BarTender®
BY SEAGULL SCIENTIFIC

Hi everyone!

- Our presentation today is in English
- No matter what language you're hearing the pre-event gotowebinar notices in right now, the webinar today will be in English when we officially start to broadcast
- The presentation is being recorded – everyone will receive a link to the recording after the event
- The presentation will start at half past the hour

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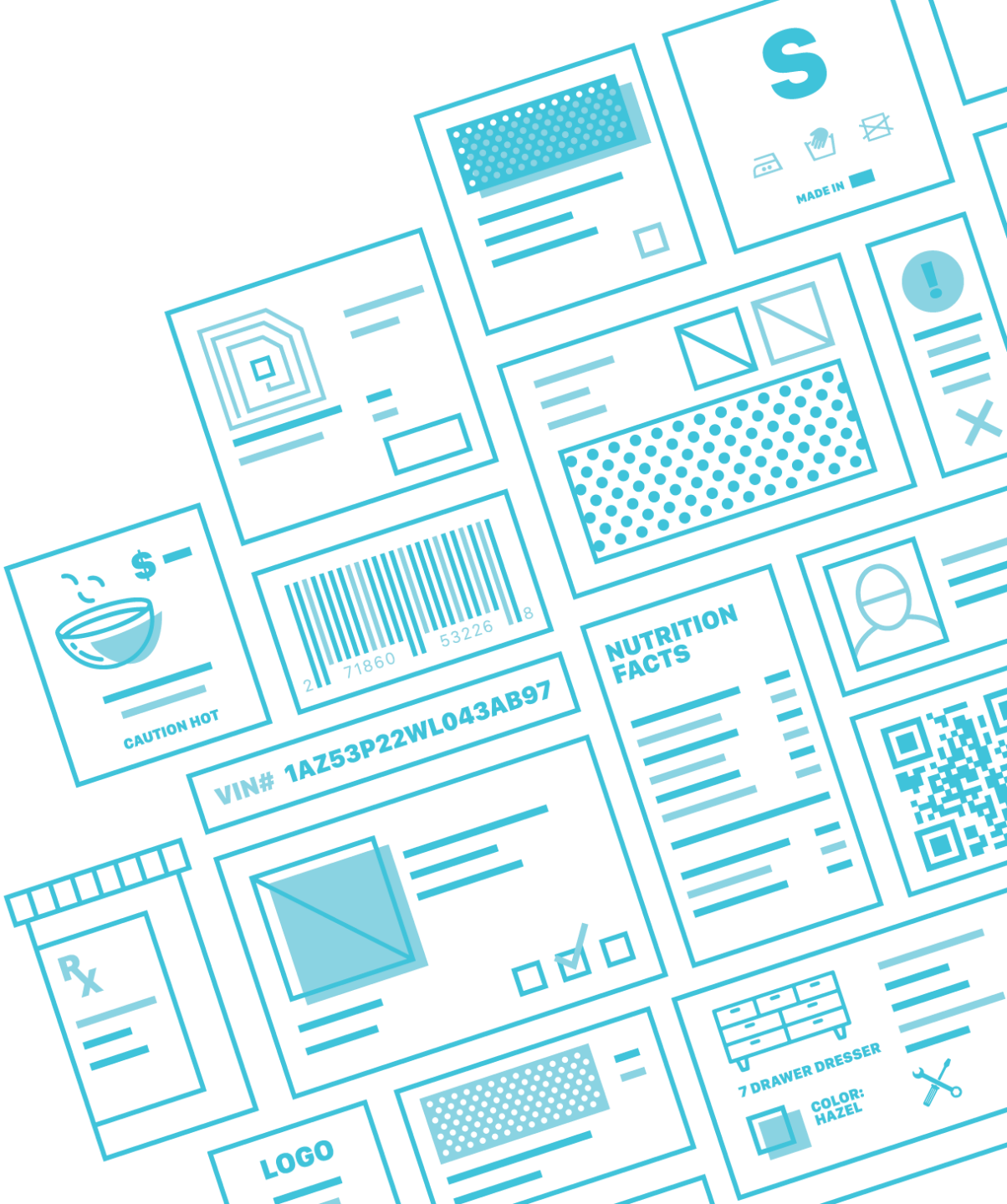
BarTender 2021 Launch Webinar

CAROLYN MACLEOD

CHANNEL MARKETING MANAGER, AMERICAS

CMACLEOD@SEAGULLSCIENTIFIC.COM



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Housekeeping and Presenters

- Meeting is being recorded, all participants are on mute
- Questions via Q&A function
- Opt-in for BarTender communications on portal.seagullscientific.com
- Presenters today:

MATTHEW BRINE
VICE-PRESIDENT, GLOBAL SALES
MBRINE@SEAGULLSCIENTIFIC.COM

MICHAEL LEO
SENIOR PRODUCT MARKETING MANAGER
MLEO@SEAGULLSCIENTIFIC.COM

IAN CUMMINGS
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Welcome and BarTender 2021 Introduction

MATTHEW BRINE

VICE-PRESIDENT, GLOBAL SALES

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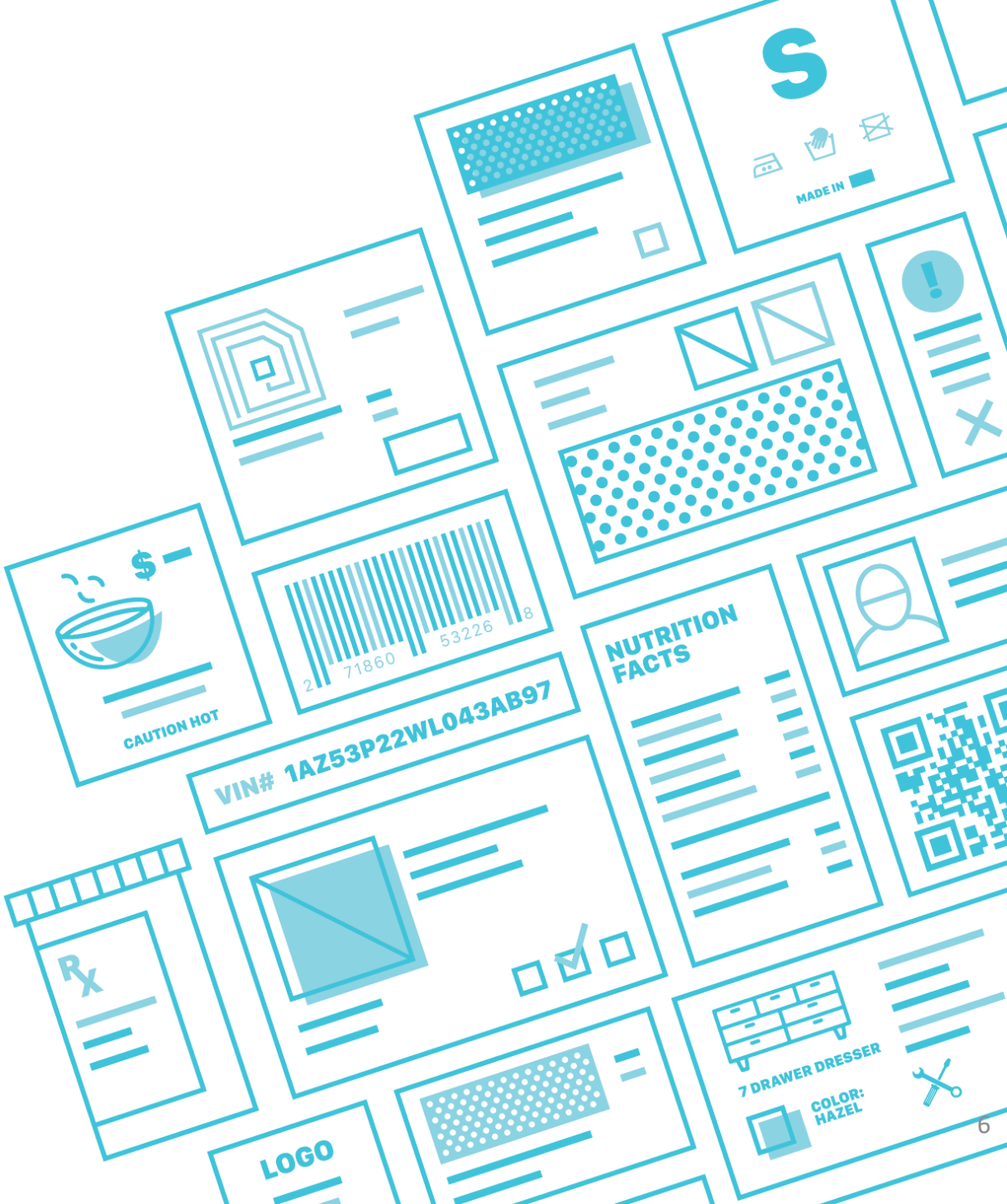

