

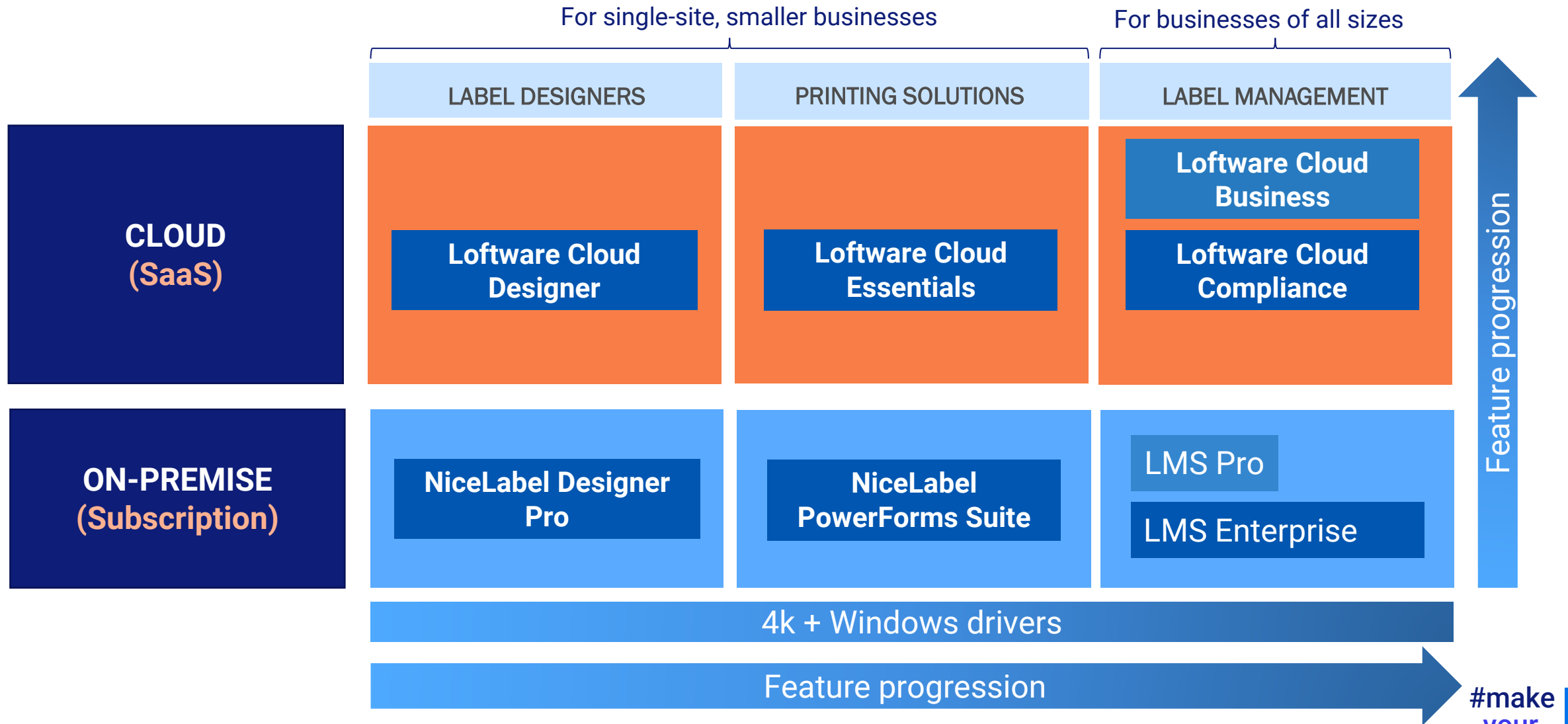
Software Product Line Overview

For Software and Software Channel Partner Internal Use Only - Do Not Share with End-Users



#make
your
mark

Software Product line



Software Product Line Overview

Software Cloud

12 years of Cloud Labeling Innovation



99,9%
Uptime



250
Partners
Selling



1.000
Active
Customers



20.000
Connected
Printers



120.000.000
Labels Printed
per Month



Eliminates HW, SW
and database
infrastructure costs



Removes the need
to install, monitor
and manage



Speeds
implementation,
rollout and scale



Simplifies
upgrades to
new versions



Ensures high
availability and
secure storage of all
label data



Aligns with
cloud corporate
initiatives



hackerone

Benefits of cloud-based solutions vs. on-premise software

On-premise	Cloud
— Implementation required	✓ Immediate availability
— Limited external collaboration	✓ Enhanced collaboration with 3rd parties
— Deployment expenses	✓ Zero infrastructure expenses
— Expenses associated with security measures	✓ Assured data control and top-tier security
— Unplanned expenses from software upgrades	✓ Automatic upgrades
— No cloud system integration	✓ Cloud-based systems compatibility
— Lack of centralized label storage	✓ Secure label storage

VS

Software Products & Feature Progression

Web Designer included in all
Software Cloud editions

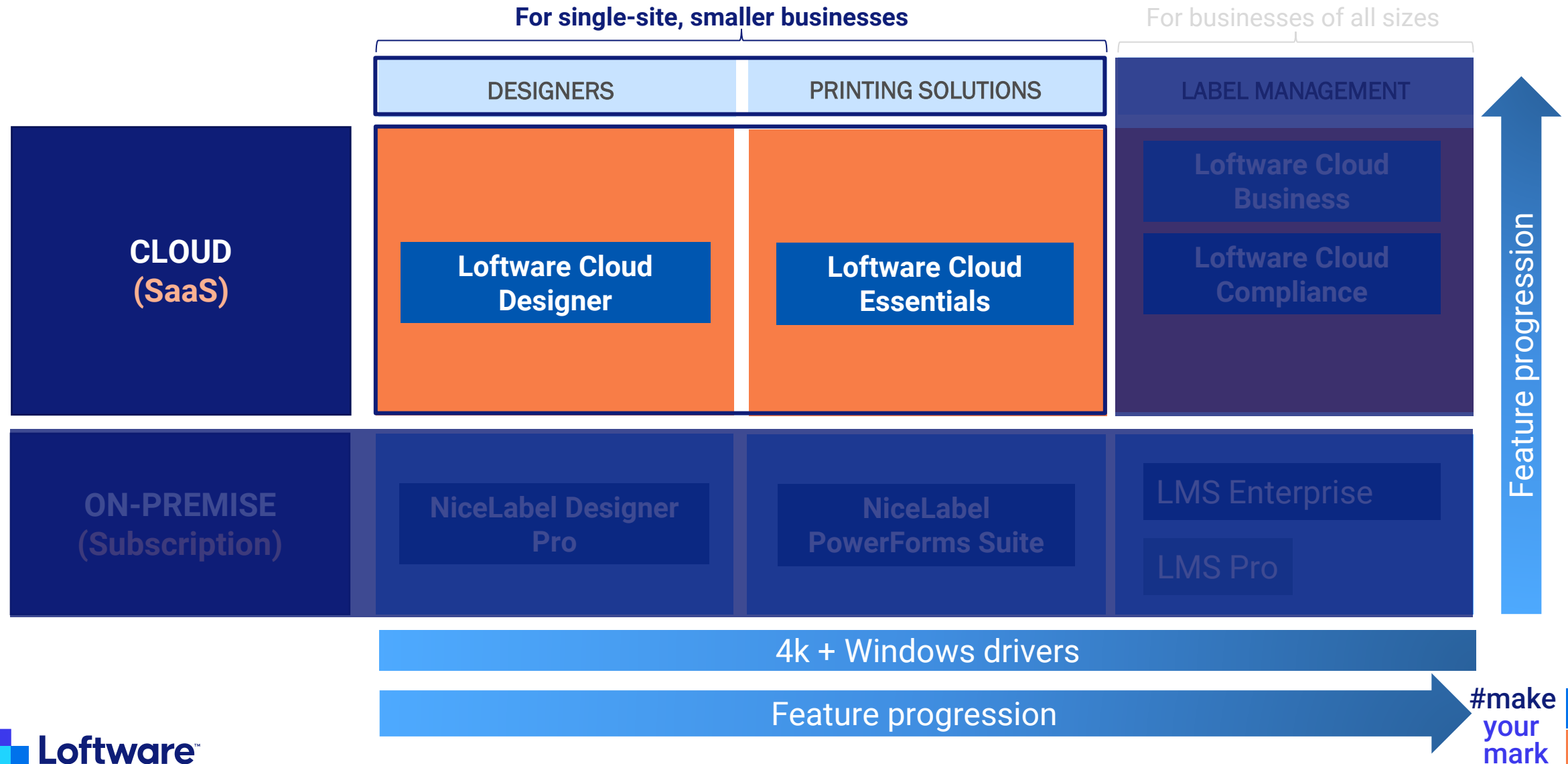
	Single-site, smaller businesses		Businesses of all sizes	
Product Features	Software Cloud Designer	Software Cloud Essentials	Software Cloud Business	Software Cloud Compliance
Label Designer (Web + Desktop)	✓	✓	✓	✓
Dedicated printing interface	✓	✓	✓	✓
Database support	✓	✓	✓	✓
Unlimited users	✓	✓	✓	✓
Easy collaboration with co-workers	✓	✓	✓	✓
Secure cloud storage	✓	✓	✓	✓
Printing from the browser	✓	✓	✓	✓
Document Management System		✓	✓	✓
Application Builder		✓	✓	✓
Integration System		Basic	✓	✓
Web Printing System		✓	✓	✓
Quality Management System (QMS)		1 Workflow	✓	✓ + Validation ready
SAP Integration Bundle			✓	✓
CTS, failover cluster			✓	✓
Out-of-the-box 3-tier environment (non-prod, QA, dev)			Prod + Non-prod	✓



Software Cloud

**For single-site,
smaller businesses**

Software Product line



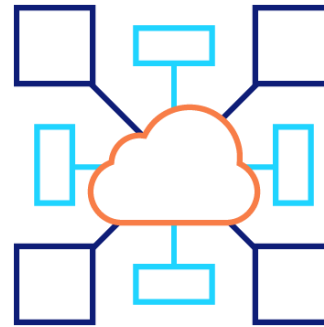
Software Cloud Designer

Cloud-based, easy-to-use solution to design, store, and print labels in minutes!



Design

- Easy-to-use web-based designer software
- Ready to use label templates
- Connection to your cloud data sources



Store

- Secure cloud-based storage
- Easy collaboration with your co-workers and service provider



Print

- Print accurate labels anywhere from any device

Instant Access

No license keys

Scalable

Always up-to-date

Collaboration friendly



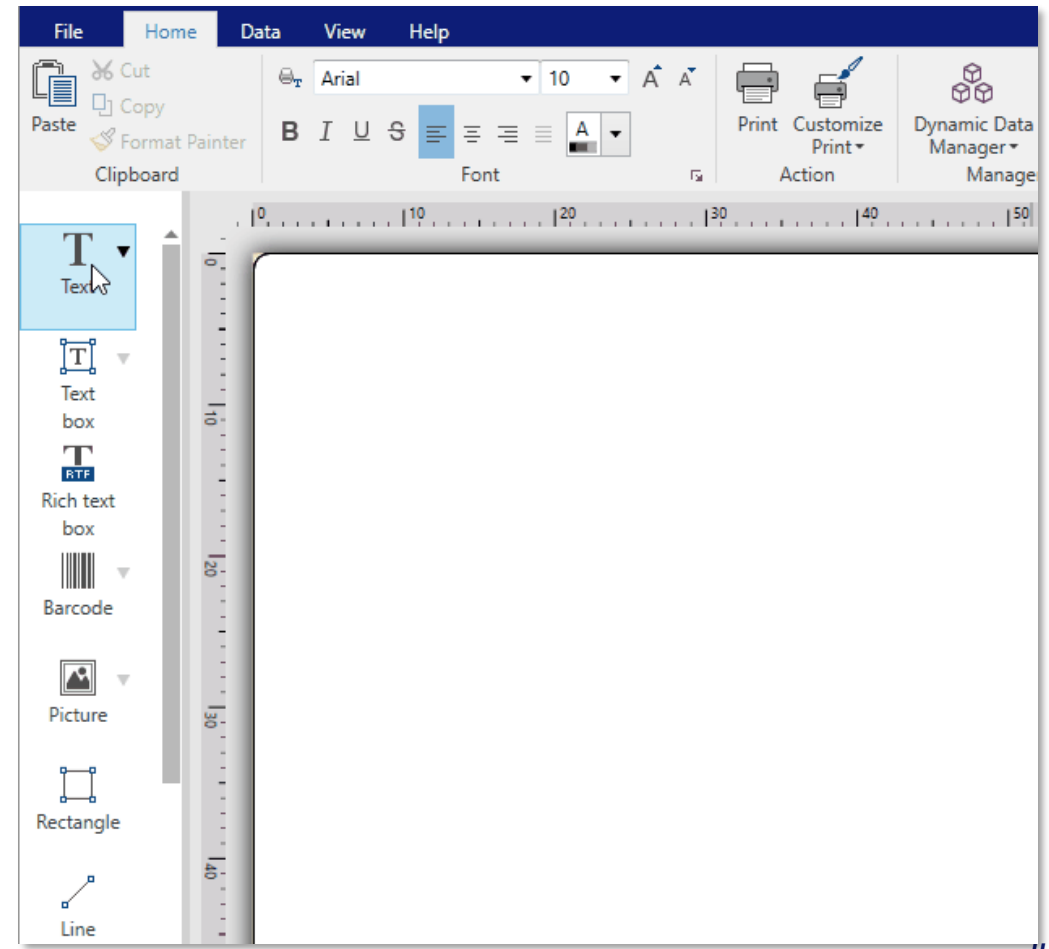
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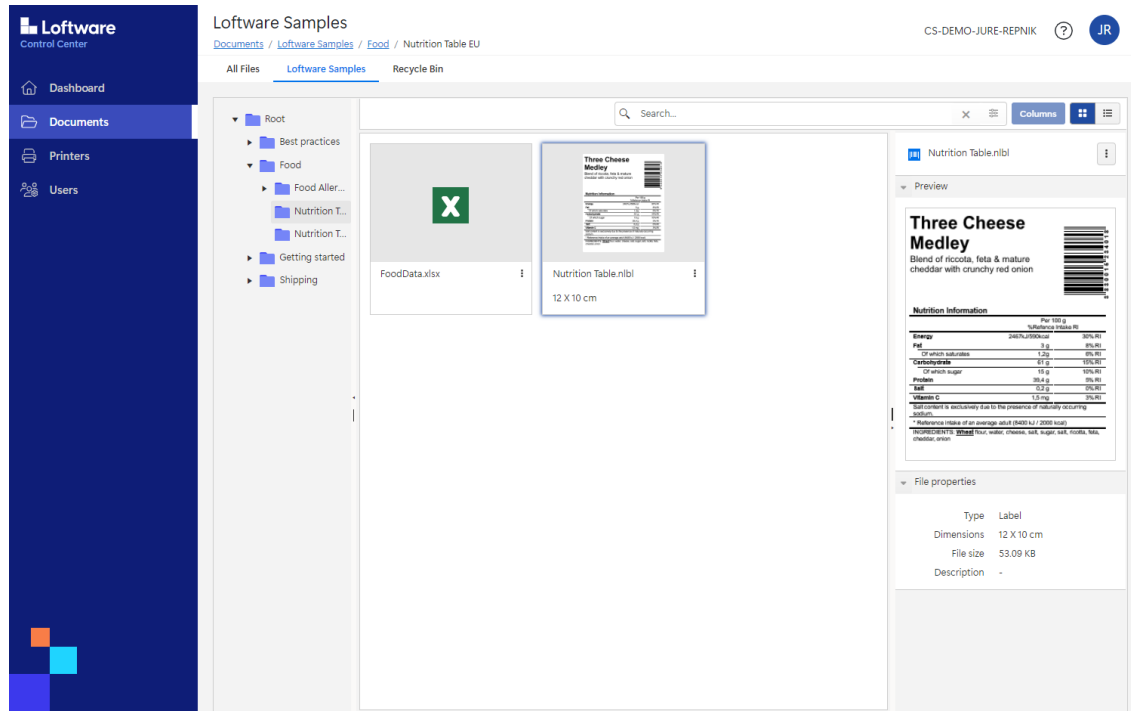
Label Design

