
Selection Guide

for Partners and Resellers

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As a valued Seagull Software partner or reseller, you're our front line when it comes to identifying opportunities for our software, and for creating and selling our solutions.

The aim of this guide is to give you confidence in talking to your clients about BarTender®, to help you increase your sales, and to ensure that you have delighted customers.



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Finding BarTender opportunities

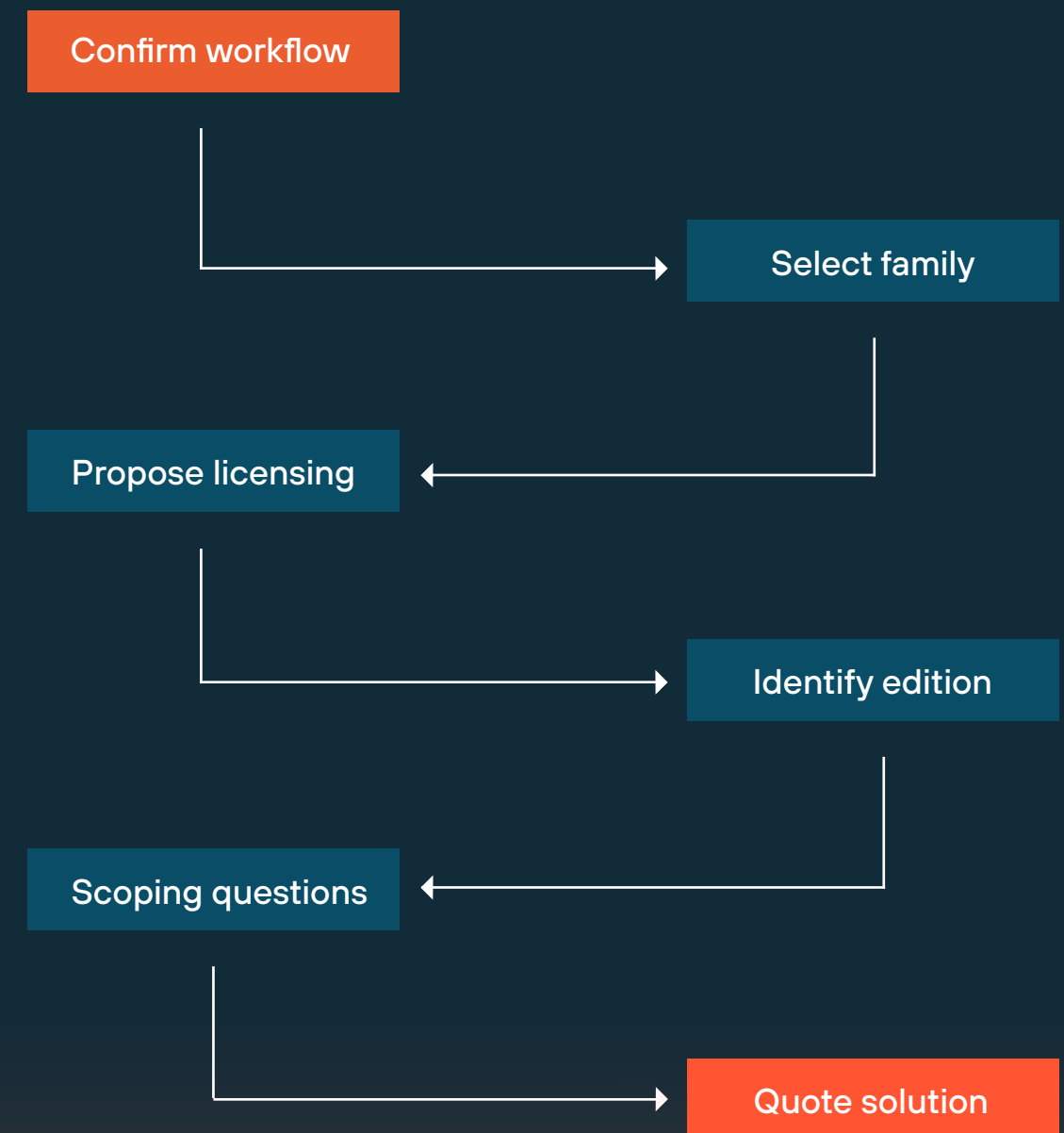
So, the first step is understanding where to find opportunities for BarTender software.

Who is the ideal prospect for our solution?