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AGENDA

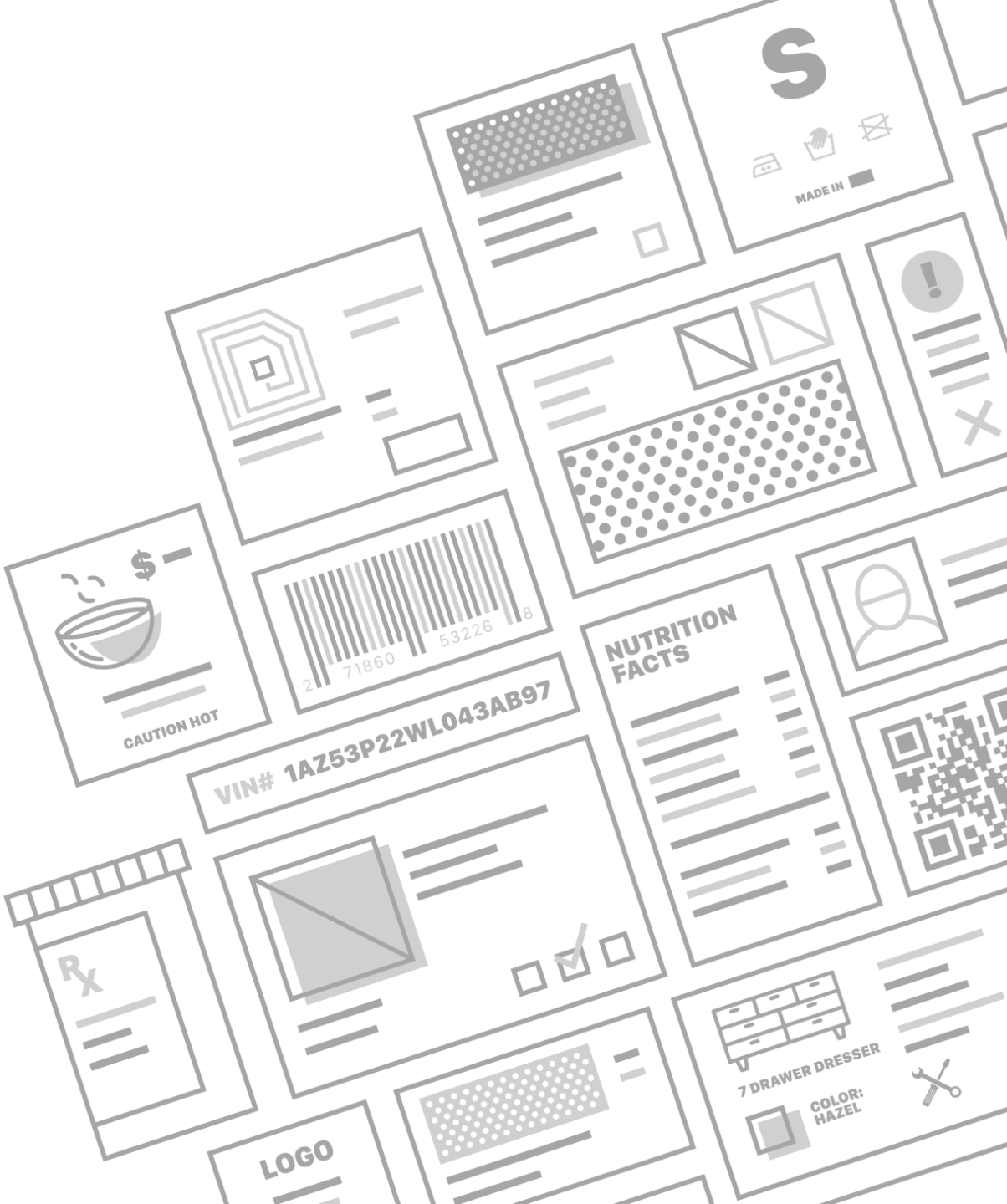
WELCOME & BARTENDER 2021 INTRODUCTION

BARTENDER 2021

FEATURES IN ACTION

AVAILABILITY AND SUPPORT

Q & A



BarTender
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BarTender®

BY SEAGULL SCIENTIFIC

The world's most trusted software for labels, barcodes, RFID tags, plastic cards and more

About Seagull Scientific

- Founded in 1985
  - Originally focused on barcode reading equipment for PCs
- Today, singularly focused on labeling
  - BarTender software
  - Drivers by Seagull Scientific
- Global Support Centers in:
  - Bellevue, WA (Global HQ)
  - Madrid, Spain
  - Taipei, Taiwan
  - Tokyo, Japan

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BarTender – Business Labeling for Everyone

Manufacturing

Warehouse & Logistics

Healthcare

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Recent BarTender Customer Examples

