chain is disconnected. With Loftware, you enter the connected supply chain. Loftware brings together the members of a supply chain in a collaborative compliance program that ensures the right label gets printed for the right product, which arrives on time at the right place. No errors, no recalls, no mistakes.

> **Join Loftware's Alliance Partner Program and enter the connected supply chain.**

Loftware Technology Partner Program

Integrate Loftware's supply chain printing into your software solution.

The Loftware Alliance Partner Program provides structure, vision and strategy for implementing labeling solutions and integrating supply chain printing with your cloud and on-premise business applications.

We make labeling painless for you and your customers. We simplify label design, integration and automation. And we print to more than 5000 specialty printers.

- Labeling often delays your projects. Avoid project delays with Loftware.
- Labeling usually demands coding. Avoid customization with Loftware.
- Labeling increases your services costs. Avoid non-budgeted expenses with Loftware.

There are three core steps in our Alliances Program for Technology Partners and ISVs:

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

We have two guiding principles:

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

What does a Partnership with Loftware do for you?

- **Differentiate** yourself from your competitors by offering users the best and easiest barcode labeling solution.

- **Integrate** your business applications with the Loftware labeling solution seamlessly.

- **Streamline** printer connectivity.

- **Output** to thousands of specialty printer models directly from your applications.

- **Print** directly and securely via the Cloud.

- **Optimize** the process for barcode label design, label management and label printing.

- **Build** authentication, traceability and anti-counterfeit functionality into your solution.

- **Demonstrate** reduction of packaging waste, product loss and goods diversion.

- **Give** your users maximum ROI and great customer experience when it comes to labeling.

What are the features of the Loftware Alliance Partner Program?

Create a marketable joint solution:

Access to resources for the configuration of connectors and integration applications using APIs and other low-code tools.

Product discount:

Purchase Loftware Cloud at a pre-agreed discount for resale into eligible registered opportunities.

Training and Education:

Access the Loftware Academy for education and certification in your own time at your own speed.

Customer collaboration:

Collaborate to serve named end users together.

Referrals:

Refer customers to each other, following agreed guidelines.

Loftware Connect, Loftware's end-to-end labeling process:

Consult with customers as they issue compliance mandates across their supply chain, The head of the supply chain publishes the labeling standards in the Loftware system. All suppliers access the same system to print compliant labels.

LPS Migrations:

Implement migrations from LPS to Loftware Cloud.

Loftware Cloud Demo and Evaluation Account:

Access Loftware Cloud for demos, testing and development.

Convergence, the labeling industry conference:

Sponsor Convergence to network with supply chain decision makers. These supply chain executives represent leading Enterprise companies in Life Sciences, Food and Beverage, Chemical, Manufacturing, Consumer Packaged Goods and 3rd Party Logistics.

Professional Services:

Alliance Partners may purchase consultancy hours from the Loftware Professional Services Team to assist with implementation projects.

Marketing and Promotion:

Proactively use each other's trademarks, trade names and logos on websites, social media and marketing materials following each other's brand guidelines.

Product and Service Bundles:

Co-operate to bundle Loftware solutions with your services.

Statements of Work:

Co-draft Statements of work to define and govern Professional Services engagements.

No matter what the challenge – digital transformation, time to market, or brand authenticity – Loftware can help you make your mark. We understand how global supply chains work and know that each item you produce, and ship is an expression of your company's brand. We can help you improve accuracy, traceability, and compliance while improving the quality, speed, and efficiency of your labeling. Our end-to-end cloud-based labeling platform helps businesses of all sizes manage labeling across their operations and supply chain and our solutions are used to print over 51 billion labels every year. Loftware also fosters supply chain agility and supports evolving customer and regulatory requirements, helping companies save over $200 million in fines annually. And with over 500 industry experts and 1,000 global partners, Loftware maintains a global presence with offices in the US, UK, Germany, Slovenia, China, and Singapore making us a trusted partner for companies in automotive, chemicals, clinical trials, consumer products, electronics, food & beverage, manufacturing, medical device, pharmaceuticals, retail/apparel and more.

For more information, please visit www.loftware.com.

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