Well the answer is pretty straightforward;

The ideal prospect is anyone who is buying labels or anyone who has a label printer.

If someone is printing labels, they have to get data from their computer onto the label – and that's what BarTender does.



Now let's look at a step by step approach to understanding which of the BarTender solutions will best suit each prospect.

Step 1 Workflow

The very first thing to understand is the user workflow the organisation uses when printing labels. Or in other words, how will the user send data to the BarTender system?

This is important because it is one of the ways that you will narrow down the BarTender range to get to the right solution.

There are two types of workflows:

Manual Workflow

A manual workflow is where a user interacts with the BarTender software.

For example, the user opens BarTender on their computer, chooses a label and selects print. The user may manually type label data to print each time, or select information from a database (such as Excel). The user may also scan an item and then print the scanned result.

Automatic Workflow

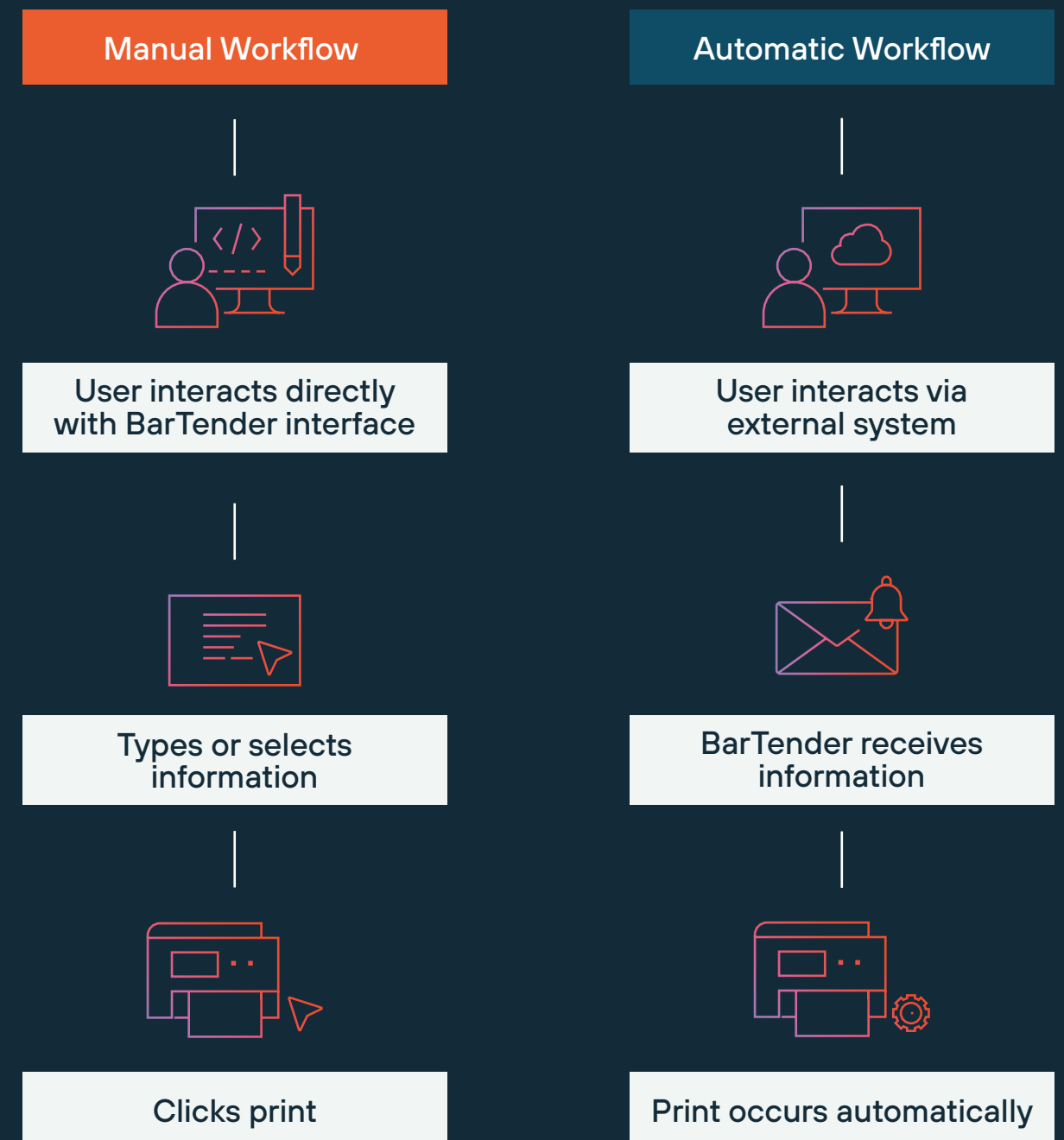
An automatic workflow is when a user does not interact with the BarTender software directly.