© 2020 Seagull Scientific

Recent BarTender Customer Examples

BRIDGETOWN NATURAL FOODS

Marlborough NURSERY

FIRE SAFETY MIAMI-DADE COUNTY FLORIDA RESCUE DEPT

THE QUEEN'S FLOWERS

PRO GARDEN SUPPLY

Cumberland DAIRY

Mission

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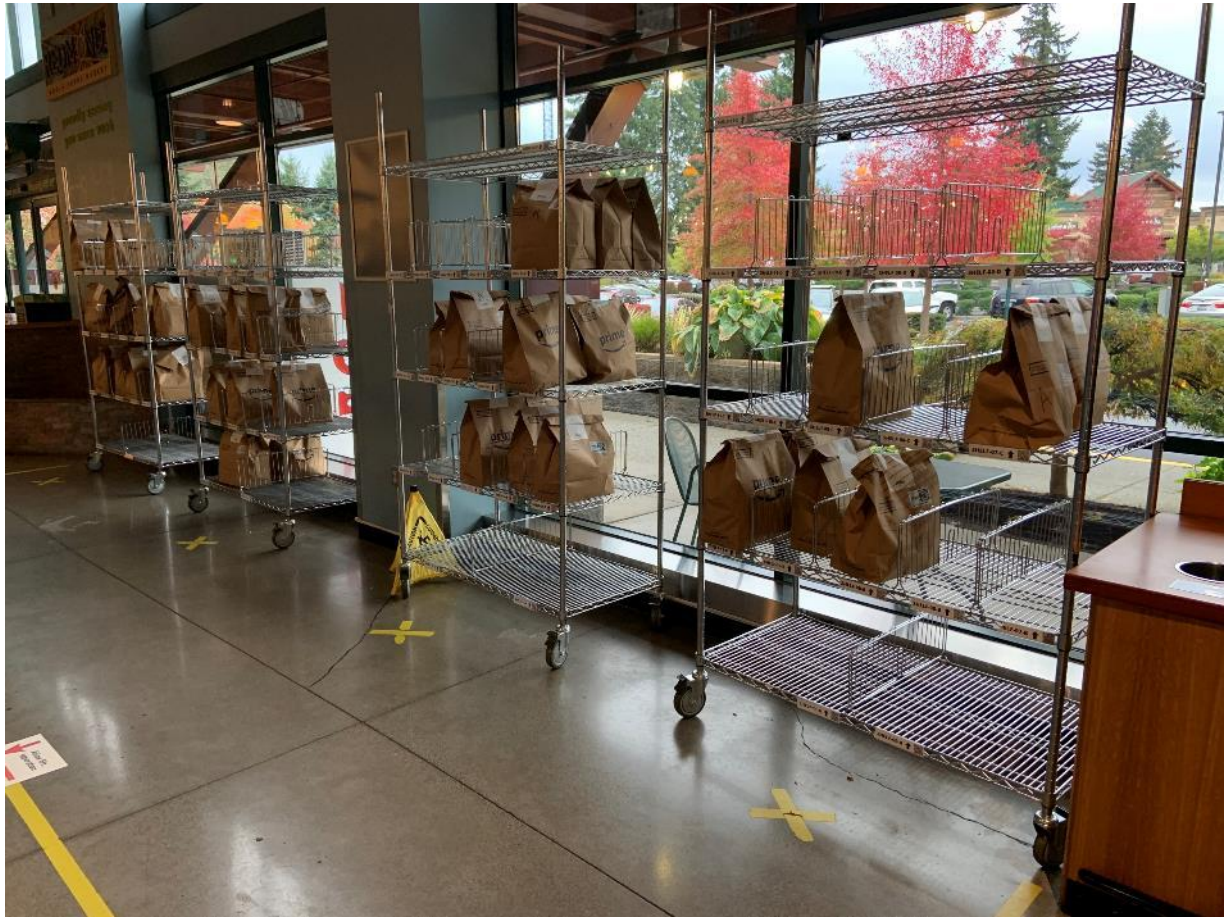
Changing Business Models



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Automation – a driver to improve Efficiency and Effectiveness

Automation

#1 Gartner 2020 strategic technology trend

Process Automation

#1 Deloitte 2018 CIO digital focus

Workforce Automation

#1 IDG digital manufacturing transformation

s Selected Lines.

*For the latest updates on our ongoing response to COVID-19, please **click here**.*

An update on Gilead's COVID-19 response.

An open letter from our Chief Medical Officer Merdad Parsey about our antiviral for the treatment of COVID-19.

Read about our COVID-19 response

Important Messages

1. **10.1 support ends December 31, 2020**

2. **Customer loyalty promotion**

   - **Purchase three (3) years of maintenance and support and receive 15% discount**

3. **Updated BarTender support ticket information.**

Information needed to start a support ticket:

- Support number
- Customer information, including contact name, email address, and telephone number, company name and address
- BarTender version, edition and Windows operating system
- Description of the issue or question
- Ticket priority – low, normal, high or urgent (best guess)
- Attachments relating to the issue (optional depending on issue)
  - Relevant BarTender log files and Windows event logs
  - Integration File, trigger files and BTW documents etc.

BarTender
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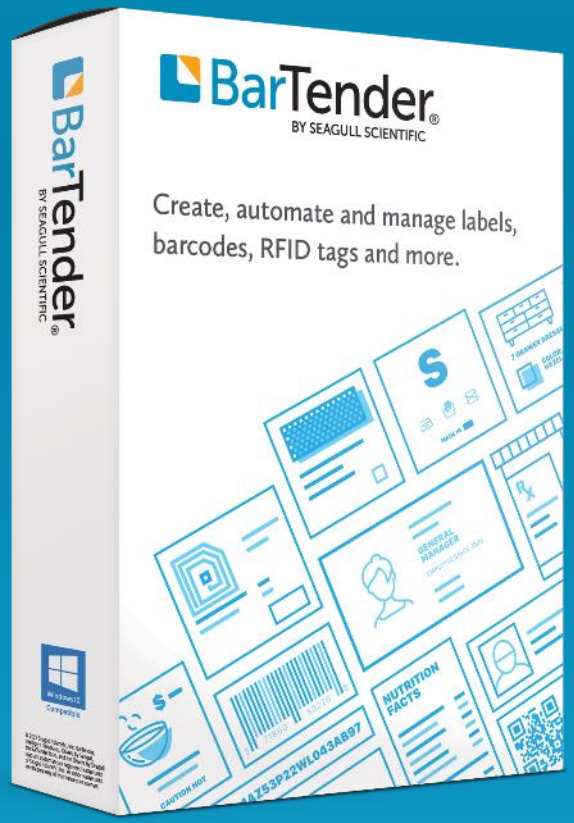
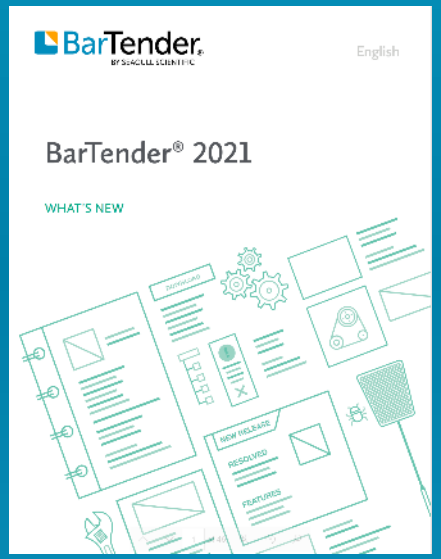
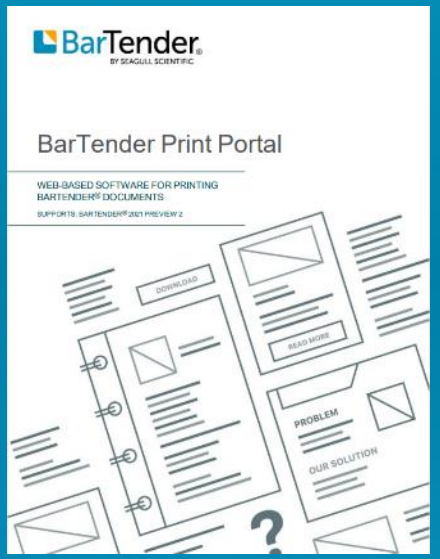
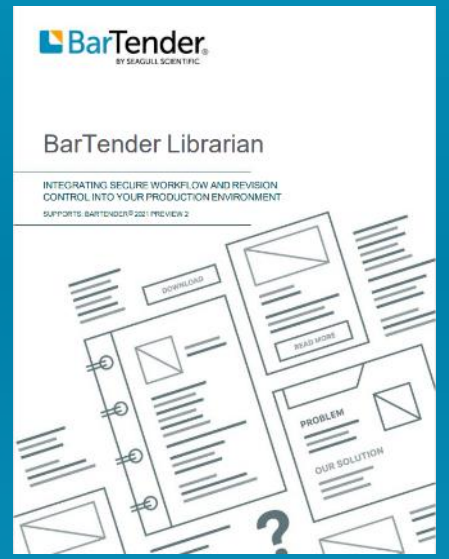
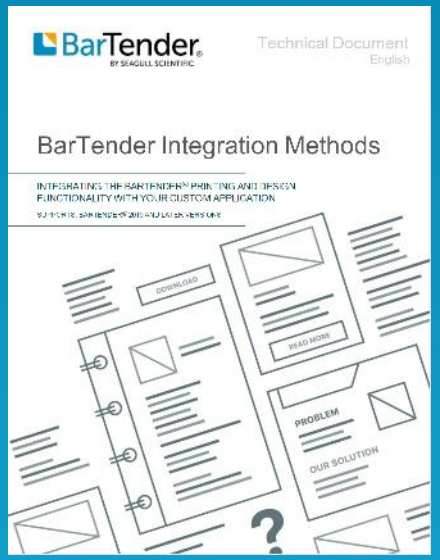
BarTender 2021