Everything you need to design labels quickly

- Modern user interface, MS Word-like feel
 - Quickly design without IT help
- Web design capabilities
 - Label Designer opens in your web browser
 - Extensive features available in the desktop version
- Universal, portable label templates
 - Design once, print on any hardware
- Smart templates with dynamic data
 - Fewer templates to maintain
 - Improved consistency and agility
- Easily connect your labels with your data sources



Label Storage



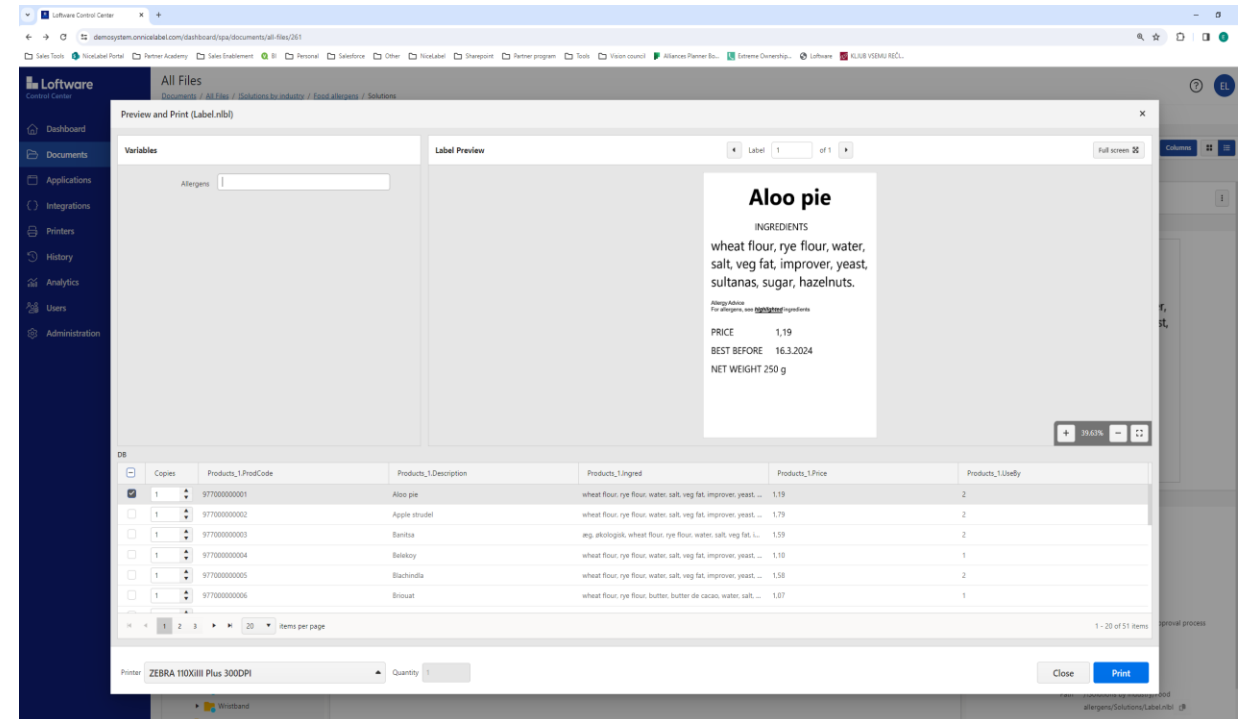
Never lose your labels again

- Get access to a wide range of predefined label templates, such as GS1
- Store your labels in a secure cloud-based storage
- Easily share your labels with your colleagues or your service provider

Label Printing

Print accurate labels quickly

- Everything you need to print in one form:
 - Locked templates prevent errors
 - Print preview enables you to check all information before printing
 - Responsive form layout allows for greater flexibility
- Print directly from the browser**



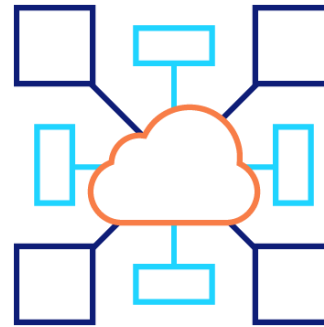
Software Cloud Essentials

Cloud-based, easy-to-use solution to enhance print productivity.



Design

- Easy-to-use designer software
- Easy-to-use application builder
- Ready to use label templates
- Connection to your cloud data sources



Store & Manage

- Secure cloud-based storage
- 1 default workflow
- Easy collaboration with your co-workers and service provider



Print

- Print accurate labels anywhere from any device
- Increase print productivity with custom print applications and basic integration

Instant Access

No license keys

Scalable

Always up-to-date

Collaboration friendly

#make
your
mark



Create dedicated print applications: Configure. Don't code.

Rapidly configure printing forms & data management applications

- Guide on-demand printing
- Customize without coding
- Simplify the print process for print operators
- Streamline complex printing processes
- Build efficient data management applications
- No need for Visual Studio
- No need for SDKs or APIs

The screenshot displays the 'GHS - Software Designer - Designer PowerForms' application. The main window shows a configuration interface for a chemical label. A table lists chemical data:

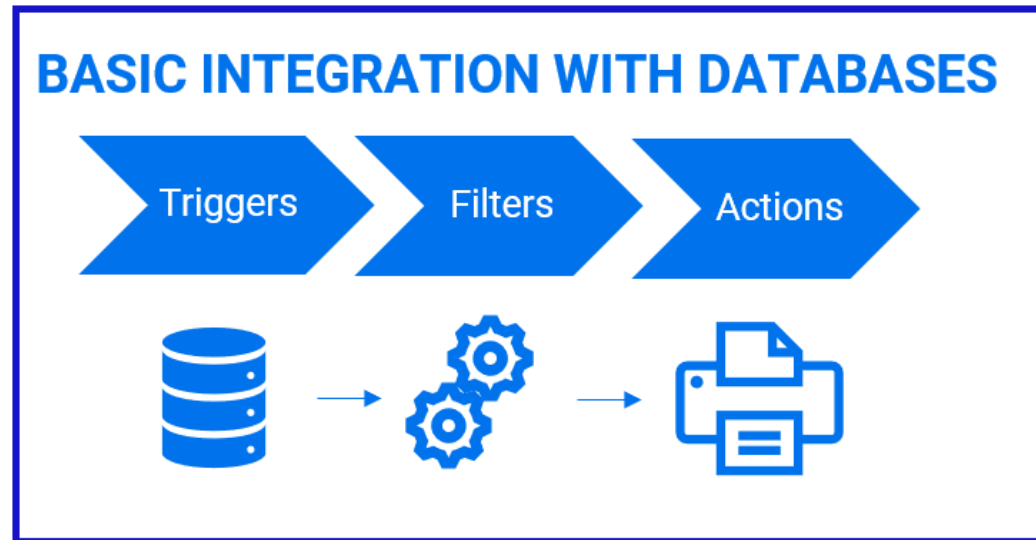
ID	cas	Name	IndexNo
10	7440-28-0	Thallium	081-001
31	89-83-8	Thymol	604-032
731	7439-97-6	Mercury	080-001
754	625-45-6	Methoxyacetic a...	607-312
3736	513-79-1	Cobalt carbonate	027-010

Below the table, the 'Complete chemical name:' field is set to 'Thallium'. The 'First language:' is 'ENGLISH' and the 'Second language:' is 'GERMAN'. The 'Expiration Date:' is '20.10.2021', 'LOT Number:' is '112442', and 'Fill Weight:' is '10'. The 'Label:' size is '210x100mm', 'Printer:' is 'Microsoft XPS Document Writer', and 'Print quantity:' is '1'. A 'Settings' button is visible next to the printer dropdown.

The preview window on the right shows the final label design for 'Thallium'. It includes hazard symbols (GHS07, GHS09, GHS05), the text 'DANGER', and safety information in both English and German. The label also features a barcode for the CAS number 7440-28-0 and the lot number 112442.

Integration - (Automation Easy)

Reduce risk of labeling errors and improve print productivity with label printing integrated with your existing database



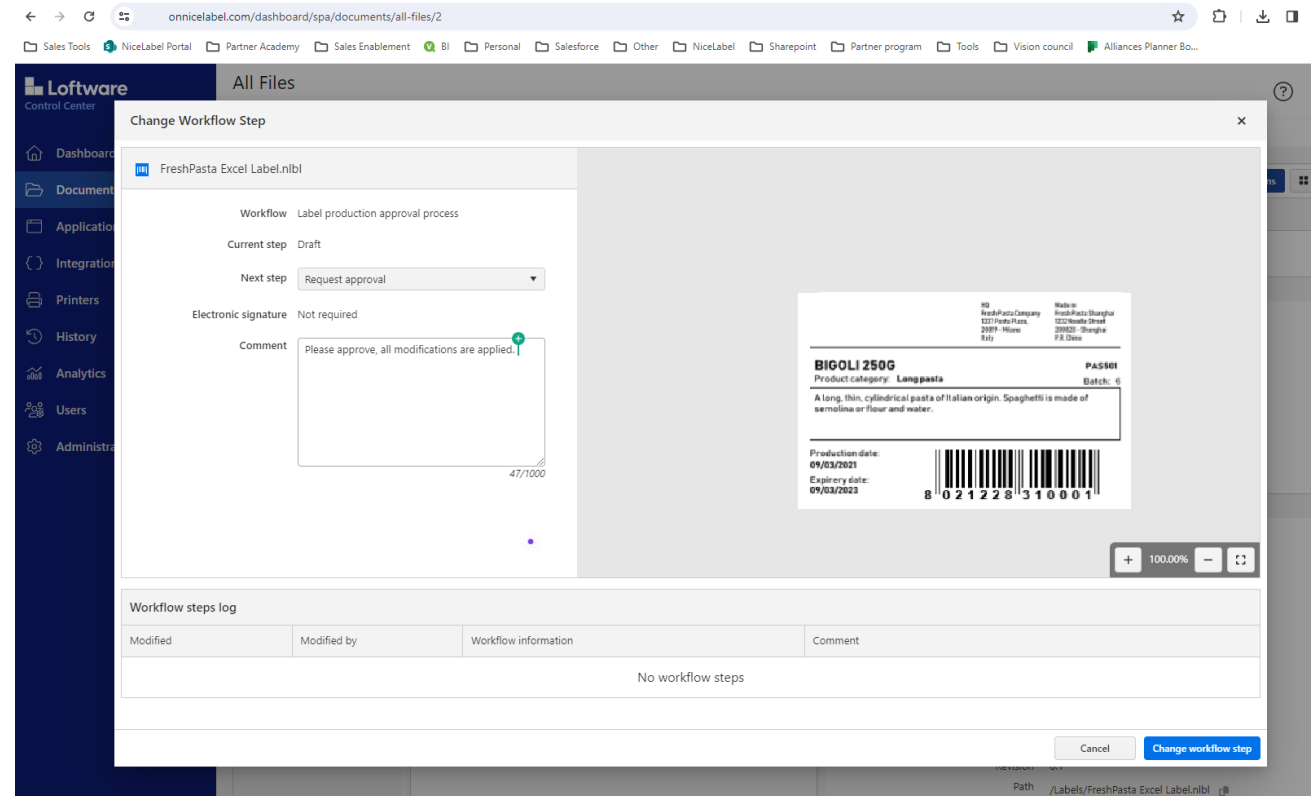
Streamline the printing processes, eliminate errors, and increase print productivity

- Integrate with hardware devices, 3rd party databases, Excel, and Access (online)
- Simple one-way data integration with on-premise business systems
- No coding required
- Works with all printers
- Unmatched performance and reliability

Simple Quality Management

Digitize your label review and approval process with a simple approval workflow

- Prevent unauthorized changes using role-based access.
- Compare, approve, and reject label changes right in the system.