For example, the user opens their Enterprise Resource Planning (ERP) or Warehouse Management System (WMS) – for example, Oracle or SAP, and issues the print instruction from that system. They don't engage with BarTender directly; they do everything through their other business applications.

As a general guideline, larger companies or those who have an ERP or WMS are more likely to use the automatic workflow, where all labels are printed from a single source (which reduces the risk of errors).

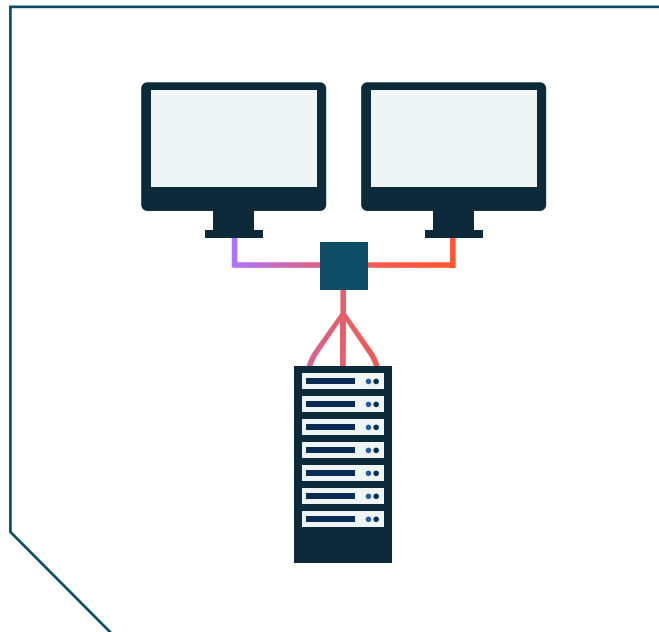


Manual vs Automatic



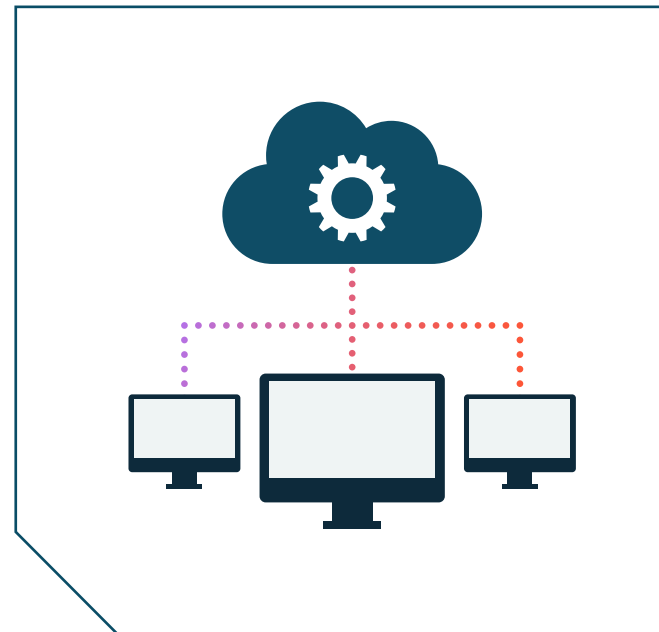
Step 2 BarTender Families

BarTender has two families of product, based on where the software resides. You need to ask questions to understand whether the prospect has a preferred approach.



Software (On-Premises)

BarTender software is physically installed on a computer or server. The customer manages the servers and the software, including upgrades and security.



Cloud

The client simply uses a web browser to access BarTender online and can print from anywhere and any device. Seagull performs all upgrades and security maintenance.



Selection Criteria

Software (On-Premises)



Cost Factor

If cost is a key driver, recommend Software (On-Premises). Since the client is responsible to manage the servers, software and security, the solution cost is lower.



Print Speed

If speed of printing is an important factor, go with Software (On-Premises), as it has faster performance. With Cloud, the performance is heavily dependent on the internet.



Automatic Workflow

Software (On-Premises) offers a broader, mature range of integrations developed to support automatic printing across a variety of systems.