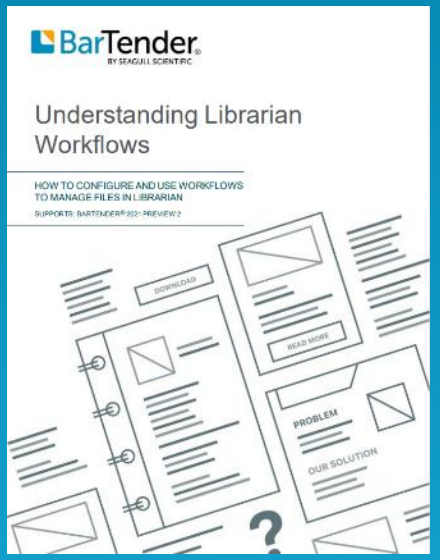


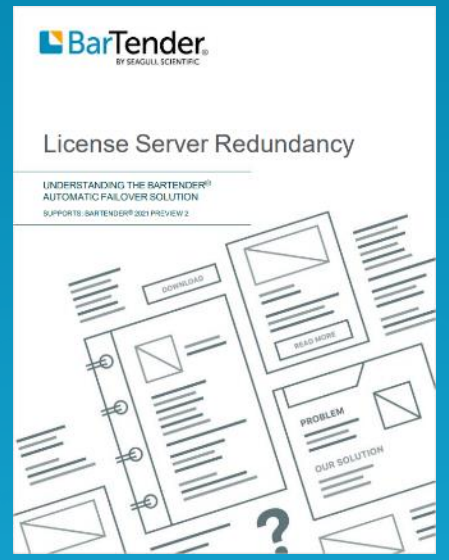












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Gartner – Key Enterprise Labeling Features

- Easily create and manage many labels with slight variations
- Compliance tools to assist with meeting regulatory requirements
- Document / Label management ability
  - Workflows, authorizations and audit trails
- Integration tools to automate label printing
- Centralized security and audit controls
- Global support
- Simplified pricing structure

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BarTender 2021

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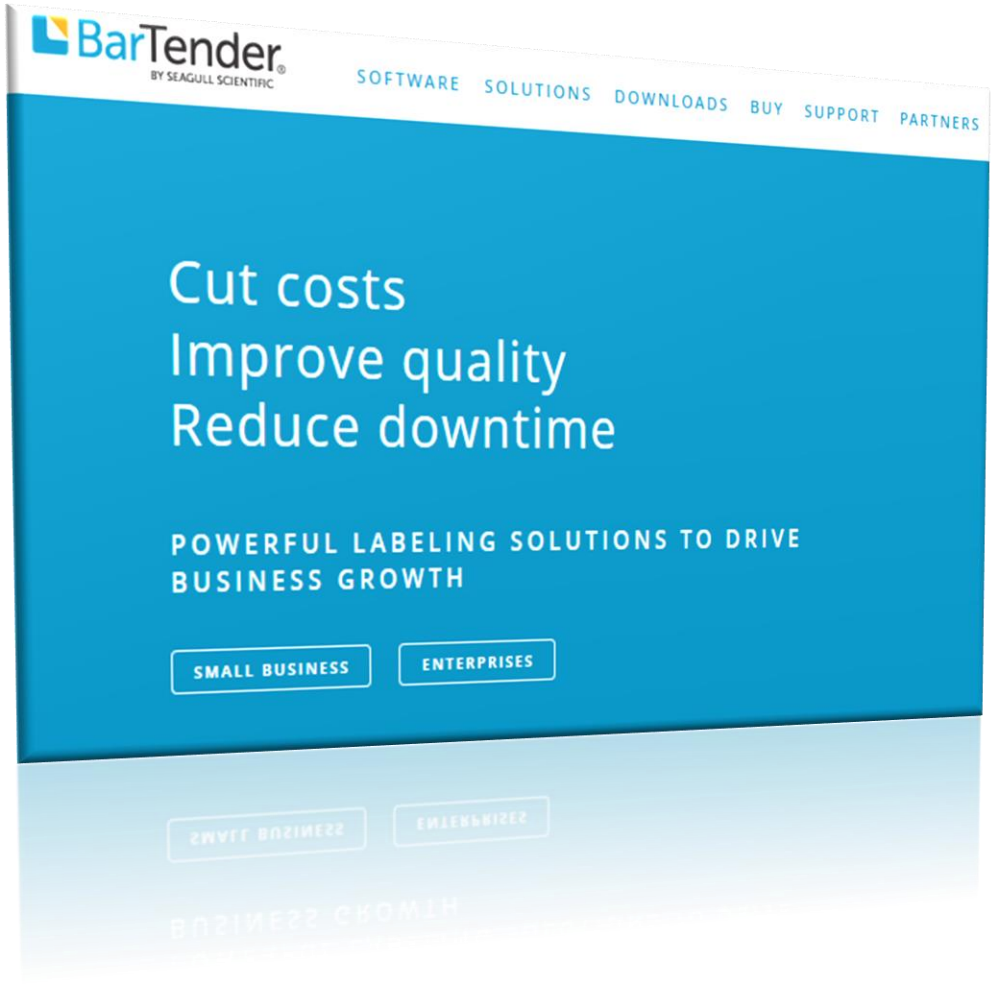
Introducing BarTender 2021

BarTender 2021



- Decrease costs of operation
- Improve quality
- Reduce downtime
- Improve efficiency
- Grow business

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BarTender 2021

- More powerful
- Easier to use
- More adaptable and configurable
- Familiar user interface (UI)
- Global technical support