Software Products & Feature Progression

For single-site, smaller businesses

	Software Cloud for single-site, smaller businesses	
Product Features	Software Cloud Designer	Software Cloud Essentials
Label Designer (Web)	✓	✓
Dedicated printing interface	✓	✓
Database support	✓	✓
Unlimited users	✓	✓
Secure cloud storage	✓	✓
Easy collaboration with co-workers	✓	✓
Printing from the browser	✓	✓
Automatic upgrades	✓	✓
Application Builder		✓
Integration System (Automation Easy)		✓
Web Printing System		✓
Quality Management System (QMS)		1 Workflow

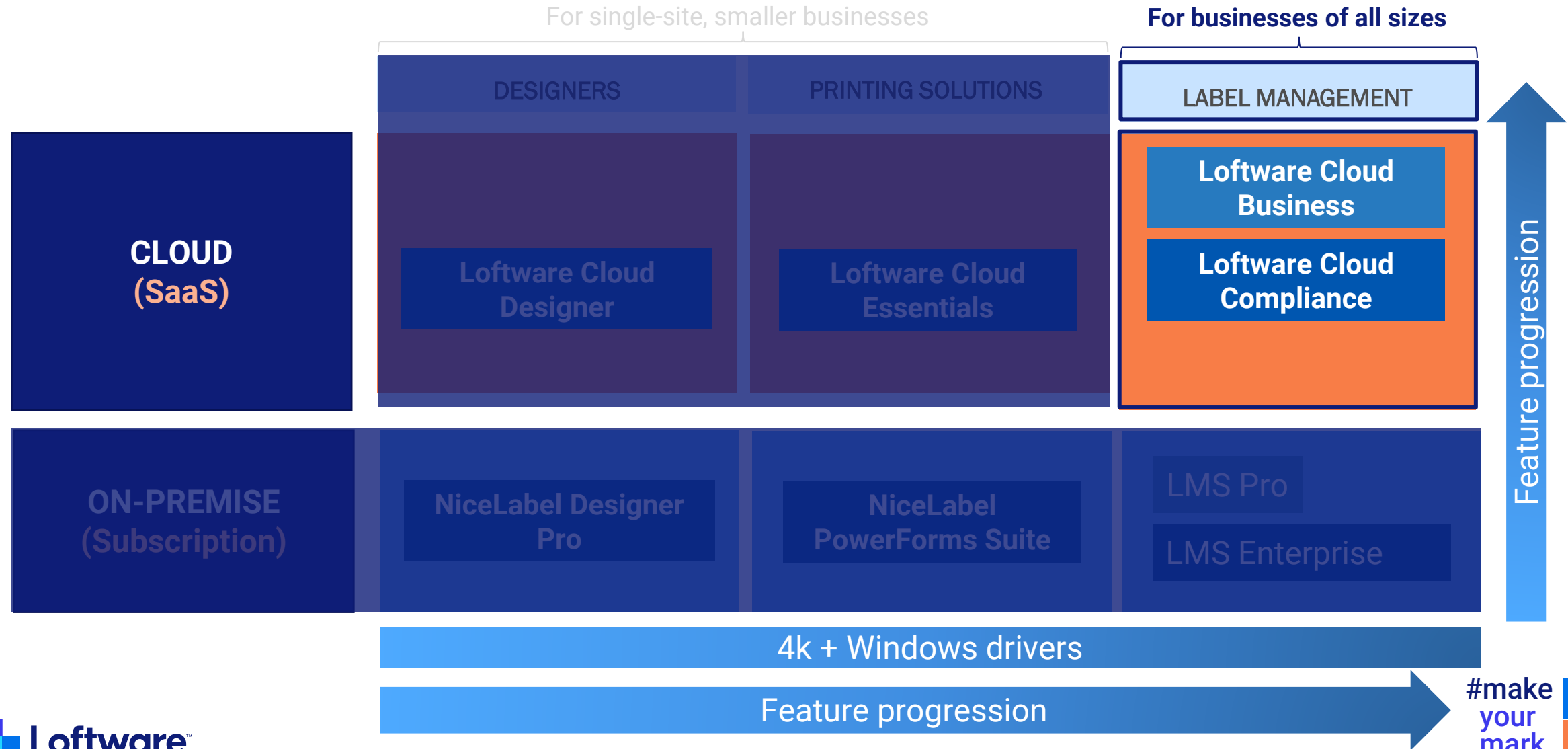


Software Cloud

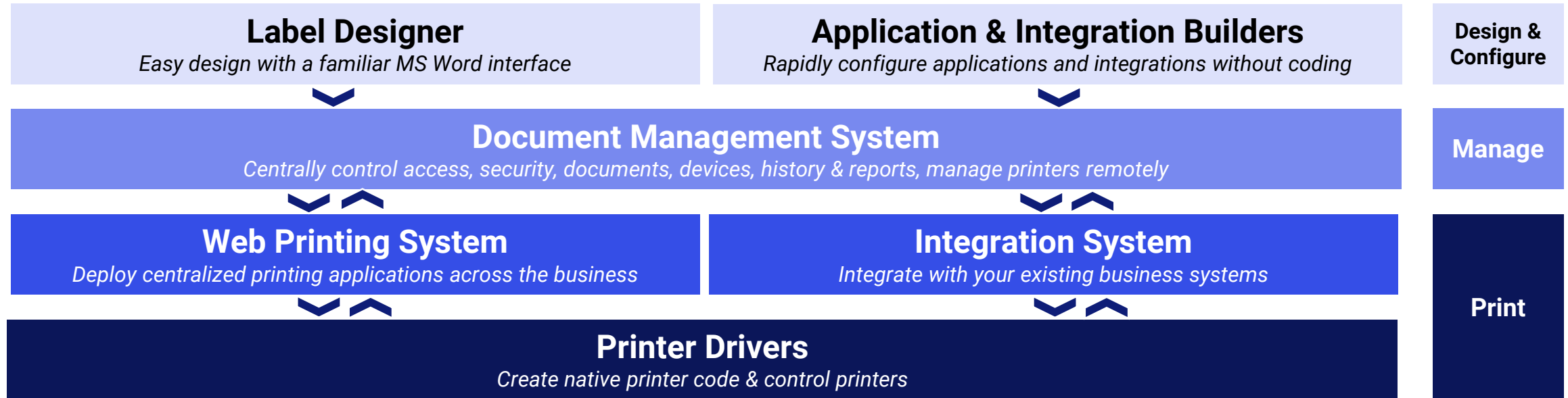
For businesses of all sizes



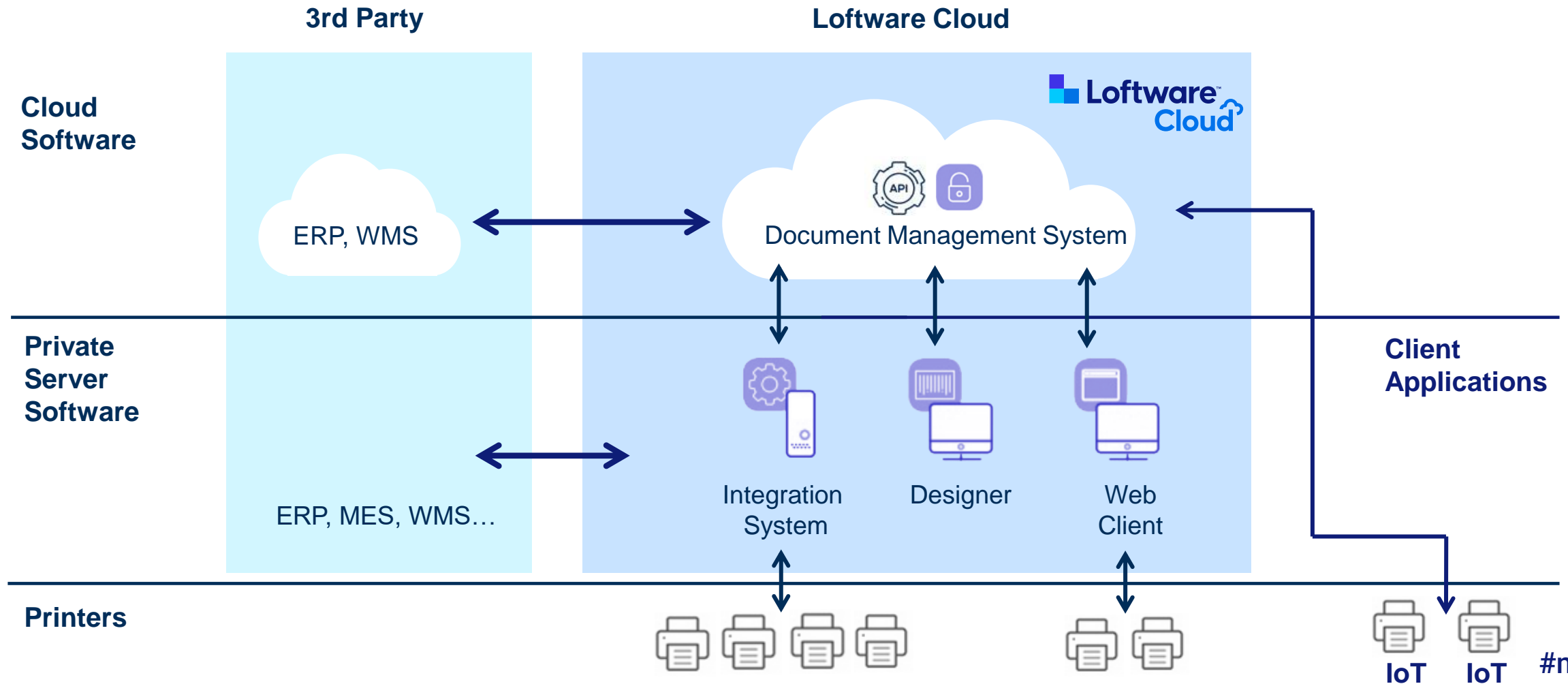
Software Product line



What is the Software Labeling Platform?



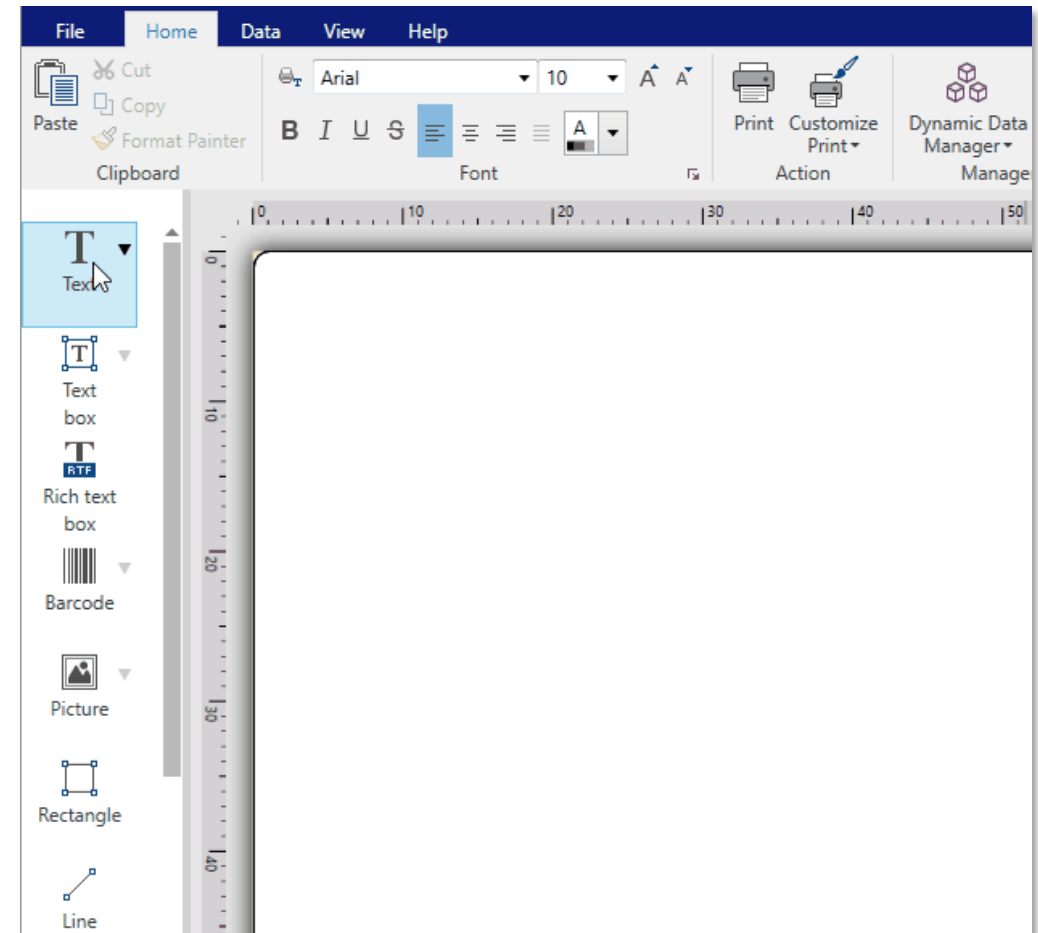
Software Cloud architecture overview



Label design

Everything you need to design labels quickly

- **Web design capabilities**
 - Design label templates in your web browser
 - Extensive features available in the desktop version
- **Modern user interface, MS Word-like feel**
 - Quickly design without IT help
- **Universal, portable label templates**
 - Design once, print on any hardware
- **Smart templates with dynamic data**
 - Fewer templates to maintain,
 - Improved consistency and agility
- **Easily connect your labels with your data sources**

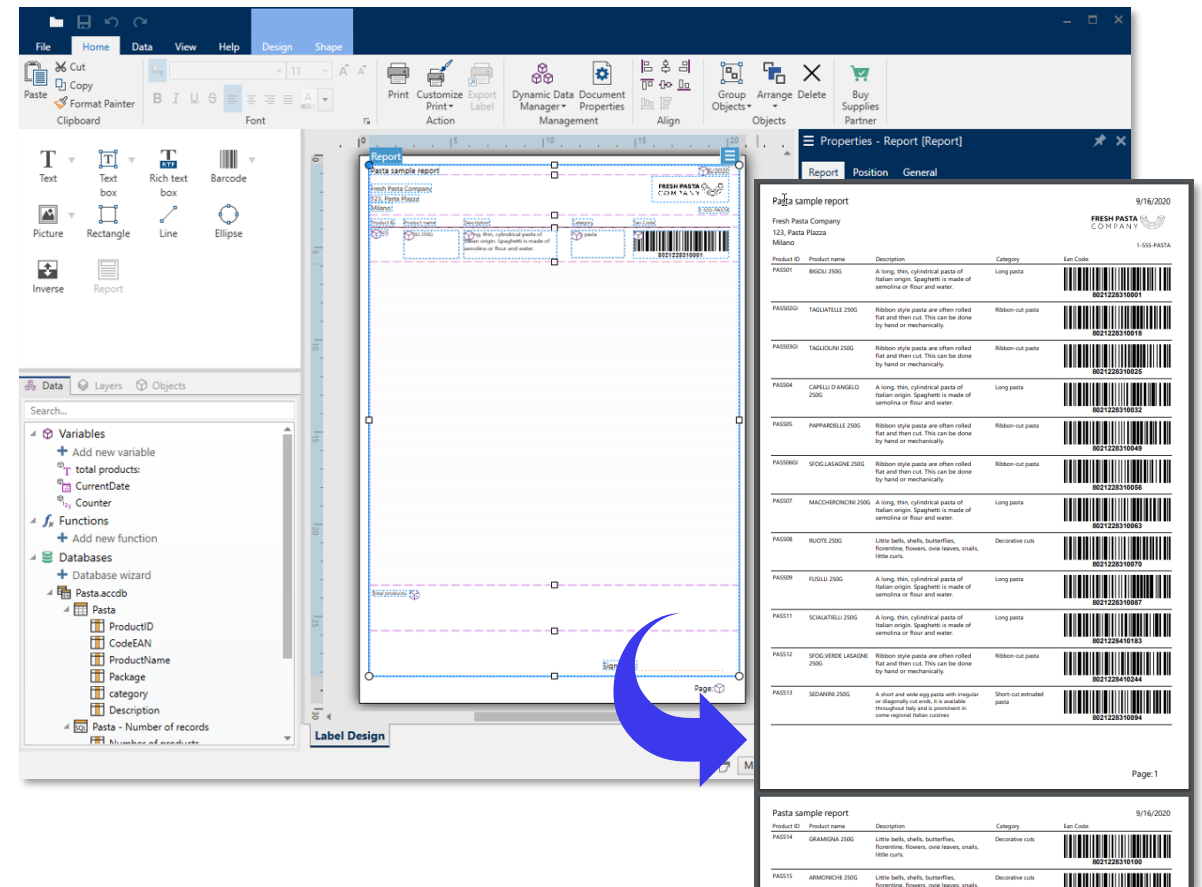


Design and print supply chain documents

One platform for printing labels and documents in the warehouse

Design and print multi-page documents:

