



Loftware Partner Program Guide

Building and supporting your partnership with Loftware



This program builds and supports your partnership with Loftware and fuels our mutual business goals.

Welcome to the Loftware Channel Partner Program!

Deliver the digital transformation of labeling together

This program positions Loftware and its global network of program members to:

- Collaborate and capitalize on the market demand for the digital transformation of labeling
- Differentiate from the competition by leading with cloud-based labeling solutions

As a member of this program, you will add value in new ways as you sell, deploy and support Loftware Cloud. Our channel-friendly software platform surpasses competitive offerings through innovative technology that improves end users' print productivity, reduces cost, mitigates risk, and helps get product to market faster.

Our partners' profitability

By leading with Loftware, you will increase your profitability now and into the future. Here's how:

- Generate SaaS-based, cumulative, recurring revenue.
- Serve customers through chargeable engagements that provide insights, new value and cost cutting strategies for new services.
- Gain visibility into your customers' entire investment in Auto ID solutions.
- Unlock customers' investment in Auto ID solutions, and win new hardware, supplies and services revenue.
- Increase your average deal size.

Loftware Cloud Business and Compliance

Loftware Cloud Business and Compliance are the keys to realizing the most revenue from your relationship with Loftware. You will use these solutions to transform your customers' labeling while growing their business with a high margin, premium price offering. You'll open the door to new printer hardware and supplies business.

Partnership

As a Partner Program member, you will work side by side with Loftware experts through each step of the sales and deployment process.

- We help you build a sales pipeline, qualify projects and ensure successful deployment.
- This opens the door to multiple support and recurring revenue opportunities.
- The most successful members of the partner program invest in their own competence, capability and commitment to win with Loftware Cloud.

Program members can determine their purchasing route. Regardless of whether a program member purchases directly or through an authorized distributor; the same terms, discounts, benefits and requirements apply.

There are four tiers under the Loftware Channel Partner Program:



Loftware Solutions Partner Logo

Solutions Partners achieve the highest revenue threshold in subscriptions. Solutions Partners have the capability to sell, configure, deploy and manage projects independently and require minimal support from the Loftware services team. Solutions Partners demonstrate how they delight their customers with case studies and satisfaction surveys.



Loftware Business Partner Logo

Business Partners achieve a target revenue threshold in subscriptions. They also show a commitment to developing their ability to sell and deploy Loftware Cloud. Business Partners register opportunities with Loftware and sell the Specification Workshop as well as other services that are performed by the Loftware presales and professional services teams. Business Partners also provide project management.



Loftware Authorized Partner Logo

Authorized Partners sell Loftware Cloud Designer and Essentials and collaborate with Loftware to register opportunities for Loftware Cloud Business or Compliance. As part of each opportunity, Authorized Partners sell the Specification Workshop and other services and manage the relationship with the end user customer.



Loftware Affiliate Partner logo

Affiliate Partners fulfill end user demands for Loftware Cloud Designer and Essentials software via ecommerce or by procurement aggregation. Affiliate Partners do not have access to purchase and resell Loftware Cloud Business or Compliance without specific arrangements.

Features of this program

Access to Software Cloud Designer and Essentials, Professional Services

All program members may resell Software Cloud Designer and Essentials and Software Maintenance Agreements with no restrictions. They may access Professional Services by following Software's services specifications.

Access to purchase Software Cloud Business and Compliance

Solutions Partners and Business Partners have unrestricted access to purchase Software Cloud Business and Compliance. Authorized and Affiliate Partners must register their Software Cloud Business opportunities and sell a Specification Workshop to gain access.

All channel partners require training to sell, configure, and deploy Software Cloud Business. They must qualify and scope the opportunity, then sell consulting and professional services. Software will support members of the program to ensure a successful outcome.

Product discount

Software applies discounts to purchases made by program members in line with their program tier.

Partner accreditation

Software will supply Solution Partners and Business Partners with program membership plaques for display. Software will supply all members of the Program with a downloadable, printable certificate.

Access to demo and trial licenses

All members have access to demo accounts for Software Cloud and can provision 14-day trial subscriptions via the SMP.


Access to Subscription Management Portal

All program members access the Software Subscription Management Portal (SMP) at <https://subscription.loftware.com/>. You may purchase subscriptions, addons and renewals.

Participation in the Digital Partner Program (DPP)

All program members may participate in the Digital Partner Program (DPP). The DPP automatically grows partners' Software software business.

The Software DPP co-brands all software that you sell with your logo and contact information. Your customers are presented with your contact information on the print form, designer help screen, designer 'buy supplies' button and in the software's Control Center.



All partners can access digital images, banners and videos for their websites on the partner portal. In addition, Loftware provides all partners with a unique identification (UID) cookie to “lock in” any visit to www.loftware.com that originated on the partner’s site. When customers click on UID embedded links on a channel partner’s website to download information, drivers or trial software, participate in a promotion or investigate our market insights, the UID routes that customer’s contact information to the partner for follow up.

1. We feed the leads from your customers straight back to you for sales follow-up.

2. We pay you commission for all ecommerce sales to your customers at <https://www.loftware.com/buy-online>.

3. What it means for you:

- We will email you qualified leads when your website visitor downloads information and trial software from www.loftware.com.
- We lock trial software downloads the program member, so that if the end user clicks on the button to buy, the revenue will be credited to that partner.
- We pay commission for software purchased by end users who come to our ecommerce marketplace with your UID. *We pay commission to Solution Partners and Business Partners for software purchased by end users who come to our ecommerce marketplace without a UID.*
- We help you sell labels and ribbons with our ‘Buy Supplies’ software buttons.
- You brand the Loftware software that you sell with your contact information for recurring business.