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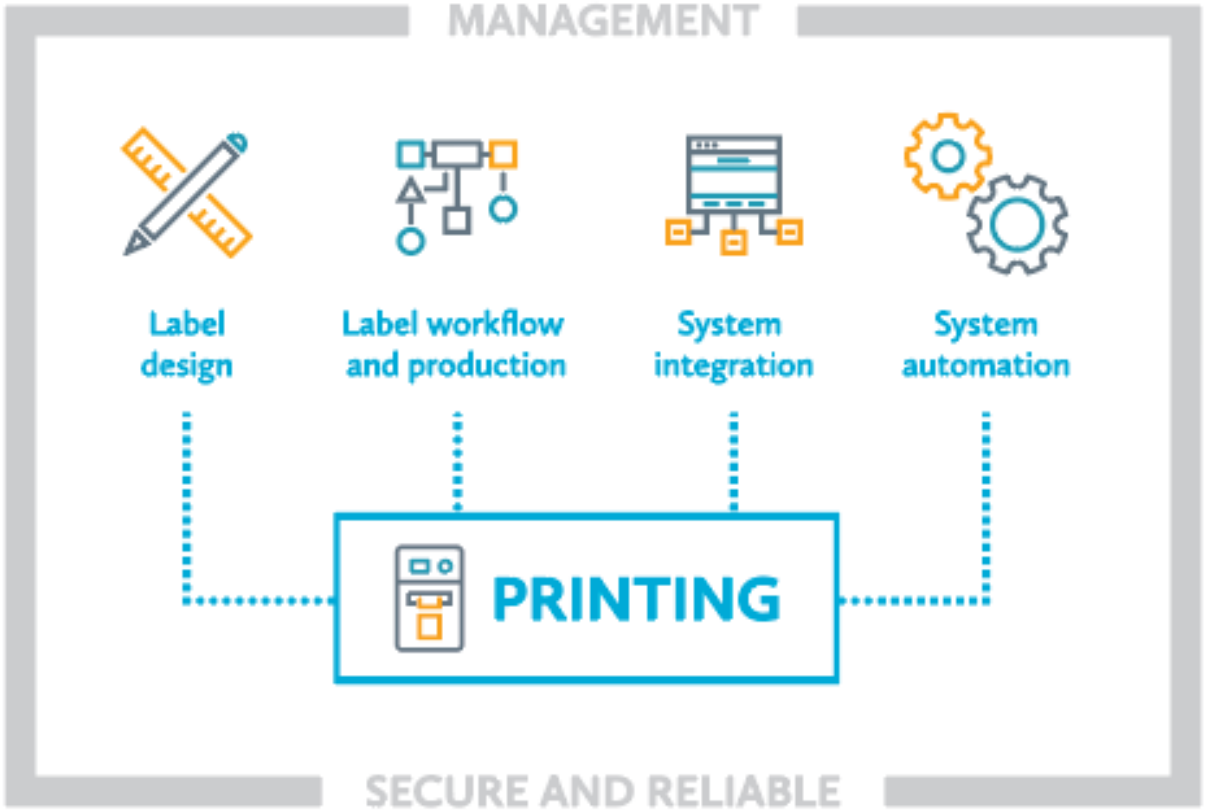
BarTender 2021



- ✓ Create and print more commercial-quality designs
- ✓ Accelerate label design and production with increased label QA
- ✓ Integrate more tightly and with more flexibility to existing and new business systems
- ✓ Improve productivity for new and existing markets globally
- ✓ Print from any browser on any device to more printers anywhere, anytime
- ✓ Minimize downtime and enable business continuity

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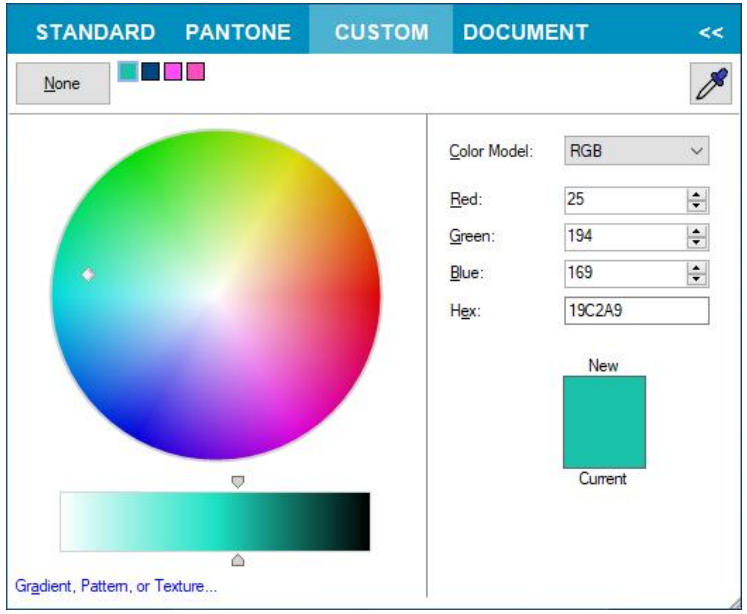
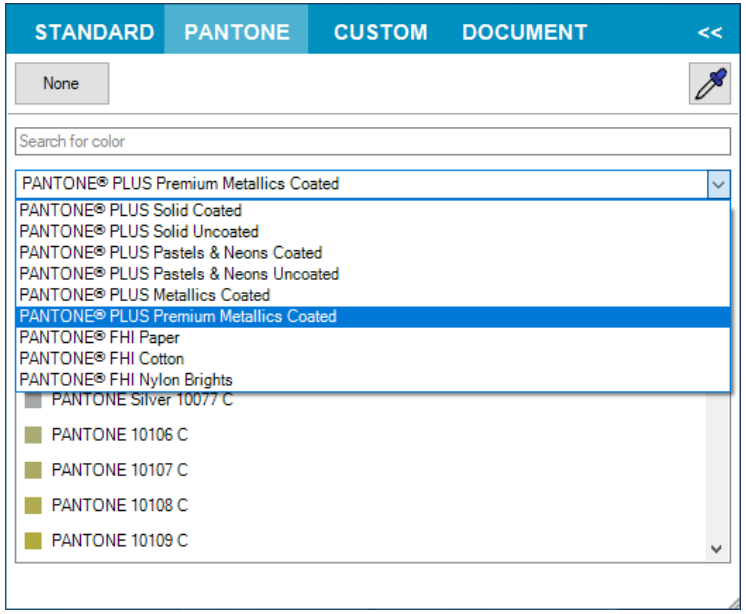
Label design

- Create and print commercial-quality designs
  - PANTONE Color System, data-sourced colors and improved color picker
  - GS1 Version 20 support
  - Expanded Data Matrix (DMRE) symbology support