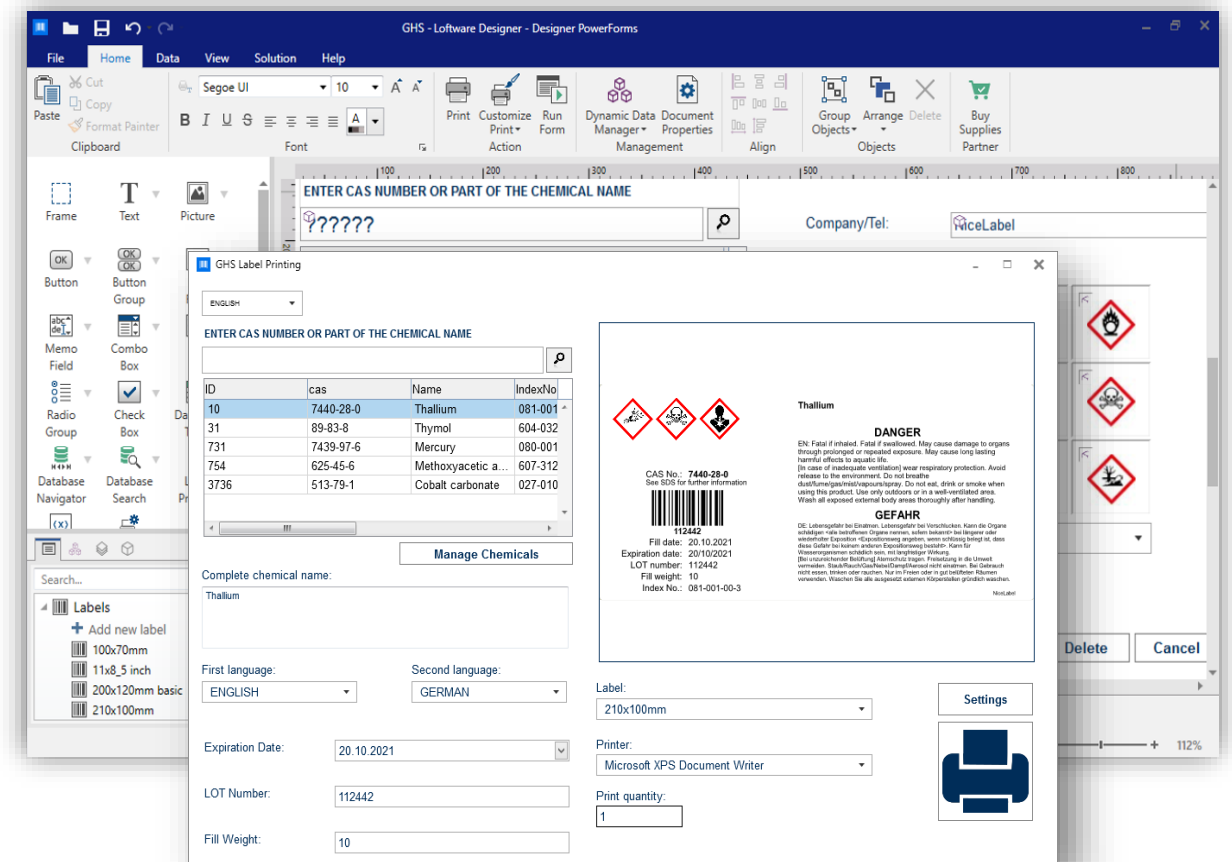
- Delivery notes
- Pick lists
- Packing slips
- Invoices



Create dedicated print applications: Configure. Don't code.

Rapidly configure printing forms & data management applications

- Guide on-demand printing
- Customize without coding
- Simplify the print process for print operators
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Document Management System (DMS)

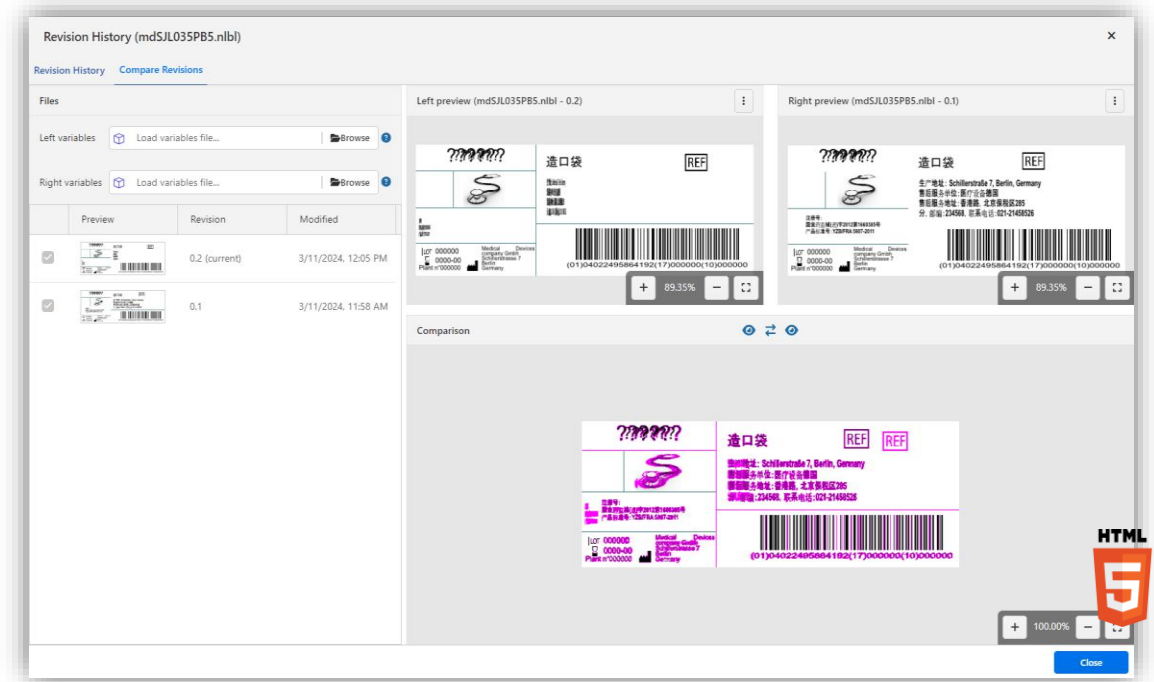
Centralized Document Storage

Improve control and visibility

- Role-based access
- Indexing and search
- Version control
- Label reports & digital catalog
- Print history & analytics
- Label promotion and synchronization
- Print queue management

Enable label consolidation and efficient collaboration

- Label comparison
- Approval workflows



Web Printing System

The screenshot shows a web browser window with the URL `eft10.onnicelabel.com/print/`. The interface is titled 'Software Web Printing' and features a 'Print' button. Below the button, there are settings for the printer (HP Color LaserJet M552), speed, and darkness. A 'Print to file' checkbox and a 'Printer Settings' button are also present. The 'Quantity' section allows selecting the number of labels (1), pages, or all labels (unlimited). A 'Variables' table is shown with columns for 'Prompt' and 'Value'. The table contains the following data:

Prompt	Value
Product_name	P...
SSCC (Serial Shipping Container Code)	0...
Count of Trade Items	0...
Best Before Date	2...
Batch or Lot number	2...
GTIN AI02	0...

On the right, a preview of a label is shown with the following information:

- PRODUCT
- SSCC: 03831234560000018
| CURRENT | 038312345600087 | COUNT | 0001 |
| BATCH/LOT | 223344 | BEST BEFORE | 20.05.16 |
- Three barcodes with their respective values: (02)038312345600087(37)0001, (15)160520(16)223344, and (06)03831234560000018.

Centralize management and deployment for on-demand printing

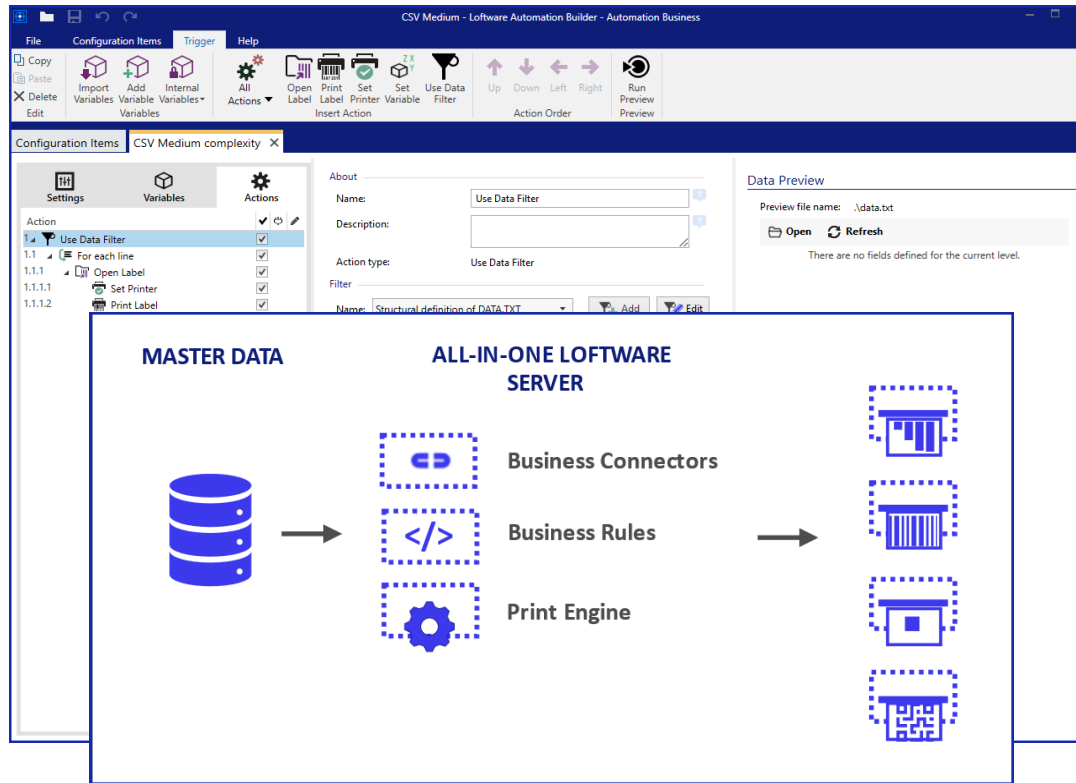
Deploy on-demand printing forms via web browser

Deploy consistent labeling instantly

- Extend to remote locations
- Extend to business partners:
 - Contract manufacturers
 - Suppliers
 - 3PL

Without installing label design or print-only software on operator workstations!

Integration System



Rapidly integrate labelling with existing business systems

- Print from existing business systems (cloud-based & on-premise)
- SAP integration bundle, Microsoft Dynamics 365 connector for SCM and Workday connector
- Universal Connectors and data mapping provide integration without coding for any other business system
- Print from iOS or Android devices



Software Products & Feature Progression

For businesses of all sizes

	Software Cloud for businesses of all sizes	
Product Features	Cloud Business	Cloud Compliance
Label Designer (Web + Desktop)	✓	✓
Database support	✓	✓
Unlimited users	✓	✓
Application Builder	✓	✓
Integration System (Automation Pro or Enterprise)	✓	✓
Web Printing System	✓	✓
Document Management System (DMS)	✓	✓
Quality Management System (QMS)	✓	✓
SAP Integration Bundle	✓	✓
CTS, failover cluster	✓	✓
Out-of-the-box 3-tier environment (Non-prod, QA, dev)	Prod + Non-prod	✓
Printing from the browser	✓	✓
Automatic upgrades	✓	Once a year
Print history	1 year	12 years
Validation-ready		✓

**Customers in regulated businesses should always be offered Software Cloud Compliance.*



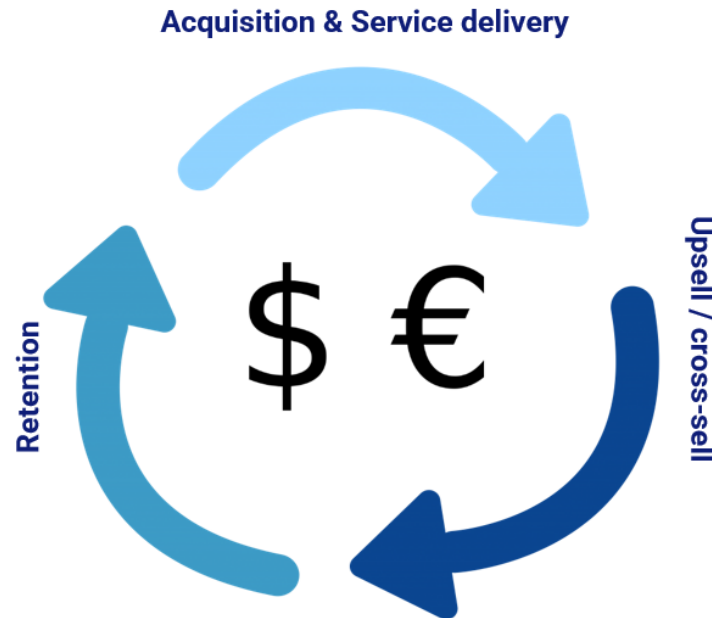
Software Cloud

Why offer Software Cloud?

