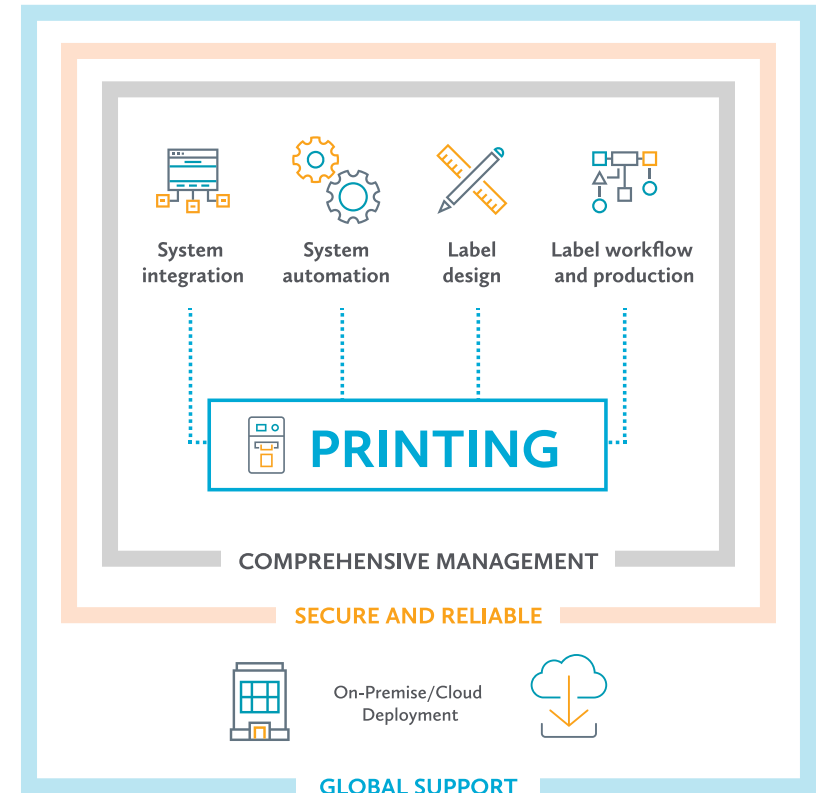


# Powerful and easy-to-use


BarTender® enables your customers to enjoy the following benefits across the labeling lifecycle:








- **Decrease costs of operation:** faster implementation with fewer technical resources required
- **Improve quality:** design and manage commercial-quality labels
- **Reduce downtime:** proven technology, reliable and robust
- **Increase efficiency:** flexible, adaptable integrations, easily configured to customers' existing technologies and processes
- **Support business growth:** features and capabilities to directly support customers' business initiatives




BarTender is adaptable and configurable to your users' needs, providing support and advanced capabilities for integrating with existing and future business systems. BarTender's familiar user interface offers more built-in, advanced functionality throughout the labeling process, from design, integration, automation to management. BarTender is sold and distributed through a global partner network and is backed by our legendary global technical support team.



## Product comparison

Labeling lifecycle	BarTender 2021 Enterprise Edition	Customer Benefits	Competition
<b>Labeling design</b> 	BarTender Designer is intuitive, powerful and supports more formats, shapes, color definitions, text and effects for designing commercial-quality labels. It's easier to use and more user-friendly, with consistent, context-sensitive user help available throughout.	<ul style="list-style-type: none"> <li>• Faster label design</li> <li>• Increased label quality and compliance</li> <li>• Less training needed</li> </ul>	<ul style="list-style-type: none"> <li>• Not WYSIWIG interface</li> <li>• Non-intuitive interfaces with hidden, hard to find functionality</li> <li>• Requires multiple steps to accomplish same tasks</li> <li>• Requires complex scripting for advanced functionality</li> <li>• Limited barcode symbology and standards support</li> <li>• Limited graphic format and drawing shapes support</li> </ul>