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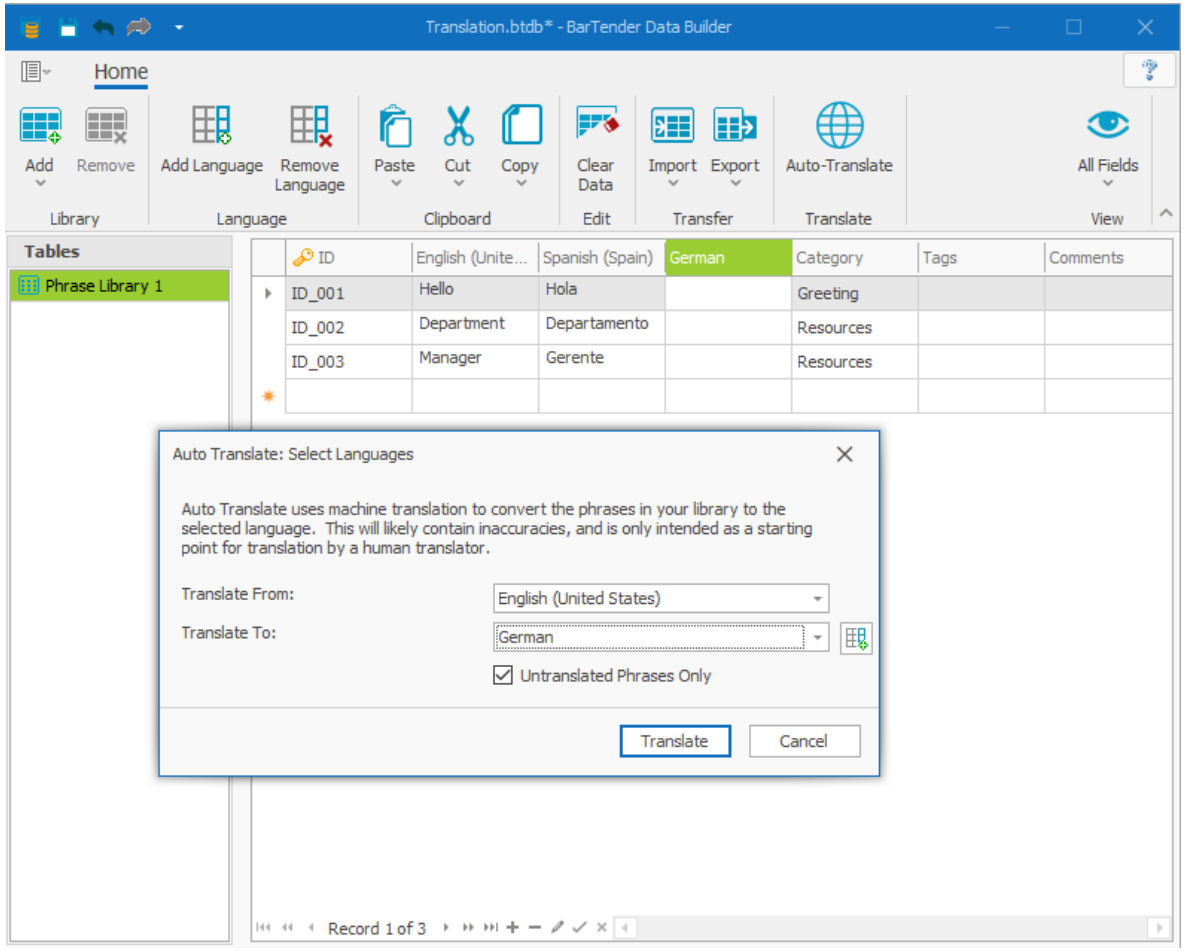
Label design

- Create and print commercial-quality designs
  - Phrase Library *(new feature preview)*
    - Auto-Translation
    - TMX import/export



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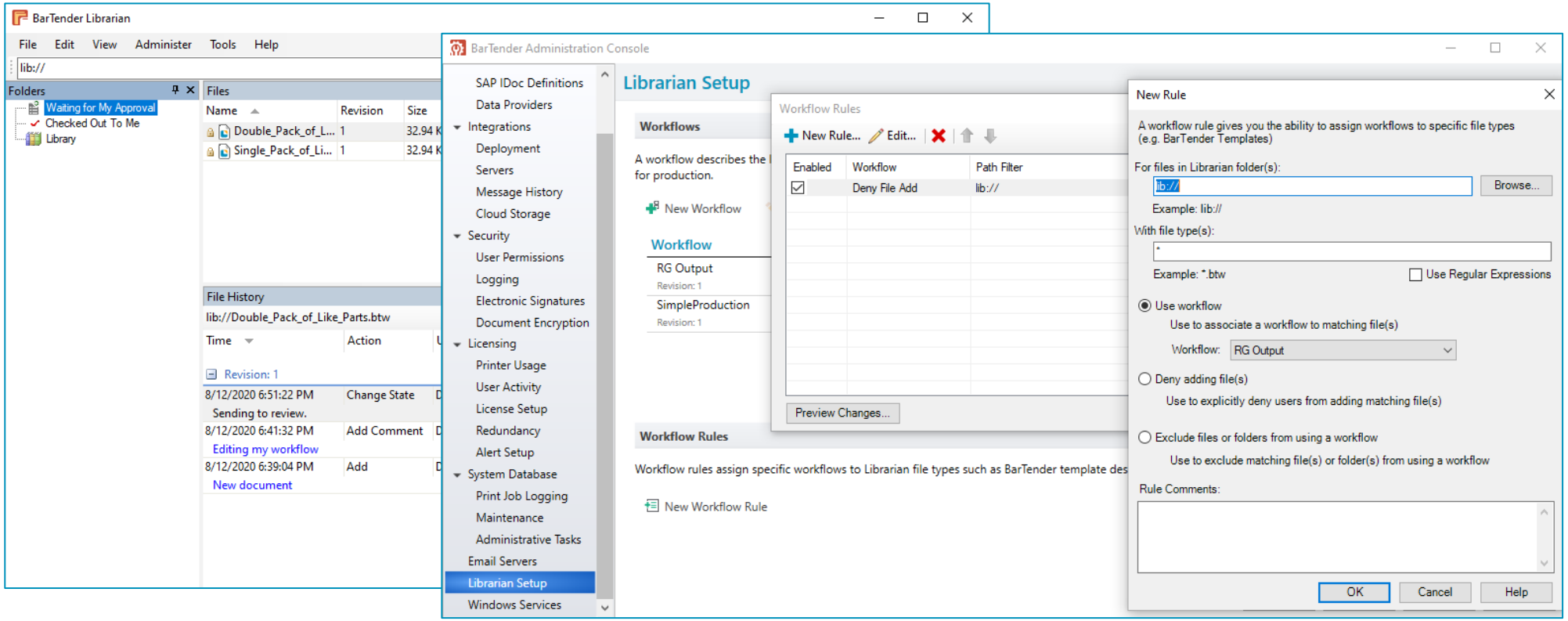
Label workflow and production

- Create and print commercial-quality designs
  - Librarian enhanced for exception performance