Which customers benefit from cloud-based labeling solutions?

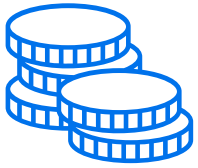
A cloud business model means you can

- Serve customers remotely at a reduced cost
- Scale implementations more effectively by easily setting up multiple users in multiple locations
- Refresh old hardware with cloud-connected printers



- Earn recurring revenue – even from your Designer customers!
- Provide better customer experience
- Monitor your customers' supplies usage and manage replenishments
- Design and print collaboratively
- Offer revenue-generating services

What benefits does Software Cloud bring to your business?



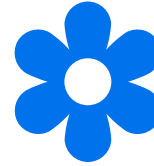
Recurring Revenue

Predictable and growing



Differentiate and offer value-added services

Share your label samples



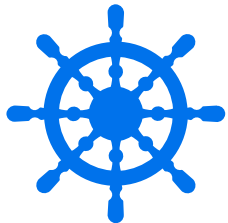
Seed the market

for higher editions of
Software Cloud



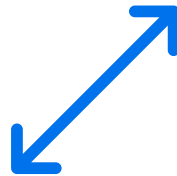
Automatic upgrades

included in all
Software Cloud editions

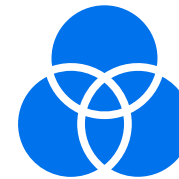


Total control

Full visibility + streamlined
subscriptions renewals in SMP



Expand your offering
and reach more customers with
Software Cloud Designer &
Essentials



Seize the opportunity

Modernize your customers'
legacy labeling systems



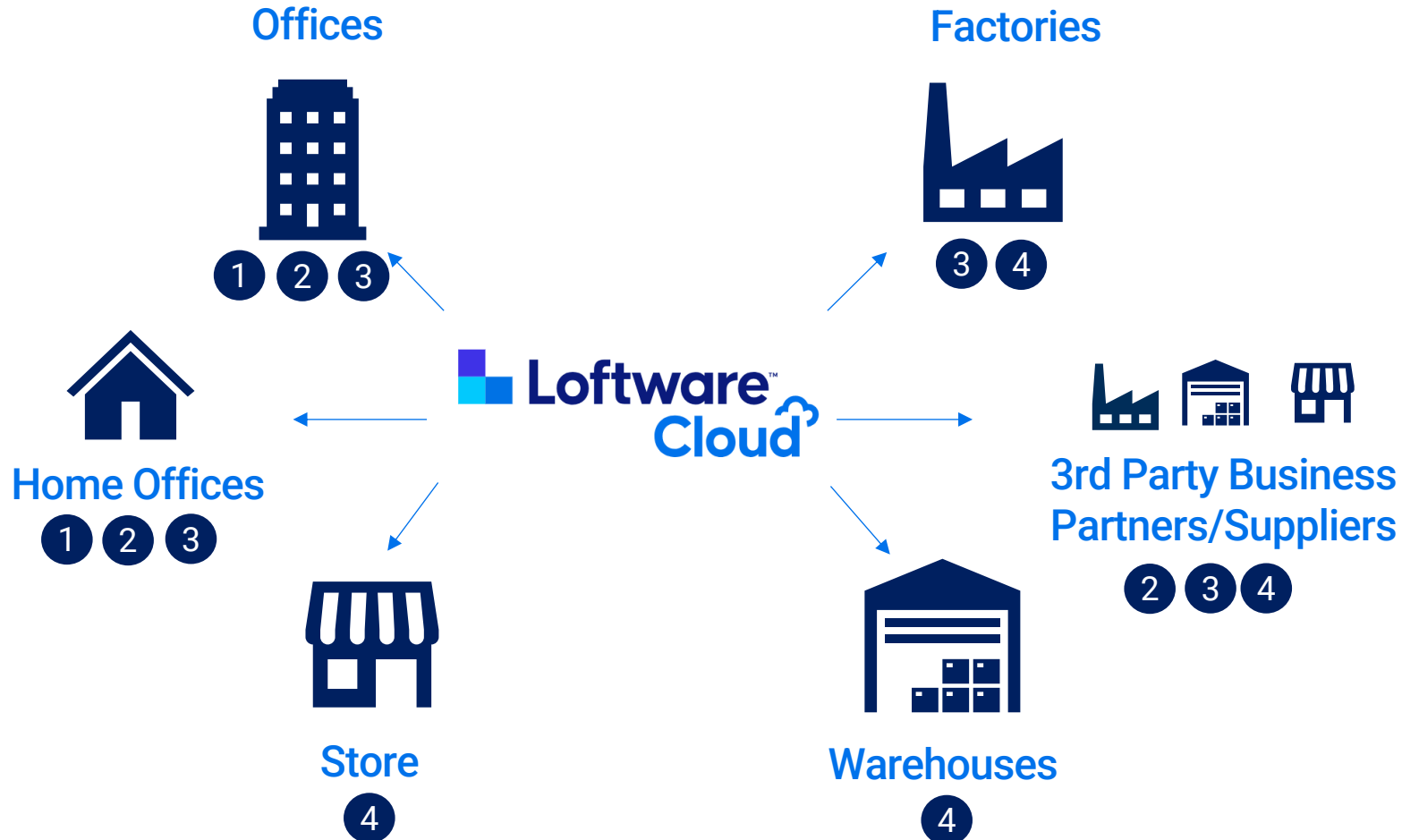
Improved Customer Experience

Faster purchasing & delivery -
order via SMP today!

Who is it for?



- More than > 1 user on
- More than > 1 location



- 1 Administrators
- 2 Label Designers
- 3 Approvers (QA)
- 4 Print operators

Subscription management portal (SMP)

- Transactional portal for Software partners to manage Software Cloud Subscriptions

Instant, digital purchase of new subscriptions

Full inventory of managed subscriptions

Streamlined renewal process

Starts with Software Cloud products and expands to other subscriptions later in the year

Software Subscription management

Search

< Back to subscriptions

Create new subscription (2/5)

Customer information Product Configuration Access Payment

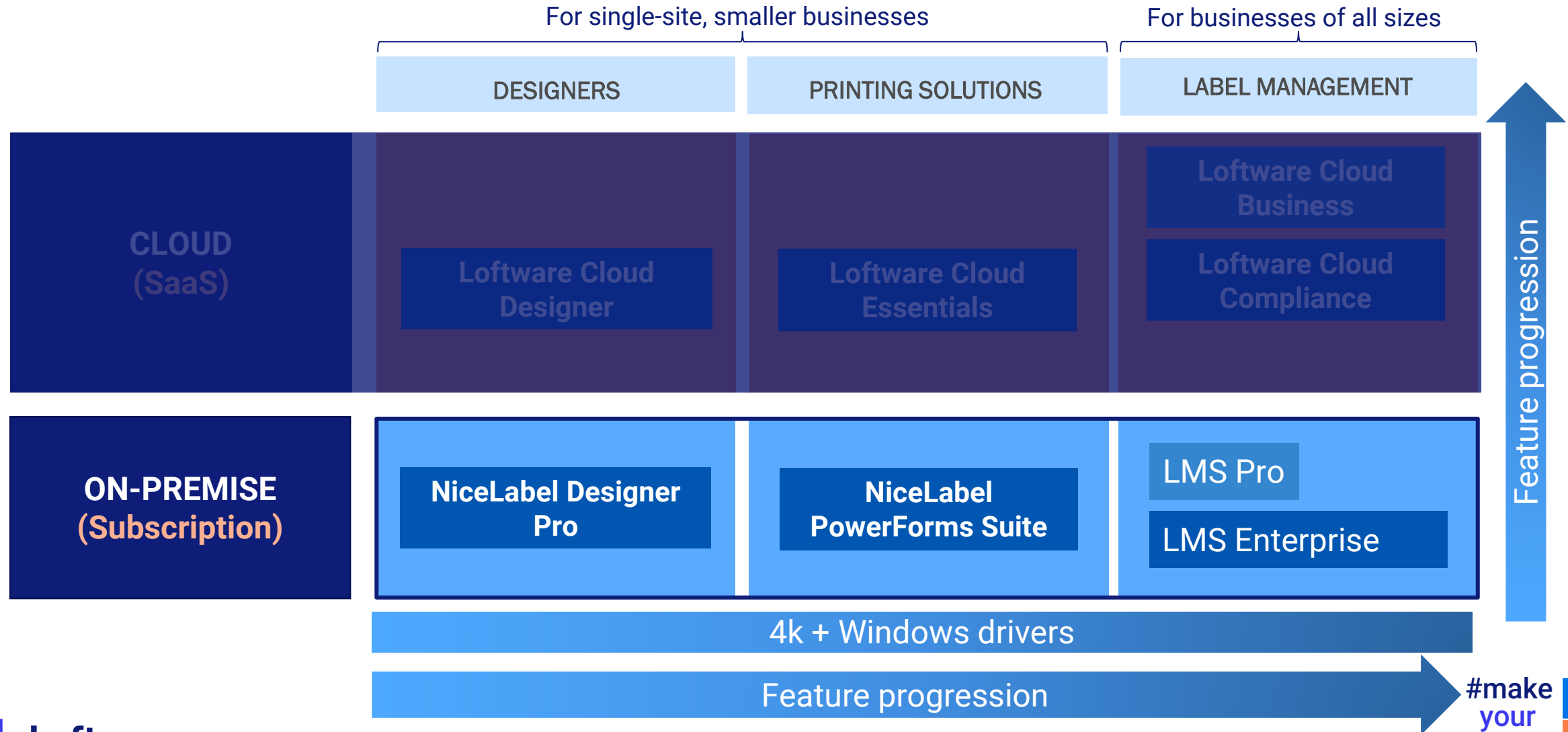
Select product edition

Software Cloud NiceLabel On-premise

CONFIGURABLE OPTIONS	Software Cloud Designer	Software Cloud Essentials	Software Cloud Business
Printer seats	✓ 1 printer included Available add-on 1 - 10	✓ 2 printers included Available add-on 2 - 20	✓ 3 printers included Available add-on 3 - 50 (FOR 50+ CONTACT US)
Support level	✓ Basic included	✓ Basic included Available add-on	✓ Standard included Available add-on
Cloud Database	✗ Not available	Available add-on	✓ 5 GB Storage included
Print history retention	✗ Not available	✓ Standard included Available add-on	✓ Standard+ included Available add-on
Cloud printing integration	✗ Not available	✗ Not available	Available as add-on
Non-production environment	✗ Not available	✗ Not available	Available as add-on
SAP integration bundle	✗ Not available	✗ Not available	Available as add-on
Oracle integration bundle	✗ Not available	✗ Not available	Available as add-on
Software Academy	✗ Not available	Available as add-on	Available as add-on
	From 350 € / year	From 744 € / year	From 2700 € / year

Software NiceLabel
NiceLabel 10.5.
On-premise subscriptions

Software NiceLabel on-premise Product line



Loftware NiceLabel Products & Feature Progression

	For single-site, smaller businesses		For businesses of all sizes	
Product Features	Designer Pro	PowerForms Suite	LMS Pro	LMS Enterprise
Label Designer	✓	✓	✓	✓
Dedicated printing interface	✓	✓	✓	✓
Database support	✓	✓	✓	✓
Unlimited users	✓	✓	✓	✓
Application Builder		✓	✓	✓
Integration System (Automation Pro or Enterprise)		Easy	Pro	Enterprise
Web Printing System		✓	✓	✓
Document Management System (DMS)			✓	✓
Quality Management System (QMS)				✓
SAP Integration Bundle				Add-on
CTS, failover cluster				✓
Non production environment				✓
Validation-ready				✓

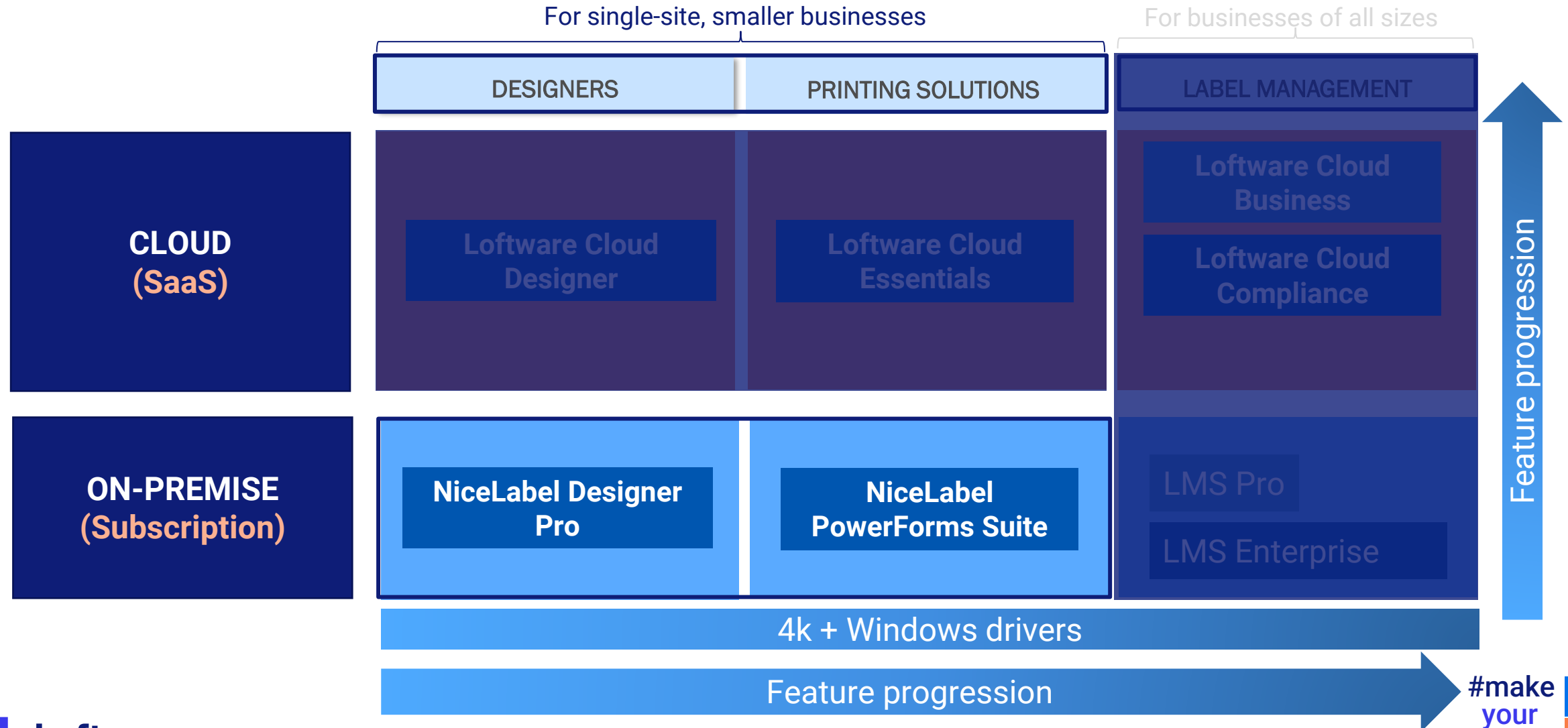


Software NiceLabel

For single-site, smaller businesses

(Designers and printing solutions)