Access to the Loftware sales team

Loftware will assign a Territory Channel Manager to support each Solutions Partner and Business Partner. The Territory Channel Manager will lead business reviews and sales training. Authorized and Affiliate Partners may contact their Partner Support Representative for information and support.

Loftware Cloud Business project registration

All program members must register their Loftware Cloud Business opportunities to unlock pre-sales technical services and ensure priority sales support. When a program member has registered an opportunity, they may request pre-sales support to help specify, demonstrate and configure the software to win the project.

Loftware Cloud Business is sold as part of a software project. Projects include discovery, scoping, specification, configuration and deployment. The Loftware presales team supports members of the program through the process to ensure a successful outcome. Program members qualify and scope the opportunity, then sell the appropriate consulting and professional services. Authorized Partners and Business Partners purchase from services for resale from Loftware, and Solution Partners may deliver services themselves.

Partner communications and newsletters and participation in partner events

All program members receive Loftware's partner-confidential communications, information and updates, and invitations to webinars and events.

Access to Loftware Partner Community Portal

All program members may access Loftware's password protected Partner Community Portal. Loftware assigns leads to partners via the Partner Community. Partners can view the orders they have placed with Loftware and the upcoming expiring SMAs. Partners register projects, pick up the latest news, marketing assets and spotlight promotions. The site includes price lists, product selling tools, vertical marketing tools, videos, ROI calculators, end user presentations, competitive benchmarks and other useful marketing and sales tools.

Access to Loftware Subscription Management Portal (SMP)

With a few clicks, order Loftware Cloud and NiceLabel Subscriptions on the SMP. Set up a trial, and renew a subscription. Partners activate subscriptions for their customers instantly without the need for a license key.

Access to Loftware Partner Academy: technical, product and sales training and certification

Access vital educational material online, in your own time, at your own pace. Loftware organizes its material into certifications: Technician, Expert and Sales Associate. Loftware invites sales, pre-sales, systems, software and support engineers from all program member companies to participate in online training and certification classes. There is no charge for this training. All channel partners require

training to sell, configure and deploy Software Cloud Business and Compliance. Certification is mandatory for Solutions Partners and Business Partners.

Software digital imagery for product promotions on your website

On the Software Partner Portal, you can download out-of-the-box HTML imagery and messaging. It's designed so that you can easily create a Software presence on your website.

Technical support (to partners)

Program members may escalate product issues to Software technical support for resolution. Software will support program members who call on behalf of an end user with a Software Maintenance Agreement. Solutions Partners and Business Partners provide Level 1 technical support after participating in technical training.

Annual plan and quarterly business review

Solutions Partners and Business Partners participate in regular business reviews and activity plans with the Territory Channel Manager.

Marketing support

Solution Partners and Business Partners are eligible for marketing support and co-branded promotional materials. Business Partners must apply for marketing support, while Solution Partners will include marketing activities and support as part of their business planning cycle with their Territory Channel Manager.

Marketing support may include:

- Joint marketing plan that targets the channel partner's database of major account non-users within a sector, industry or region
- Recommendations to improve the Software content on your website
- Co-branded banners, signage and printed materials to support events
- Customer testimonials, case studies, success stories, and ROI analysis to be used for internal or external purposes
- Joint webinars, e-mail, and social media marketing campaigns

Assignment of Software qualified leads

The Software sales team will qualify all leads generated by Software marketing activities. The team will assign leads on a strict rotation basis to Solution Partners and Business Partners by region, country and language. Solution Partners and Business Partners must provide outcome information on the qualified leads that Software has assigned in order to continue receiving leads.

Membership in the Vision Council

The Loftware Vision Council is a regular event and an ongoing active and lively community. It brings together executives from Solution Partners for strategic discussions around common interests, and it provides a forum for direct input into product design and strategy.

Loftware Partner Program At-A-Glance

Use the following table to understand and take advantage of the benefits for which you are eligible.

	Authorized Partners	Business Partners	Solution Partners
Access to Product			
Loftware Cloud	●	●	●
Essentials	●	●	●
Designer and Desktop software	●	●	●
Professional Services	●	●	●
Compliance		(subject to registration and approval)	●
Loftware Cloud Business	(subject to registration and approval)	●	●
Product Discount			
	Good	Better	Best
Software-generated Leads			
	○	Eligible to receive qualified leads for all products based on region and expertise	Preferred recipients for Loftware Cloud/LMS leads and eligible to receive qualified leads for all products based on region and expertise
Marketing Support			
	○	Eligible for co-branding and support for marketing initiatives (upon application)	Eligible for co-branding and support for marketing initiatives (as per business plan)
Partner Accreditation			
	Online Certificate	Business Partner Plaque and Online Certificate	Solution Partner Plaque and Online Certificate
Access to Demo and Trial Licenses			
	Loftware Cloud (Temporary access)	Loftware Cloud (Permanent access)	Loftware Cloud (Permanent access)
Lead generation via Unique ID (UID) under the Digital Partner Program (DPP)			
	●	●	●
Co-branded Loftware Software (under the DPP)			
	●	●	●
Ecommerce commission via UID under the (DPP)			
	●	●	●
Ecommerce commission for purchases without UID			
	○	●	●

	Authorized Partners	Business Partners	Solution Partners
Sales Support	Partner Support Representative	Territory Channel Manager	Territory Channel Manager
Software Cloud Business opportunity registration	●	●	●
Software partner communications and newsletters and invitation to partner events	●	●	●
Access to Software Partner Community Portal	●	●	●
Software digital imagery	●	●	●
Technical Support	●	●	●
Access to Software Academy	Available	Required	Required
Annual Plan and Quarterly Business Review	○	●	●
Membership in Software Vision Council	○	○	●



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