BarTender® SELECTION GUIDE

HOW TO CHOOSE THE RIGHT LABEL SOFTWARE FOR YOUR BUSINESS

BarTender®
BY SEAGULL SCIENTIFIC

TOSHIBA

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BarTender® SELECTION GUIDE

Whether you have an existing label system and are looking to maximise efficiency, or this is your first label solution purchase and you simply want to know more about available software, **you'll find everything you need to know in the following pages**.

BarTender® software comes in three license types, with each type designed for different organisation size and variable data work flows. Selecting the right software license for your workflow is important to get the most from your label solution.
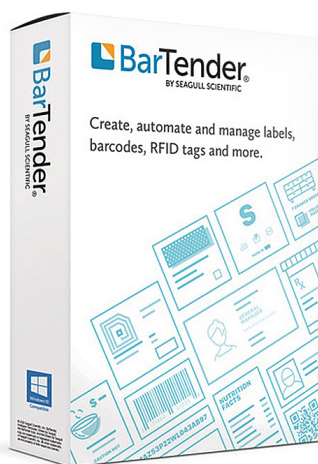

Professional

THE 3 TYPES

Automation

Enterprise

If you're here because you'd like to streamline your label workflows for your business, you're in the right place!

SELECTING YOUR SOFTWARE

A little bit of knowledge can go a long way in selecting the right license type and improve your labelling processes. The impact of getting it wrong is the increased cost and time of having to intervene manually, more frequently.

Here's the five mistakes we come across most frequently:

Not picking the right license for the business needs such as database connectivity

Using programs not designed for labelling which cause print and data errors

Over-loading workers with manual processes when these can be automated easily in a label program

Not asking for a demonstration to understand the full capabilities which can be very beneficial

Missing out on future upgrade opportunities because you opted out of maintenance and support

These situations can cause a lot of headaches and reduce operational efficiency – so it is best to invest correctly first time.

WHY CHOOSE BarTender®

There's a lot of label programs out there with promises of automation that don't quite fit the bill; selecting a tried and tested brand is important.

Here's a few reasons why BarTender is Toshiba's partner of choice:

Easy to use – no technical experience needed so you can get started straight away

No lock in contracts – flexible payment options enable outright ownership or subscription

Client care – free access to an unrivalled support portal including webinars and tutorials

Real support – direct contact with software engineers included complimentary in first 12 months after

Future proof – keep your business up to date with the latest technology and software upgrades

HIDDEN BENEFITS

During your search, you may have come across new terminology that is specific for label software; understanding the benefits of these features is really important to get the most from your software selection.

What are some useful BarTender® features and what do they mean?

Forms – a fixed layout with data entry fields that prevents users from changing the label template

Integration – merge information direct from your system such as MYOB or Oracle into your label

Print Portal – multiple users and locations can access server label templates via a web interface

Intelligent layers – automatically customise your label design using easy rules

These simple features and more have big time saving benefits, so it's worth checking what features your license level includes.

LICENSE CLASSIFICATIONS

Your label software is a mission critical element of the overall system. Not all licenses have the same features; your selection should be based on what is important for your business. Common decision factors for selection are label complexity, operational needs and data security.

The first thing you need to know about BarTender software is there are three classifications:

PROFESSIONAL

AUTOMATION

ENTERPRISE

Make sure you select the license fit for your work flow requirements to maximise your productivity.

PROFESSIONAL

Professional is a great first step to transition from manual product identification to on demand labels in-house. Professional is ideal for a variety of variable data requirements including batch printing, sequential numbering, GS1 barcode structures or SSCC label formats, RFID encoding or just simply, printing basic labels.

Professional is available in initial 1, 2, 3, 5 and 10 printer bundles including all licenses and maintenance & support. Best utilised for small to medium size businesses with one location.

PROS

Cost
Professional is the most economical license and easy to use, covering most label requirements for small businesses with basic label elements

Forms
Customise data entry forms to minimise errors and automate variable data from external sources

CONS

Process automation
Automating repetitive tasks using Process Builder is not included in this license

This feature is very useful and can save time and valued resources by minimising manual entry or intervention

BarTender is one of the few companies that include complimentary 12 months support and maintenance

USES
Shipping, warehousing, retail labels.

AUTOMATION

Automation reduces manual and repetitive processes, working directly with your business systems such as SAP. Additional features make Automation a manager's dream, with advanced administration controls that enable user-based permissions and a single, efficient interface for users to select and print documents from, reducing data errors and improving compliance.

Automation is available in initial 2, 3, 5, 10 and 20 printer bundles including all licenses and maintenance & support. Best utilised for mid to large size businesses with multiple locations and integrated business systems.

PROS

System integration
Enable automated printing direct from your business system

Automate processes
Create custom document and label solutions without the need for programming or manual intervention

Void label re-print
Automatically re-print identical copies of labels that may have been damaged

CONS

Data records
Logged data and informative reports for print history, user access and template approval workflows are not available in this license

This feature is very useful and can help identify productivity gaps, compliance issues and centralise management of information

Toshiba offers Professional Services to set up your label templates, backend integration or processes.

USES
Logistics, manufacturing, retail and medical.

ENTERPRISE

Enterprise is packed full of features that boost data management and security controls. Generate system reports to manage productivity, reduce downtime with informative printer fleet management tools, as well as access to the latest technology in remote print functionality, Enterprise solves a variety of business problems for a lot of different roles within an organisation.

Enterprise is available in initial 2, 3, 5, 10 and 20 printer bundles including all licenses and maintenance & support. Best utilised for mid to large size businesses with advanced systems, large printer fleets and multiple users.

PROS

Remote print
Operators can print on demand via Android or IOS apps, web browser or other cloud storage platforms

Advanced security
Centralised document storage, encryption and electronic sign off tighten security controls and audit compliance

Superior support
Premium Maintenance and Support option with 2 hour priority response time is available

CONS

Cost
Relative to Professional, Enterprise requires more financial investment; however, the time saving generated means this license quickly pays for itself!

Improve cashflow and enquire about subscription and finance options for Enterprise level.

USES
Compliance and supply chain management.

GET IN TOUCH

With a little bit of planning and the knowledge we've shared with you in this guide, you'll have the right label for the job, every time.

Get in touch today to continue on your ribbon journey.

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