Software NiceLabel on-premise product line



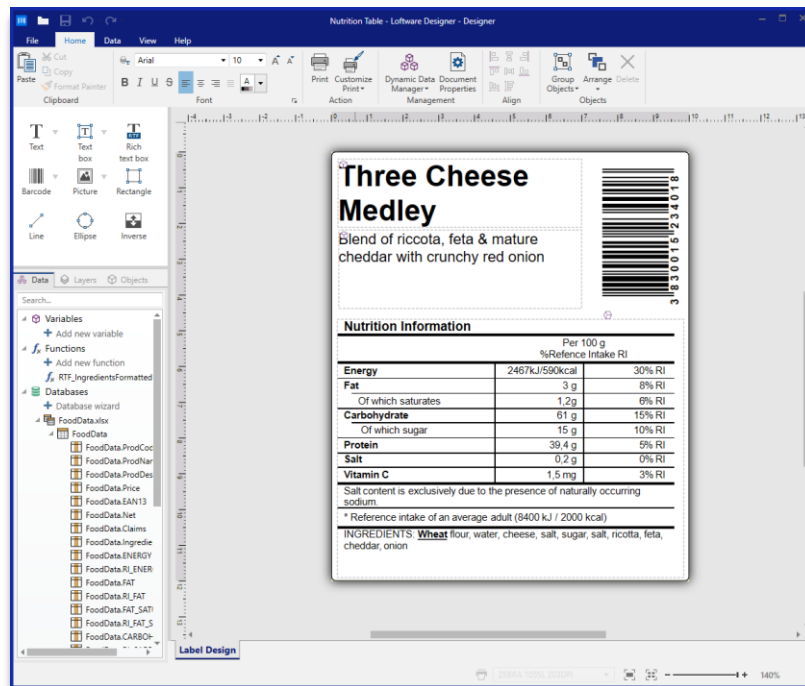
Loftware NiceLabel products & feature progression

For single-site, smaller businesses

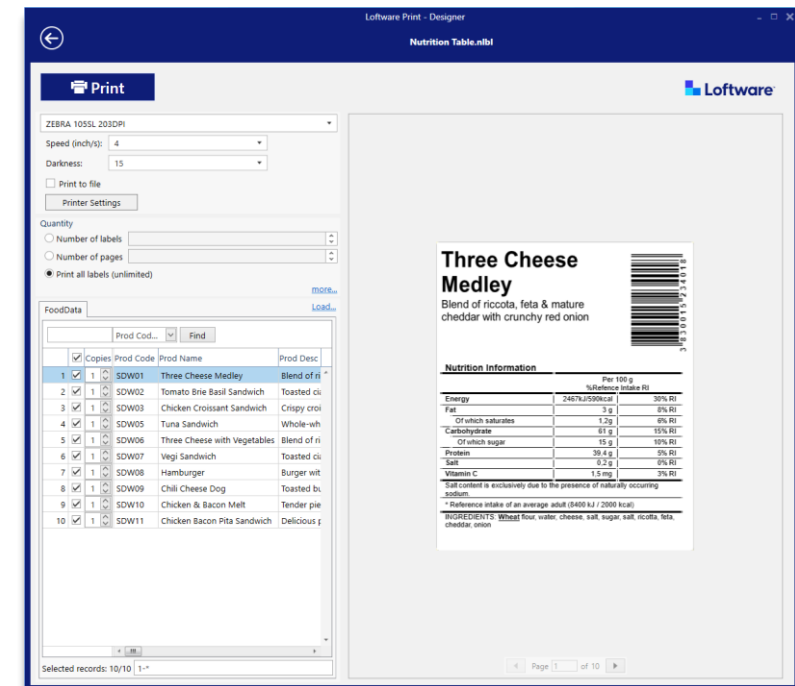
	For single-site, smaller businesses	
Product Features	Designer Pro	PowerForms Suite
Label Designer	✓	✓
Dedicated printing interface	✓	✓
Database support	✓	✓
Unlimited users	✓	✓
Application Builder		✓
Integration System (Automation Easy)		✓
Central storage		
Easy collaboration with co-workers		
Printing from the browser		
Automatic upgrades		
Web Printing System		
Document Management System (QMS)		

Quickly design and print barcode labels without IT help

Software Designer helps you quickly design labels and create an efficient printing process. Produce professional labels without investments in training and coding.

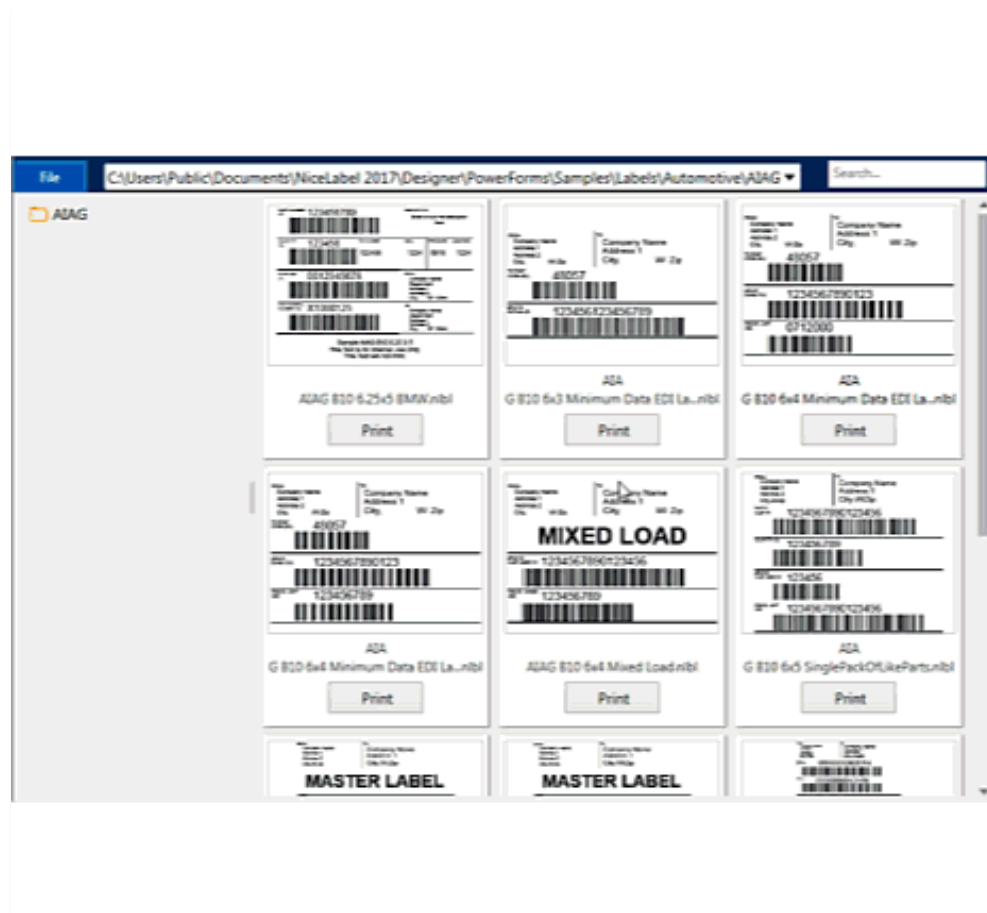


Design interface



Operator printing interface

Label Printing



Print accurate labels quickly

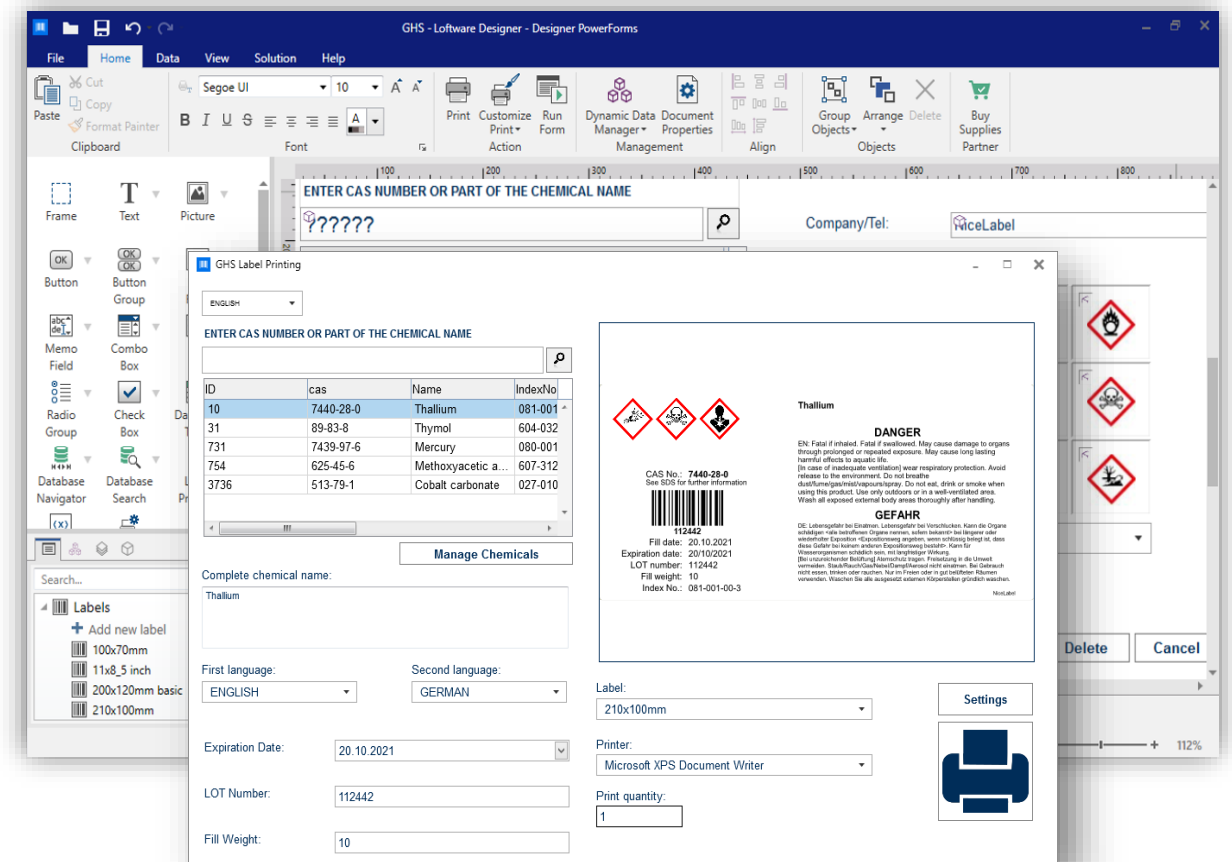
Everything you need to print in one form:

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- Responsive form layout allows for greater flexibility

Create dedicated print applications: Configure. Don't code.

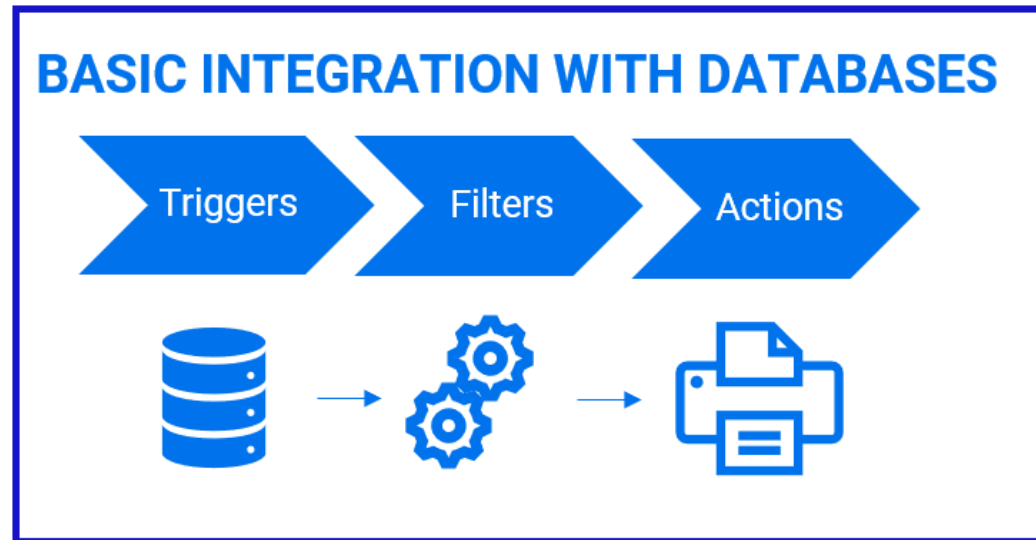
Rapidly configure printing forms & data management applications

- Guide on-demand printing
- Customize without coding
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- No need for Visual Studio
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Integration - (Automation Easy)

Reduce risk of labeling errors and improve print productivity with label printing integrated with your existing database



Streamline the printing processes, eliminate errors, and increase print productivity

- Integrate with hardware devices, 3rd party databases, Excel, and Access (online)
- Simple one-way data integration with on-premise business systems
- No coding required
- Works with all printers
- Unmatched performance and reliability