Cloud Awareness

If the customer is unfamiliar with Cloud benefits, it is likely Software (On-Premises) will be selected due to price point and speed on the internet.

Cloud



Cloud First

If the customer has a cloud-first strategy, then the Cloud family is likely to be the best option however we recommend to trial before purchasing.



Multiple Sites

Cloud is convenient if the organisation has multiple sites or multiple networks that need to print. BarTender Software (On-Premises) requires a single network linking all sites.



Quick Set-up

BarTender Cloud is lower touch and faster to deploy, so if you have an organisation that wants to get up and running fast, Cloud becomes a consideration.



IT Limitation

BarTender Cloud helps remove the need to maintain Software (On-Premises) infrastructure making it easier for businesses to focus on other important tasks.

Step 3 Licensing

Once you have determined the most appropriate family for the client, the next step is to understand the BarTender licensing models.

Licensing models

Number of Printers

The most popular option, based on the number of printers the organisation is using. Supports unlimited computer installations on a common network.

Number of Computers

Within the Software (On-Premises) family only, in the lower editions, BarTender can be licensed by the number of desktops or laptops on which it runs (limited to 1 PC).

Label Volume

Within the Cloud family only, licensing can be based on the volume of labels printed or by number of printers - recommended.



License	Software (On-Premises)				Cloud	
	Starter	Professional	Automation	Enterprise	Essentials	Automation
Number of printers		✓	✓	✓	✓	✓
Number of computers	✓	✓				
Label volume					✓	✓

These licensing models will prepare you for step 4, where you select the right BarTender edition. Editions not only offer a range of different features but have different licensing models. So let's get our heads round those before moving on to look at the editions themselves .



Payment Models

Software (On-Premises)

Software (On-Premises) Subscription

This is an ongoing subscription – in this case the customer is paying for access to the BarTender application. The client still manages the IT environment on which it runs. Software (On-Premises) subscription is the lowest cost upfront with a five year break even point.

Subscription is flexible, easy to maintain and re-size as required, includes support and ability to upgrade all for one predictable investment each year.

Longer terms are available for customers who prefer a Capital Expenditure model.

Software (On-Premises) Perpetual

Under this payment model, the customer purchases the application for a higher outlay plus ongoing payments for maintenance and support. Be aware that the support and maintenance is an ongoing fee and if the client does not pay this, they are ineligible for support, software upgrades and the ability to increase their printer count.

Additionally, if they stop paying maintenance and at a later date (when they hit an issue, say) need to reinstate the support contract, we charge backpay – that is, we will charge for the 'gap' in their support history.



Cloud

Cloud Software-as-a-Service (SaaS) Subscription

This is the model used for BarTender Cloud. The customer purchases a 1 year, 3 year or 5 year subscription upfront for access to the Seagull environment. The price includes use of the software, updates, patches and security managed by Seagull in an Amazon Web Service backend.

Note for 1 Year subscriptions incur a one off Provisioning Fee (waived for 3 and 5 year terms).

Seagull strongly recommend including QuickStart Professional Services for all Cloud sales to assist with user onboarding. BarTender QuickStart is a two-hour training package. During this time the customer can cover any topic and the consultant will assist to set up their environment and cross train their team. The customer can also record the session to re-use in the future.



Step 4 Editions

Now you understand the workflow your prospect uses, which family is the best fit for them, and the different licensing models, the final step is to choose the right edition for each client's needs.



Software (On-Premises)

There are four editions in the Software (On-Premises) family. Once you understand what the different editions offer, you can utilise our scoping questions included in this guide to ensure that you recommend the right edition.

Let's learn more about BarTender editions:

Starter	Professional	Automation	Enterprise
For a micro user who only has 1 computer or is switching from a Free license to a paid license.	For a small to medium user who does database printing, prints PDFs, RFID or needs to serialise labels.	For small to medium businesses who want to automate printing from an external system or keep 7 days of printed records.	For any business who needs to track label design changes, centralise control or meet strict compliance standards.
			