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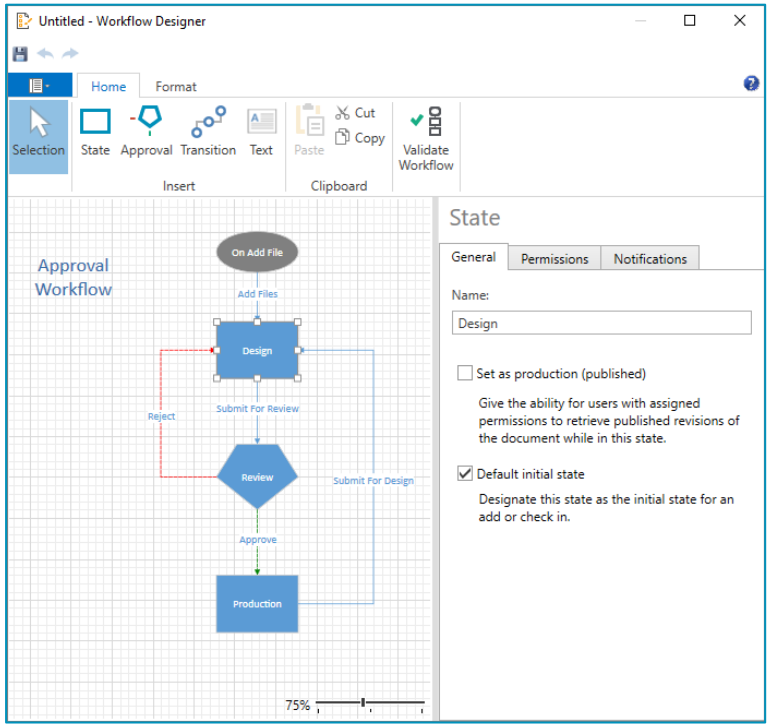
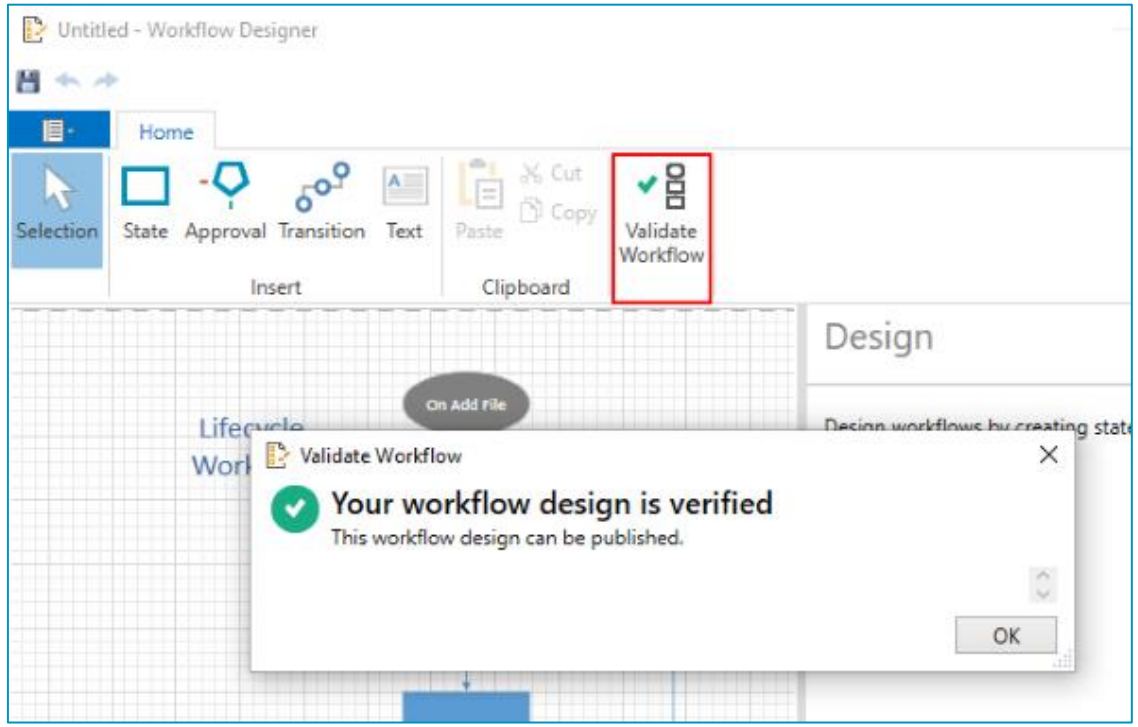
Label workflow and production

- Accelerate label design and production
  - Visual Workflow Designer providing faster design, approval, tracking and deployment





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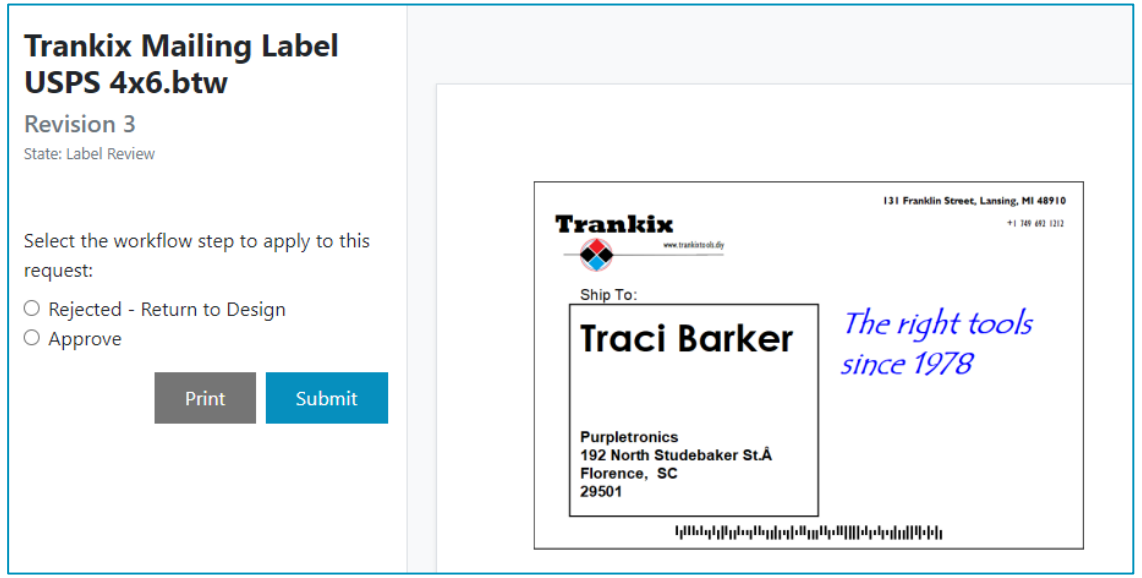
Label workflow and production

- Accelerate label design and production
  - Fast, secure web-based workflow approval anywhere, anytime
  - New Print Portal integrated with Librarian



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System integration

- Integrate more tightly and with more flexibility to existing and new business systems
  - New data connectors to Excel Online, Google Sheets, JSON and QuickBooks Online
  - Expanded .NET SDK API support for new workflow and Print Portal enhancements

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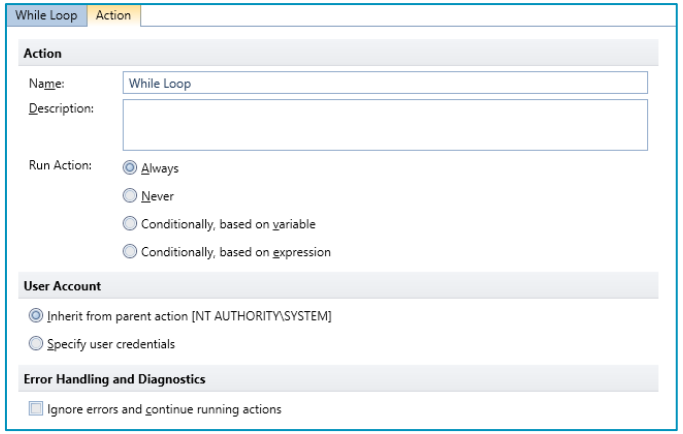
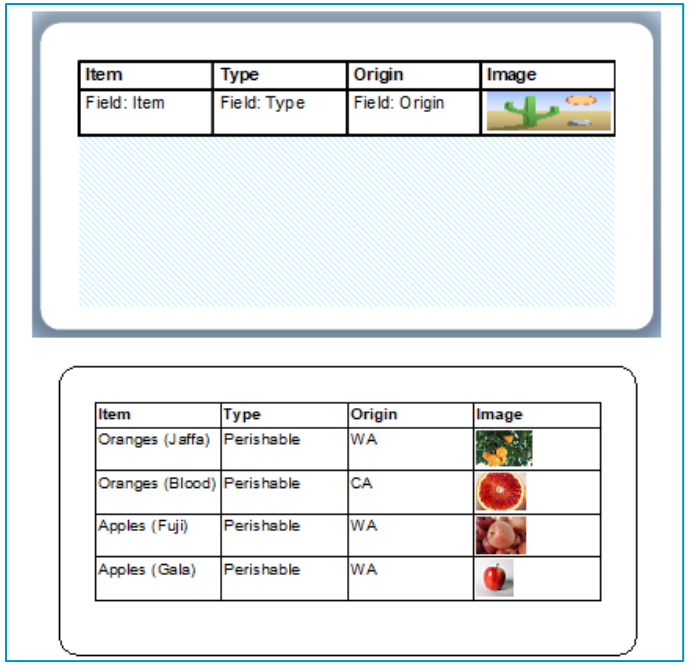
System automation