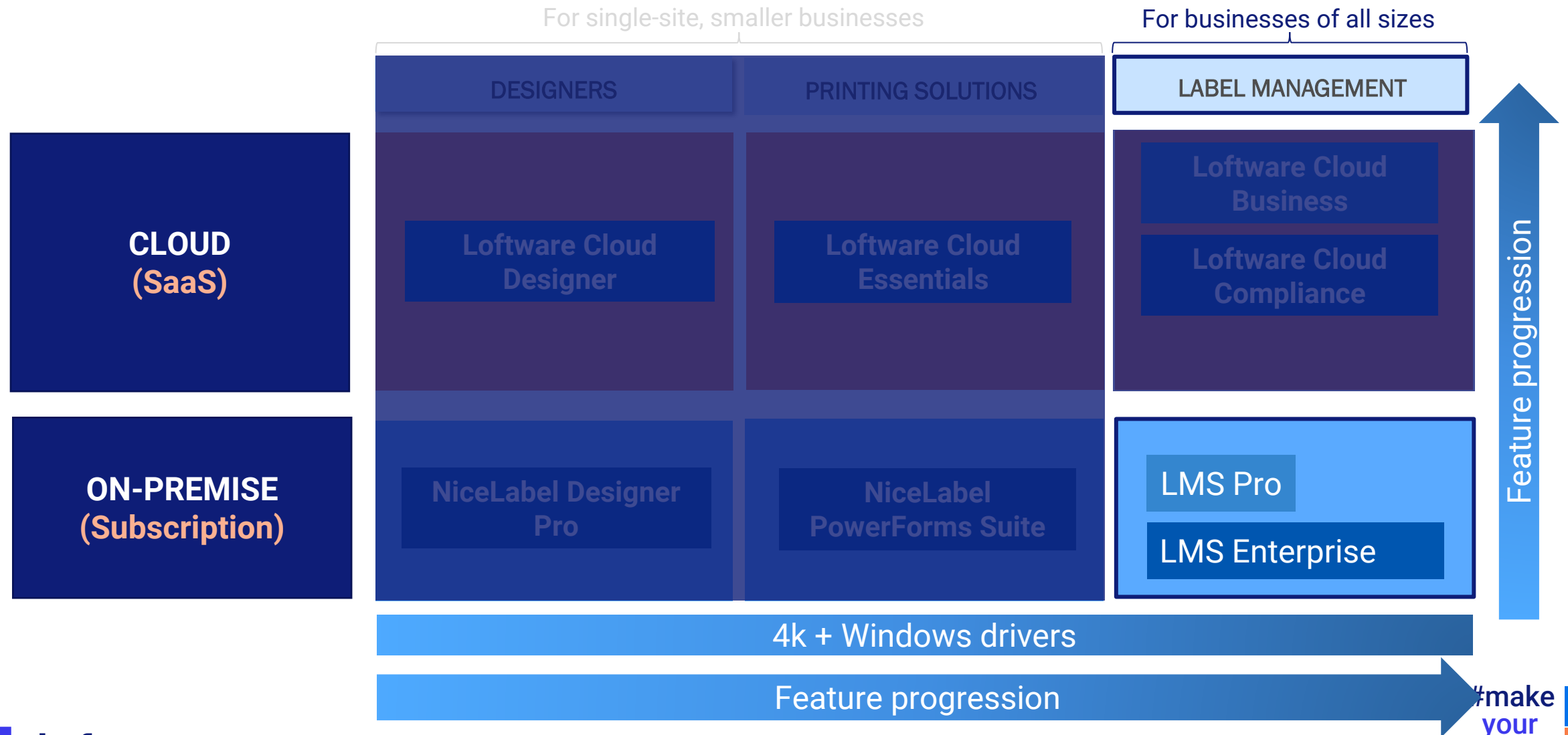


Software NiceLabel

For businesses of all sizes

(Label Management System)

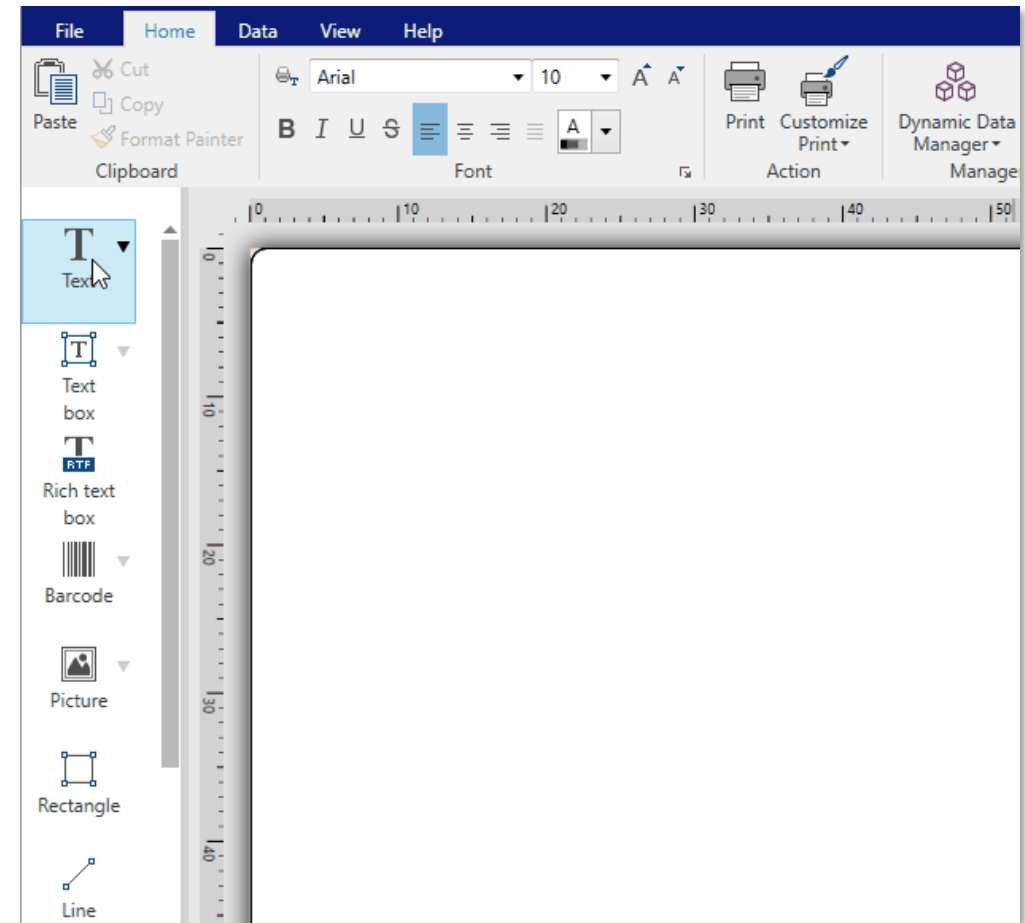
Software Product line



Label design

Everything you need to design labels quickly

- Modern user interface, MS Word-like feel
 - Quickly design without IT help
- Universal, portable label templates
 - Design once, print on any hardware
- Smart templates with dynamic data
 - Fewer templates to maintain,
 - Improved consistency and agility

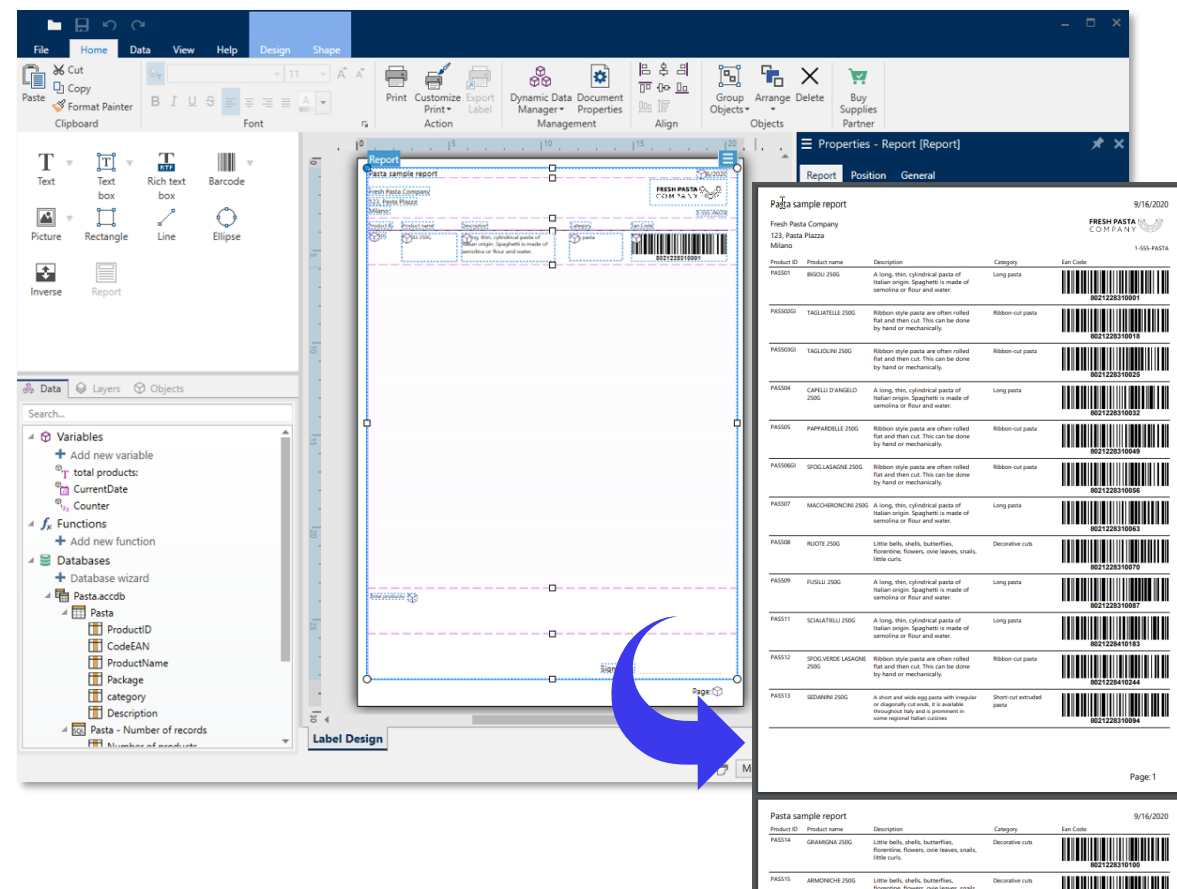


Design and print supply chain documents

One platform for printing labels and documents in the warehouse

Design and print multi-page documents:

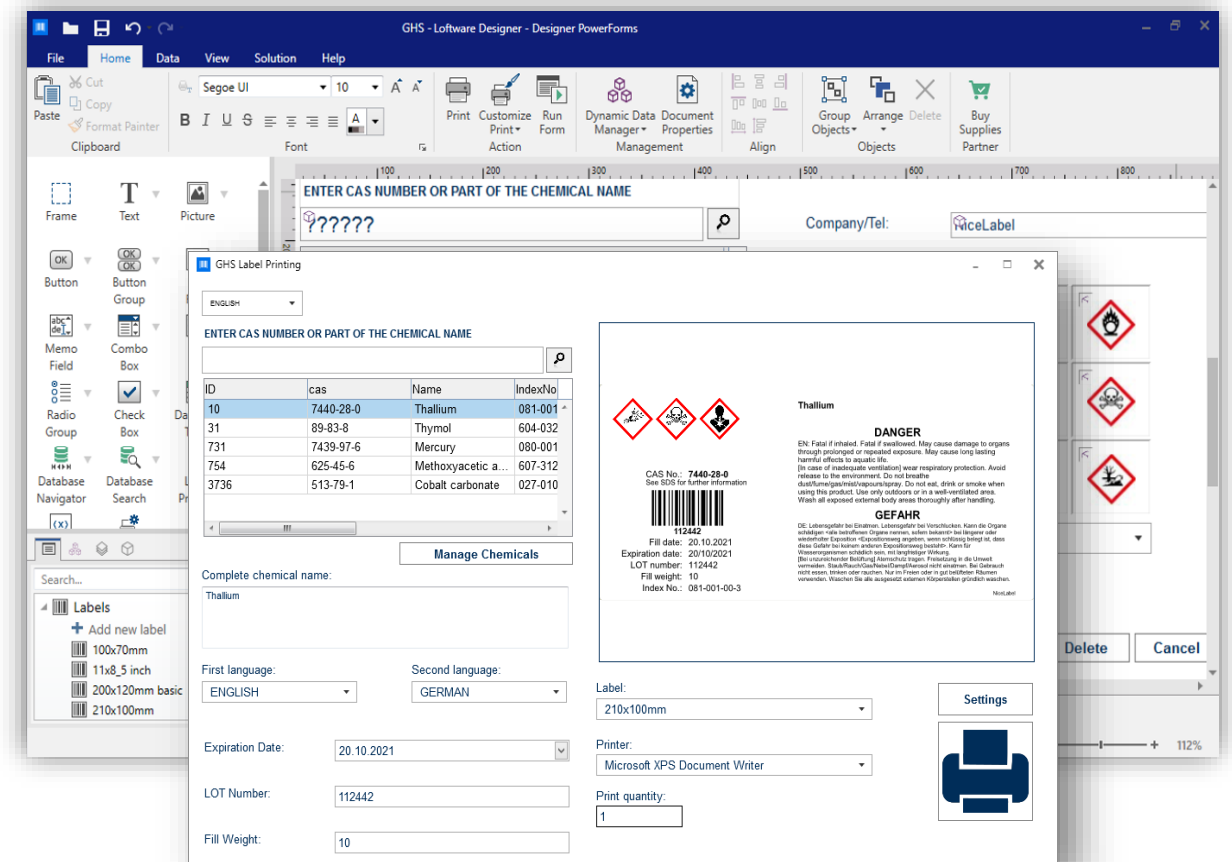
- Delivery notes
- Pick lists
- Packing slips
- Invoices



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Document Management System (DMS)

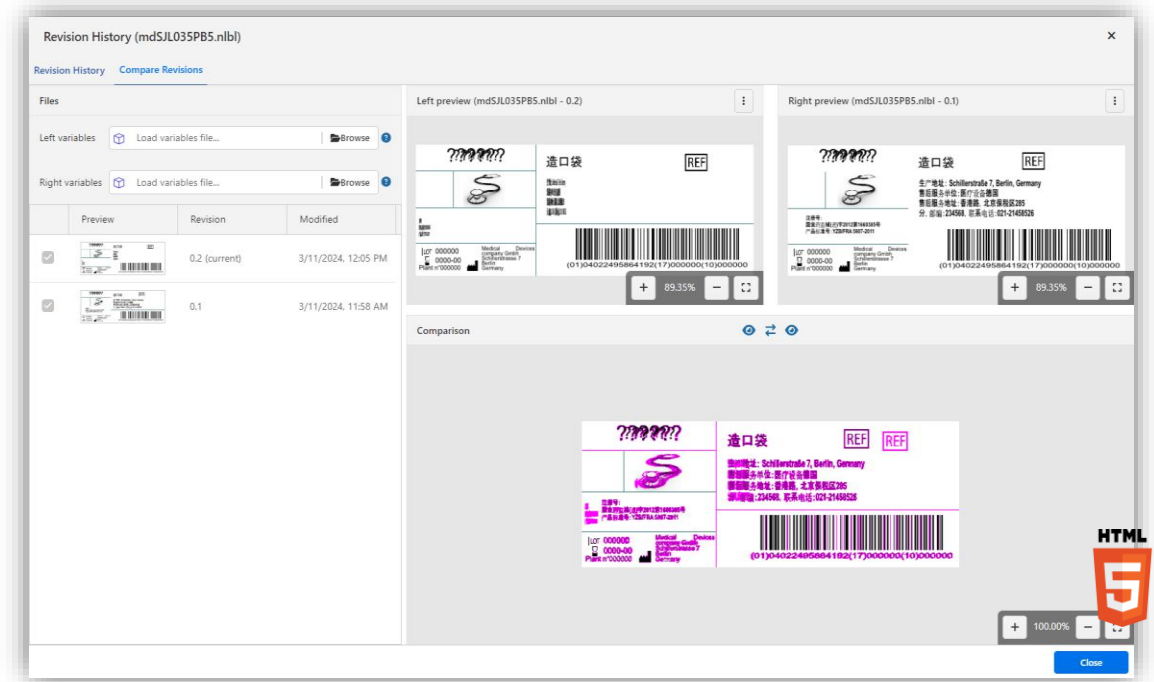
Centralized Document Storage

Improve control and visibility

- Role-based access
- Indexing and search
- Version control
- Label reports & digital catalog
- Print history & analytics
- Label promotion and synchronization
- Print queue management

Enable label consolidation and efficient collaboration

- Label comparison
- Approval workflows



Web Printing System

The screenshot shows a web browser window with the URL `eft10.onnicelabel.com/print/`. The interface is titled "Software" and includes a "Print" button. Below the button, there are settings for the printer (HP Color LaserJet M552), speed, and darkness. A "Print to file" checkbox is also present. The "Quantity" section allows selecting the number of labels, pages, or all labels. A "Variables" table is shown at the bottom left, and a label preview is on the right.