Labeling lifecycle	BarTender 2021 Enterprise Edition	Customer Benefits	Competition
<b>Label and document management</b> 	<p>With the Librarian document management system, BarTender includes an exclusive Visual Workflow Designer with drag-and-drop user interface. Create approval and review workflows that increase label QA and team productivity. Securely review and approve workflows from any web browser.</p>	<ul style="list-style-type: none"> <li>• Better quality</li> <li>• Regulatory compliance</li> <li>• Intuitive workflow management</li> <li>• Improved team coordination</li> </ul>	<ul style="list-style-type: none"> <li>• Limited to basic document management functions only</li> </ul>
<b>Integration/databases</b> 	<p>BarTender offers tight integration to existing and new business systems. The integration platform is flexible, powerful, and it includes the more diverse set of database and data file format connections, with over 20 native connections supported including a variety of adaptable options to effectively connect with SAP to best fit a customer's environment.</p>	<ul style="list-style-type: none"> <li>• Leverage existing business systems and data sources</li> <li>• Future-proof for new business systems and data sources</li> <li>• Faster deployment</li> </ul>	<ul style="list-style-type: none"> <li>• Limited data connection types</li> </ul>
<b>Integration/API</b> 	<p>BarTender supports a broad array of APIs in its .NET SDK providing seamless integration for printing, document management and web-based printing and workflow approvals.</p>	<ul style="list-style-type: none"> <li>• Customize applications for optimum performance</li> <li>• Alignment of business processes</li> </ul>	<ul style="list-style-type: none"> <li>• Limited API support</li> </ul>
<b>Automation</b> 	<p>BarTender's automation platform is more full featured, and yet still easier to use with many capabilities accessible via its familiar UI.</p>	<ul style="list-style-type: none"> <li>• Save time</li> <li>• Support existing business systems and processes</li> <li>• Faster deployment</li> </ul>	<ul style="list-style-type: none"> <li>• Limited automation capabilities</li> <li>• Custom scripting required</li> <li>• Advanced functionality limited and hard to use</li> </ul>
<b>Printing</b> 	<p>BarTender supports more 6,500 printers and other output devices with native, optimized drivers. New printers and devices are continually being added.</p>	<ul style="list-style-type: none"> <li>• Print faster</li> <li>• Higher output across more printers</li> </ul>	<ul style="list-style-type: none"> <li>• Limited printer support</li> </ul>
<b>System Management</b> 	<p>BarTender provides an easy-to-use UI for managing system settings across multiple locations.</p>	<ul style="list-style-type: none"> <li>• Straightforward centralized management of the entire labeling system</li> <li>• Greater security</li> <li>• Regulatory compliance</li> </ul>	<ul style="list-style-type: none"> <li>• Limited functionality</li> </ul>
<b>Availability</b> 	<p>Only BarTender offers labeling system-specific high availability options to provide backup and disaster recovery.</p>	<ul style="list-style-type: none"> <li>• More reliable operations</li> <li>• Minimize downtime</li> </ul>	<ul style="list-style-type: none"> <li>• Limited to Windows clustering only</li> <li>• Manual failover only</li> </ul>

Labeling lifecycle	BarTender 2021 Enterprise Edition	Customer Benefits	Competition
<b>Architecture</b> 	<p>BarTender is the global standard in labeling software, built on a reliable and proven product architecture. It is real-world tested, a third-generation product suite with fully integrated applications, designed for future scalability, compatability and growth.</p>	<ul style="list-style-type: none"> <li>Labeling solution that fits your needs today</li> <li>Provides a platform for the future</li> </ul>	<ul style="list-style-type: none"> <li>Disparate unproven product lines</li> <li>Confusing, overlapping product offerings</li> </ul>
<b>Cloud</b> 	<p>BarTender supports cloud options and configurations including:</p> <ul style="list-style-type: none"> <li>VM/private cloud hosting</li> <li>Print Portal – printing and workflow approval from any web browser on any laptop/PC, iOS and Android device</li> <li>Print Portal REST API for cloud integration</li> <li>Support for IoT printers</li> <li>Support file drop to SFTP</li> </ul>	<ul style="list-style-type: none"> <li>Enable remote printing from anywhere</li> </ul>	<ul style="list-style-type: none"> <li>“Cloud” offerings still require managing on-premise hardware/software</li> <li>Need custom software development to integrate with cloud offering</li> <li>Missing or limited features</li> </ul>
<b>Partner program</b> 	<p>Seagull Scientific is 100% channel based and focused on our partner’s success with easy access to a straightforward product line and pricing backed by a multi-lingual global technical support.</p>	<ul style="list-style-type: none"> <li>More revenue</li> <li>Higher customer satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Bypass partners for larger enterprise sales</li> <li>Uneven pricing</li> <li>Limited local language Technical support</li> </ul>