Most cost effective	Most popular	Most value	Most powerful

Software Editions

Starter Edition

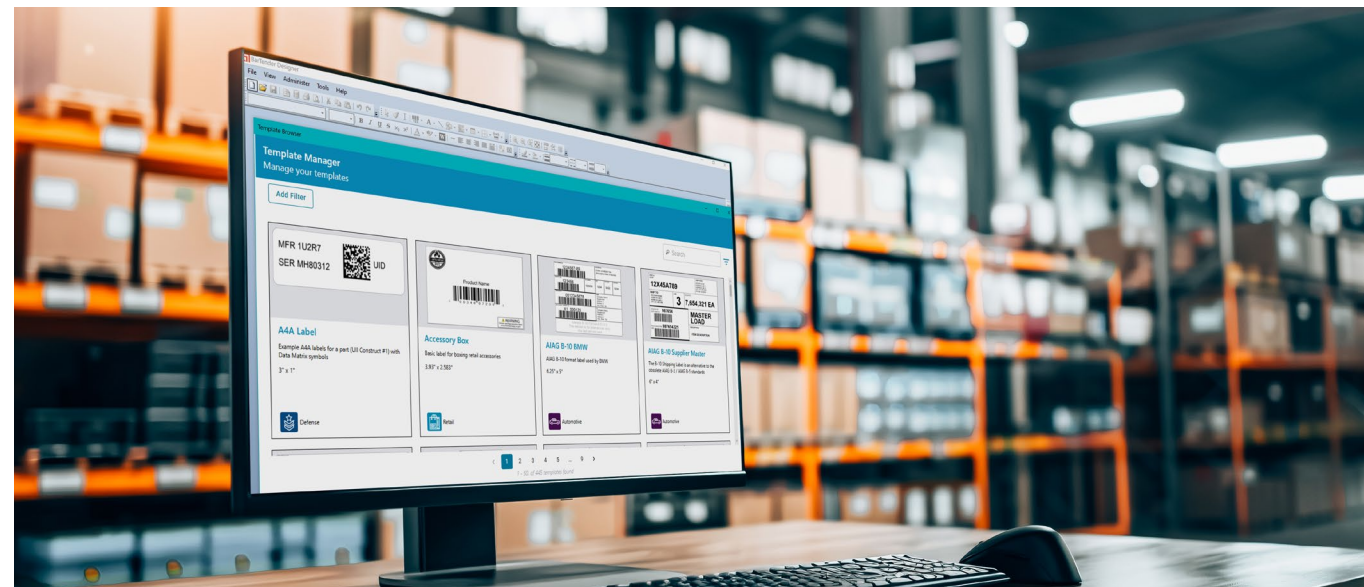
Aimed at the **micro user** – a business that is small and not planning on growth. They have basic printing needs and manually type the content of the label.

- **Lowest cost** – This edition is the lowest cost, the most limited in function.
- **Workstation only** – Available in licensed by computer only (good for startup businesses).

Professional Edition

This is the **most popular edition** with small and medium businesses (SMEs). It is available to be **licensed by computer or by printer**.

- **Database connection** – label information automatically populates from a database that holds a record of all products.
- **Data entry form** – reduce errors by selecting the product to print via an input form.
- **Intelligent design** – define when an image or object prints based on a condition.
- **Mobile printing** – available for licenses charged by printer only, users can access and print from a web browser.



Automation Edition

Integrate BarTender into another business system such as an Enterprise Resource Planning (ERP) or Warehouse Management System (WMS) for automatic workflows.

- **Automatic workflow** – A single source of data is used for production and for label printing. This ensures consistency and reduces errors.
- **Weighing scales** – connect, capture and print the weight of objects automatically.
- **Record keeping** – Up to 7 days of printed record information is stored for re-printing or audit purposes.

Enterprise Edition

The **most feature-rich of all editions**, suitable for small to large businesses. In particular, those who need strong security, compliance standards, print redundancy or central user and licensing management.

- **Security** – Enterprise Edition offers a **high level of security and central management**. A business that needs to operate, including managing its label printing, in a secure environment, may need Enterprise Edition for this reason alone. This means that even a business with manual workflows may need Enterprise Edition, purely for its security features.
- **User control & workflows** – they want to manage who can access which applications in BarTender, allocate admin roles and workflow approvals. Enterprise Edition supports Windows Active Directory to provide sophisticated user management functionality.
- **Template revision audit** – in some businesses it is important to be **able to track the changes that have been made to labels**, for **compliance with industry regulations**. These organisations need to be able to keep, and potentially revert to, previous versions of a label, and have an audit trail of who made changes when. They want a log of all actions and reports that they can review. Enterprise Edition offers this level of audit functionality.

Cloud

Simplify entire labelling processes with BarTender Cloud. Cloud enables rapid deployment, central control and easy to use design tools – perfect for mid-sized and growing businesses.