Prompt	Value
Product_name	P...
SSCC (Serial Shipping Container Code)	0...
Count of Trade Items	0...
Best Before Date	2...
Batch or Lot number	2...
GTIN AI02	0...

The label preview on the right shows a "PRODUCT" label with the following information:

- SSCC: 038312345600000018
- CURRENT: 038312345600087
- COUNT: 0001
- BATCH/LOT: 223344
- BEST BEFORE: 20.05.16

Three barcodes are shown on the label, each with a corresponding value in parentheses: (02)038312345600087(37)0001, (15)160520(16)223344, and (06)038312345600000018.

Centralize management and deployment for on-demand printing

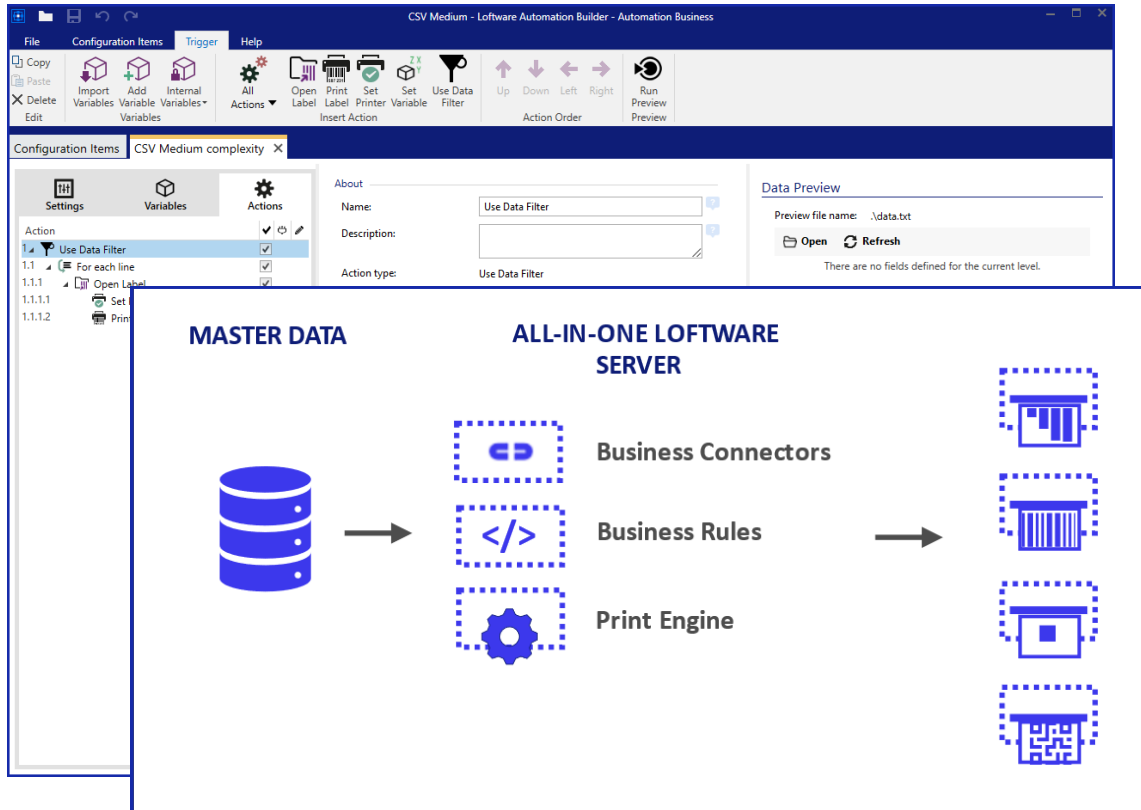
Deploy on-demand printing forms via web browser

Deploy consistent labeling instantly

- Extend to remote locations
- Extend to business partners:
 - Contract manufacturers
 - Suppliers
 - 3PL

Without installing label design or print-only software on operator workstations!

Integration System



Rapidly integrate labelling with existing business systems

- Print from existing business systems (cloud-based & on-premise)
- SAP integration bundle, Microsoft Dynamics 365 connector for SCM and Workday connector
- Universal Connectors and data mapping provide integration without coding for any other business system
- Print from iOS or Android devices



Software NiceLabel Products & Feature Progression

For businesses of all sizes

Product Features	Label Management System	
	LMS Pro	LMS Enterprise
Label Designer	✓	✓
Dedicated printing interface	✓	✓
Database support	✓	✓
Unlimited users	✓	✓
Application Builder	✓	✓
Integration System (Automation Pro or Enterprise)	✓	✓
Web Printing System	✓	✓
Document Management System (DMS)	✓	✓
Quality Management System (QMS)		✓
SAP Integration Bundle		✓
CTS, failover cluster		✓
Non-production environment		✓
Validation-ready		✓

Software Product Line Overview

Academy, Support and Services

Software Academy



Online Learning Portal

Available anywhere, anytime.



100+ Courses

30 minute – 4 hours long courses on different Lotfware topics.



Labs and quizzes

Make sure learners try out and understand every topic.



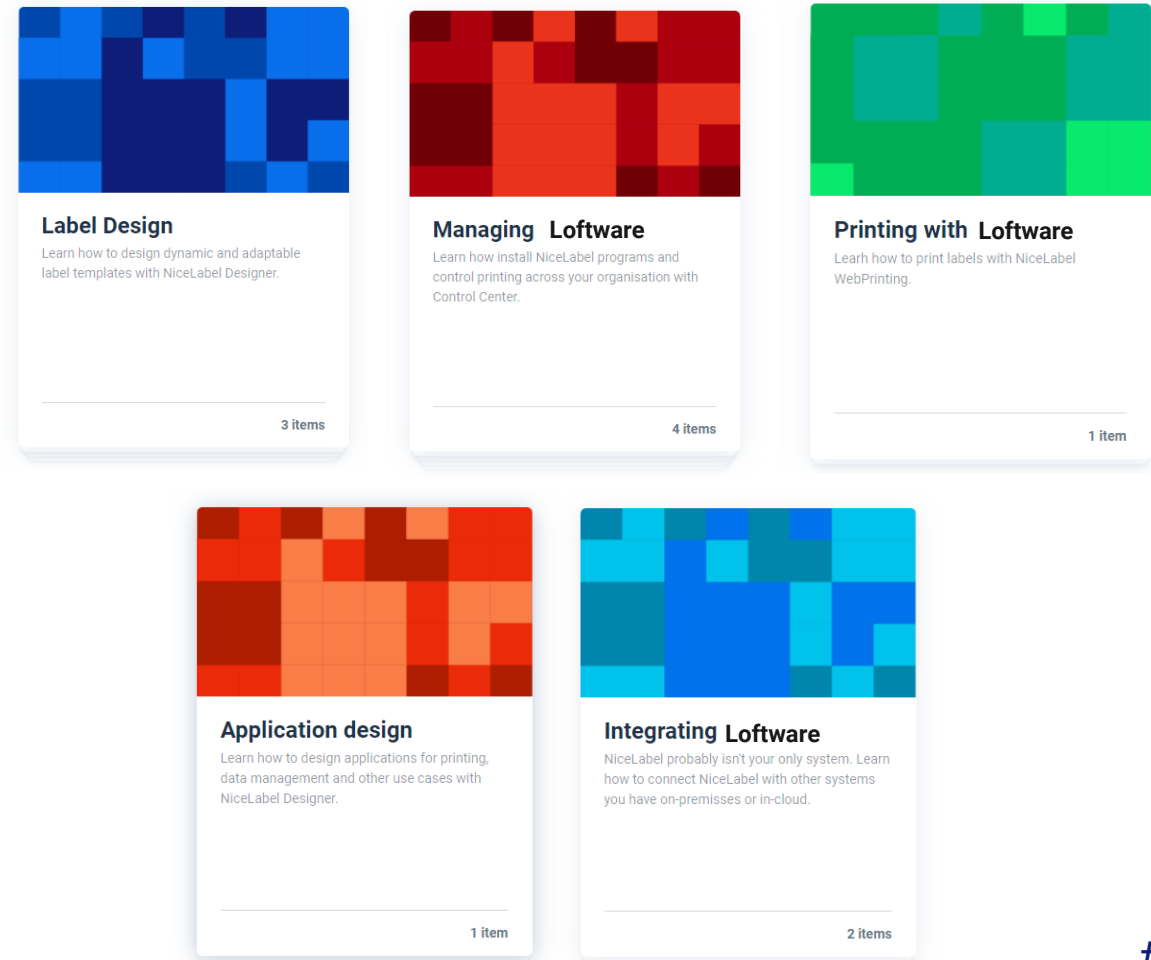
Certifications

Get your Software certification today!



Free 30-day trial

Enjoy a free 30-day preview of the Software Academy



Academy courses

Each course includes:

- Textual explanations
- Screenshots
- Exercises / LABs
- Interactive tutorials

Benefits:

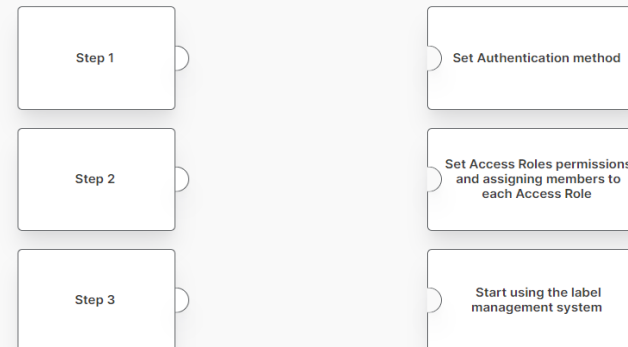
- Always and immediately available
- Self-paced
- It extends learning to more people
- Supports individual learning styles and needs
- Supports the latest software version
- English & German
- Cost-effective, time-efficient

QUIZ: User Management

How can you regulate access to documents and resources? *

- ☐ A. Based on the permissions set in Access Roles
- ☐ B. Based on the permissions set to each user individually
- ☐ C. It is not possible to regulate access to documents and resources

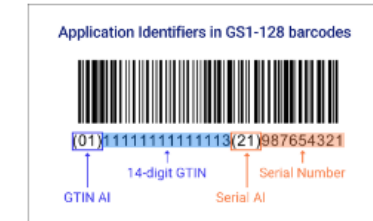
Determine the order of steps required to successfully work with your label management system *




GS1-128 Barcodes and Application Identifiers

What do AIs look like on a label?

When looking at the HRI text for a GS1-128 barcode, the AI Code is the number inside the parentheses, and the data is directly after the AI Code. This is shown in the example below:

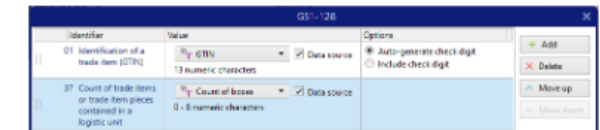


 You can learn more about GS1 Application Identifiers at <https://www.gs1.org/gs1-application-identifiers>.

GS1-128 Barcodes

Loftware Designer contains a special GS1 function and a GS1-128 wizard that helps you easily build your GS1-128 barcodes using Application Identifiers.

Once you've chosen your GS1-128 barcode type, you can use the GS1-128 wizard to select which Application Identifiers to include in your barcode. Then you simply link your data source for each.



Software support

- Enhanced Software customer support.
- Avoid unplanned downtime with access to Software experts.
- Minimize business interruptions with priority access to our technical experts.
- Different support levels tailored to all customers sizes and locations.
- All subscriptions include free software upgrades.



Basic support: 8hr/5d
→ Email

Standard support: 8hr/5d
→ Email + phone

Platinum support: 24/7/365
→ Priority response within 1hr

Support options

CLOUD (SaaS)	Product Edition	*Support included	**Available as add-on
	Software Cloud Designer	Basic Support	N/A
	Software Cloud Essentials		Standard Support
	Software Cloud Business	Standard Support	Platinum Support
	Software Cloud Compliance		
ON-PREMISE (Subscription)	NiceLabel Subscriptions	*Support included	**Available as add-on
	NiceLabel Designer Pro	Basic Support	N/A
	NiceLabel PowerForms Suite		N/A
	NiceLabel LMS Pro	Standard Support	N/A
	NiceLabel LMS Enterprise		Platinum Support
		* Support Level included in the base subscription package	** Available as a payable add-on

Professional Services Group

We **understand** your challenges, so we can **deliver the right solutions**, and **support** your business

- You can do it
- We can do it with you
- We can do it for you

