



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 NiceLabel Cloud and Loftware's suite of channel-friendly software. Our 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:

- Members of the Loftware Channel Partner Program position themselves as trusted advisors who are in tune with market trends.
- As the go-to resource for all labeling needs, you will have visibility into your customers' entire investment in Auto ID solutions.
- With Loftware, you have the key to unlock that investment and achieve more value per project than resellers of other software.

You will have a reason to revisit your installed base to provide new value and cost cutting strategies. New hardware, supplies and services revenue will expand your average deal size and because you are positioned as the key resource for labeling, your customers will keep coming back.

NiceLabel Cloud and Label Management System (LMS)

The key to realizing the most revenue from your relationship with Loftware is offering NiceLabel Cloud or our Label Management System (LMS) for end users who require an on-premise solution. Partners who sell NiceLabel Cloud or LMS transform their customers' labeling while growing their business with a high margin, premium price offering that opens 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.

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

There are Four tiers under the Loftware Channel Partner Program:



NiceLabel Solutions Partner

Solution Partners achieve the highest revenue threshold in software licenses and subscriptions. Solution Partners have the capability to sell, configure, deploy and manage projects independently and require minimal support from our services team.



NiceLabel Business Partner

Business Partners achieve a revenue threshold in SaaS subscriptions and software licenses. They also show a commitment to developing their ability to sell and deploy NiceLabel Cloud and LMS. 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.



NiceLabel Authorized Partner

Authorized Partners sell label design software and collaborate with Loftware to register opportunities for NiceLabel Cloud and LMS. As part of each opportunity, Authorized Partners sell the Specification Workshop and other services and manage the relationship with the end user customer.



NiceLabel Affiliate Partner

Affiliate Partners fulfill end user demands for designer software via ecommerce or by procurement aggregation. Affiliate Partners do not have access to purchase and resell NiceLabel Cloud or LMS without specific arrangements.

Features of this program

Access to desktop software, professional services and Software Maintenance Agreements

All program members may resell desktop software products and Software Maintenance Agreements with no restrictions. They may access professional services by following Loftware's services specifications.

Access to purchase NiceLabel Cloud and Label Management System (LMS)

Solution Partners and Business Partners have unrestricted access to purchase NiceLabel Cloud and LMS. Resellers must register their NiceLabel Cloud and LMS opportunities and sell a Specification Workshop.

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

Product discount

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

Partner accreditation

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

Access to demo and trial licenses

All members have access to demo and trial licenses for designer and desktop software.

NiceLabel Cloud demo resources


All program members can have access to a NiceLabel Cloud tenant for demonstration purposes. We proactively equip all Solution Partners and Business Partners with their own NiceLabel Cloud tenant.

Access to LMS demo and trial license keys

All program members may request end user trial licenses for registered LMS projects.

Participation in the Digital Partner Program (DPP)

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



The Loftware 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.nicelabel.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.nicelabel.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 nicelabel.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 NiceLabel software that you sell with your contact information for recurring business.

Access to the Loftware sales team

Loftware will assign a Regional Channel Manager to support each Solution Partner and Business Partner. The Regional Channel Manager will lead business reviews and sales training. Authorized Partners may contact their Partner Sales Representative for information and support.

NiceLabel Cloud and LMS project registration

All program members must register their NiceLabel Cloud and LMS 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.

NiceLabel Cloud and LMS are 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. All program members sell multi-year Software Maintenance Agreements, which Loftware fulfils.

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 Portal

All program members may access Loftware's password protected partner portal. This 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.

Loftware NiceLabel digital imagery for product promotions on your website

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

Technical support (to partners)

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

Annual plan and quarterly business review

Solution Partners and Business Partners participate in regular business reviews and activity plans with the Regional Channel Manager.

Loftware Partner Academy: technical training and certification

Loftware invites pre-sales, systems, software and support engineers from all program member companies to participate in online training and certification classes at <https://nicelabel-partners.workramp.io/>.

There is no charge for this training. All channel partners require training to sell, configure and deploy NiceLabel Cloud and LMS. Certification is mandatory for Solution Partners and Business Partners.

Loftware Partner Academy: product training and certification

NiceLabel invites salespeople from all program member companies to participate in webinars and online training at <https://nicelabel-partners.workramp.io/>.

There is no charge for this training. Loftware will proactively organize these training events with Solution Partners and Business Partners.

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 Regional 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 Loftware NiceLabel 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 Loftware qualified leads

The Loftware sales team will qualify all leads generated by Loftware 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 Loftware has assigned in order to continue receiving leads.

Membership in the Vision Council

The Loftware NiceLabel 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			
Designer and Desktop software	●	●	●
Professional Services	●	●	●
Software Maintenance Agreements	●	●	●
NiceLabel Cloud/LMS (subject to registration and approval)		●	●
Product Discount	Good	Better	Best
NiceLabel-generated Leads	○	Eligible to receive qualified leads for all products based on region and expertise	Preferred recipients for NiceLabel 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	Desktop NiceLabel Cloud (on arrangement)	Desktop NiceLabel Cloud/LMS	Desktop NiceLabel Cloud/LMS
Lead generation via Unique ID (UID) under the Digital Partner Program (DPP)	●	●	●
Co-branded NiceLabel 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 Sales Representative	Regional Channel Manager Partner Sales Representative	Regional Channel Manager Partner Sales Representative
NiceLabel Cloud/LMS opportunity registration	●	●	●
Software partner communications and newsletters and invitation to partner events	●	●	●
Access to Software Partner Portal	●	●	●
Software NiceLabel digital imagery	●	●	●
Technical Support	●	●	●
Training and Certification	Available	Required	Required
Annual Plan and Quarterly Business Review	○	●	●
Membership in Software NiceLabel Vision Council	○	○	●



Loftware is the world's largest cloud-based Enterprise Labeling and Artwork Management provider, offering an end-to-end labeling solution platform for companies of all sizes. Maintaining a global presence with offices in US, UK, Germany, Slovenia, China, and Singapore, Loftware boasts over 35 years of expertise in solving labeling challenges. We help companies improve accuracy, traceability and compliance while improving the quality, speed, and efficiency of their labeling. As the leading global provider of Enterprise Labeling and Artwork Management, along with Clinical Trials Labeling and Regulated Content Management, Loftware enables supply chain agility, supports evolving regulations, and optimizes business operations for a wide range of industries. Those include automotive, chemicals, consumer products, electronics, food & beverage, manufacturing, medical device, pharmaceuticals, retail and apparel.

For more information, please visit www.loftware.com and www.nicelabel.com.