Unlike the Software (On-Premises) software, there are only two plans in the Cloud family:

Essentials

For a small to medium user who does database printing or manual workflow.



Most cost effective

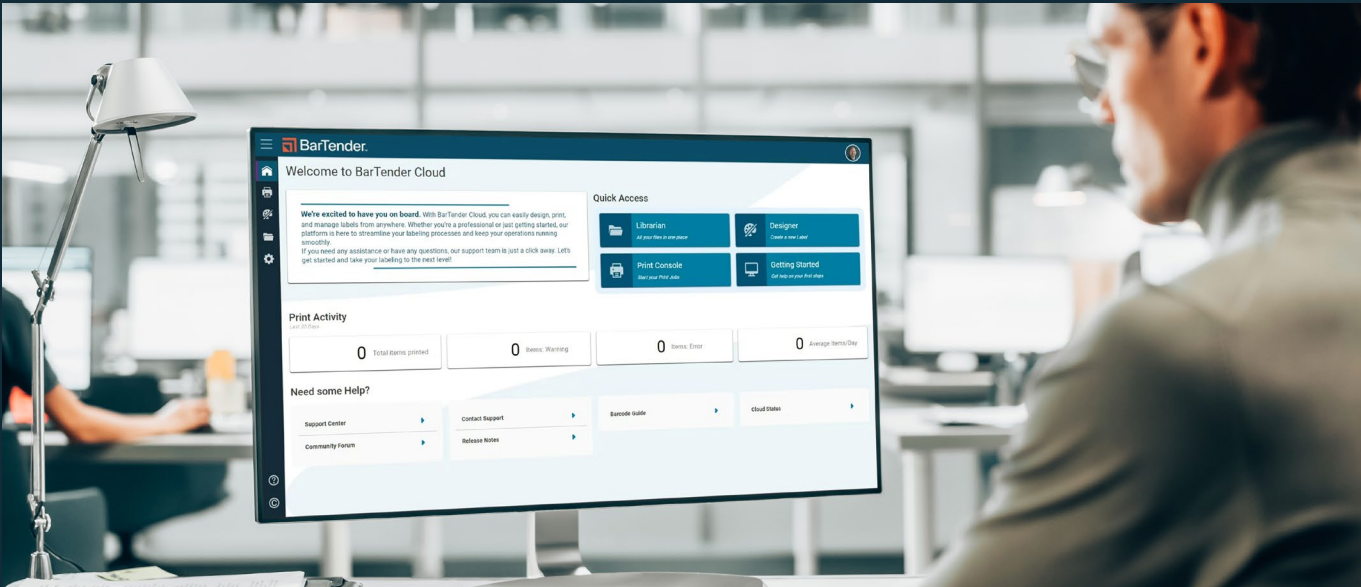
Automation

For medium to large businesses with an external system or needs user control.



Most scalable

Being Cloud, the user can design and print from any location, from any device to any printer (including Mac OS and Android). BarTender’s most secure platform with 99% uptime, Cloud labelling is an increasing preference for many industries.



Essential Plan

Essentials Edition is **perfect for SMEs** using manual workflows. Essentials Edition **supports database printing** for consistency and reduced errors.

As a SaaS model, users **do not need dedicated in-house IT**. However, Essentials Edition comes with user **support by email only**. It can be licensed by number of printers, or by label volume.

Note the **label volume model in Essentials is only available to businesses printing fewer than 250,000 labels per year**. After this volume, they must upgrade to Automation Edition – even if they use manual workflow. If there is a likelihood that they will grow to this scale, we recommend printer-based pricing or considering Automation Edition.

Automation Plan

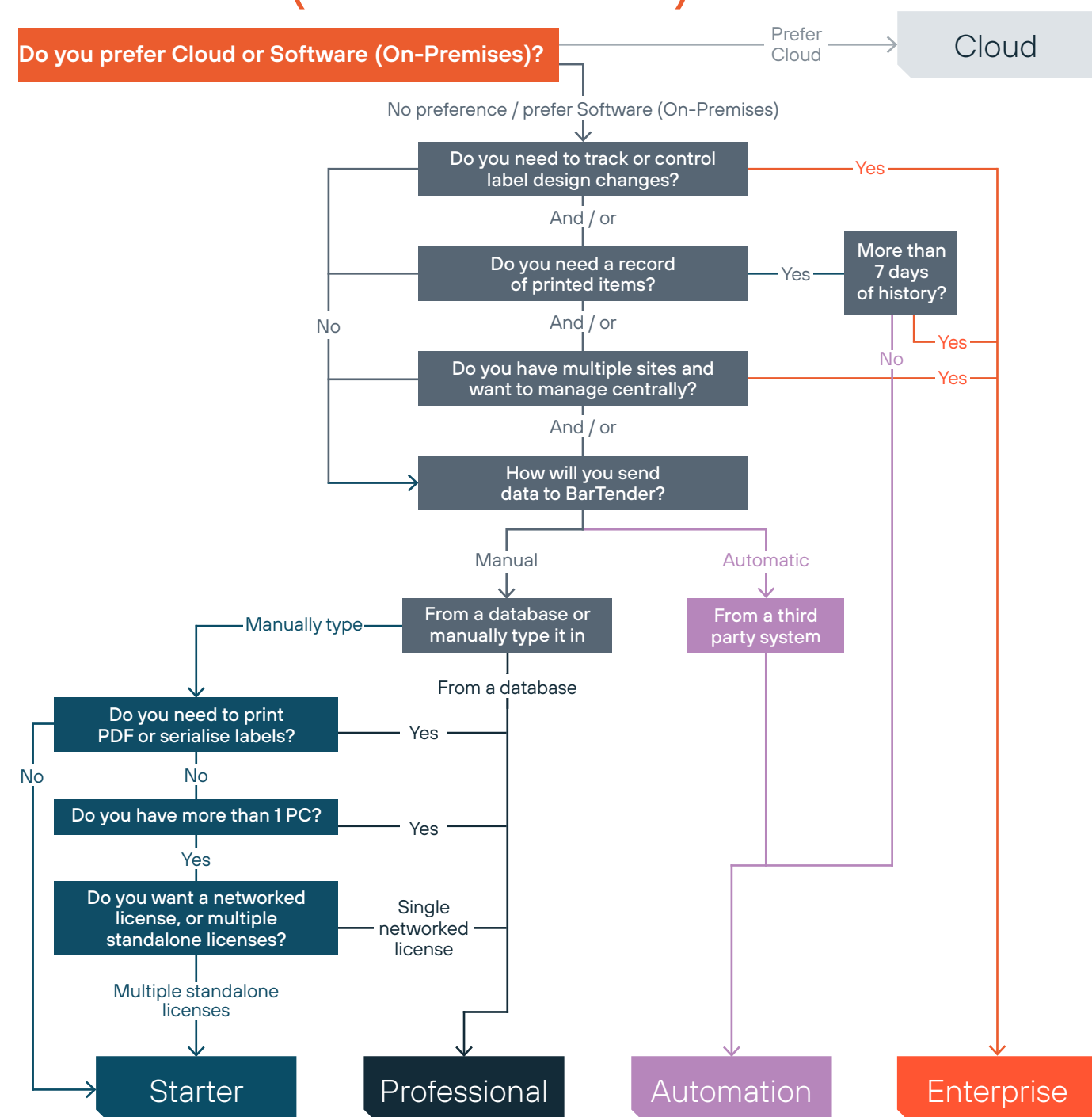
Automation Edition is for those users who want to **integrate BarTender Cloud with one of their 3rd party business systems** or require template design control and **user approval workflows**.

Includes phone-based support, so it is ideal for those users who feel they need a more direct support model than email. Automation Edition **only supports REST API integration** (limited compared to the available Software (On-Premises) integrations).

Available in either licensing by quantity or label volume. If an organisation is using label volume pricing, and printing over 250,000 labels per year, they must purchase Cloud Automation Edition, even if they use manual workflows.

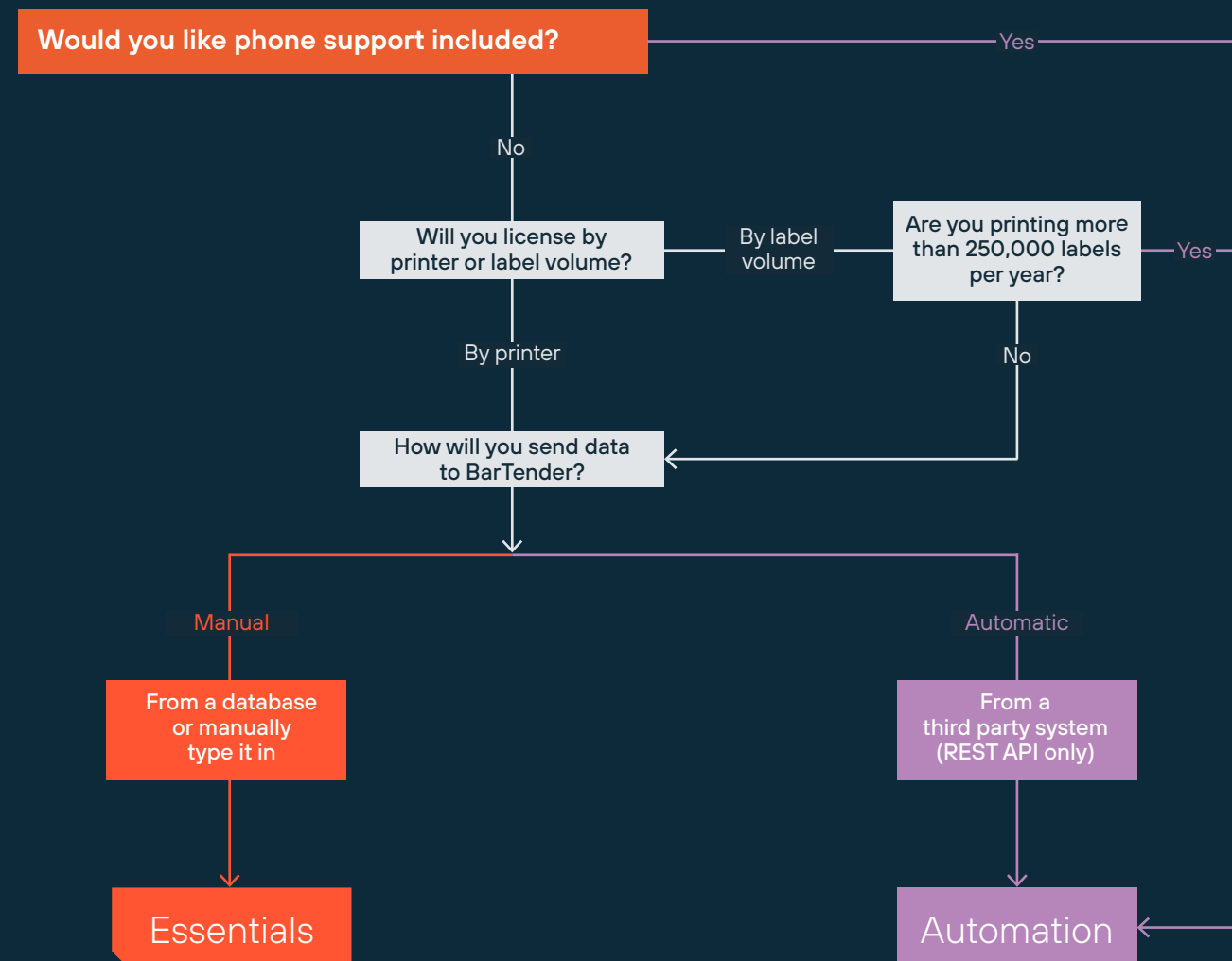
Step 5 Scoping Questions

Software (On-Premises)



Scoping Questions

Cloud



Step 6

Quoting and Support

We hope that this guide is helpful, and that you now feel more confident identifying an opportunity and guiding the prospective client to exactly the right solution for them.

We're here to help if you have further questions:

Partner Portal

The partner portal is the quickest way to easily generate quotes. Quotes are available in AUD and USD (currently NZD is not available). Be sure to include the ".bartenderpartner.com" extension to your username.

Quote Wizard

New or Trial Licenses	Renew, Upgrade or Convert a License
Create a quote for a new license or to upgrade/convert an existing trial license.	Renew an existing license or upgrade an existing license to add more printers/labels, extend maintenance and/or upgrade to a higher edition.
Start	Start

You may refer to our partner portal guide to see how to quote or alternatively, we can arrange portal training.

Partner Manager

If you've found what you think is an opportunity, call your local Seagull contact. They will help you to qualify the prospect and will organise a demonstration of BarTender.

Knowledge Base

Check out the BarTender Knowledge Base – there's a wealth of knowledge and resources which you can access via our website.

Training

If you want to learn more about BarTender and how to create the best solution for your client, let us know and we'll set up some training for you and your team.





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