- Improve productivity for new and existing markets globally
  - Data-sourced color
  - Image support in dynamic, embedded tables
  - Database file name data source option
  - Data entry form improvements
  - Improved While Loop action





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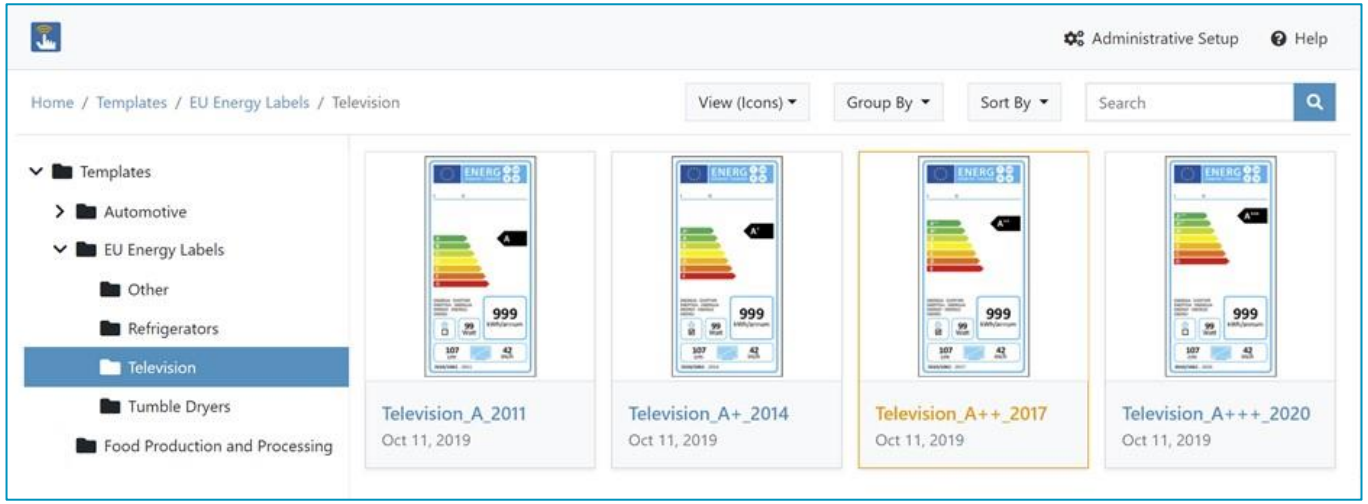
Printing – Print Portal

- Print from any browser on any device to more printers anywhere, anytime
  - Online approvals
  - Driverless printing
  - Print to PDF
  - Comprehensive security



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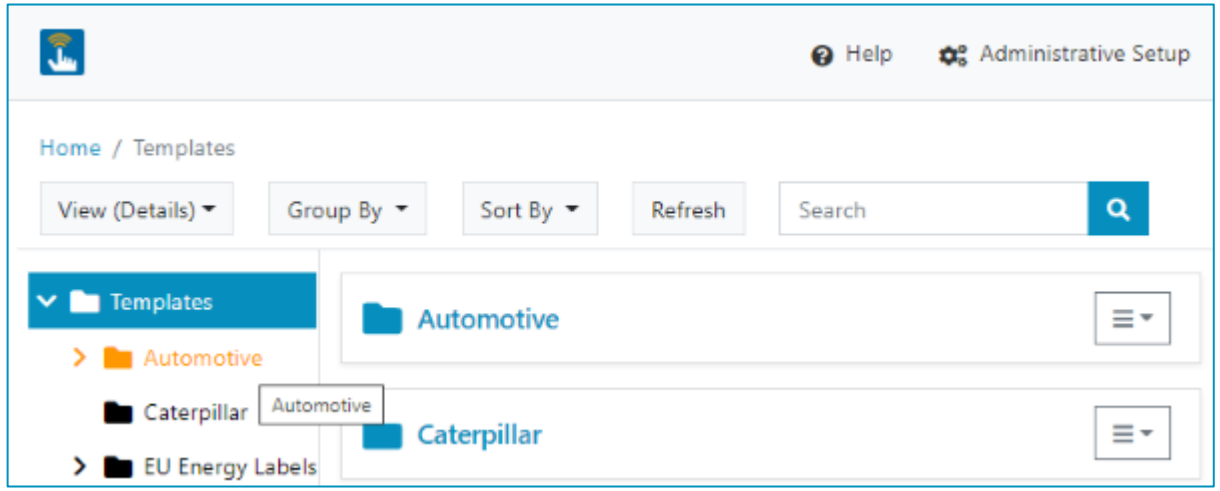
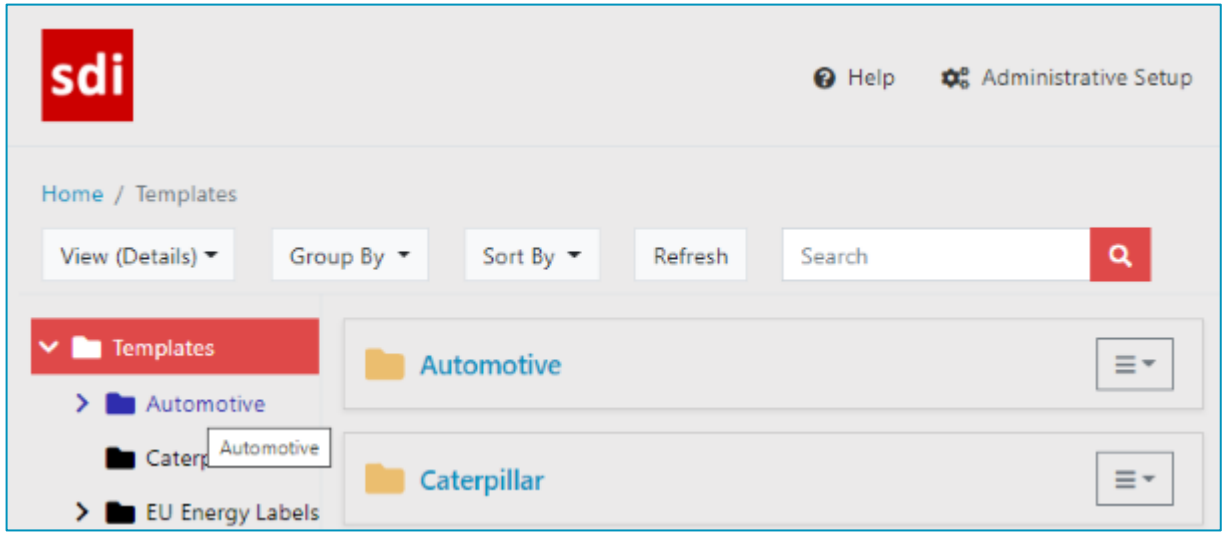
Printing – Print Portal

- Print from any browser on any device to more printers anywhere, anytime
  - Custom corporate branding





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Printing

- Digital die cutting
  - Prints and cuts custom shapes and sizes with our built-in X/Y & pizza wheel cutters
  - Works with both pre-die cut and continuous roll materials
  - Dye and pigment ink
  - Max Print Width: 4.1" (108mm); die-cutting, 5" (127mm); pre-die cut labels
  - Print speed: up to 4.5" ips

PRIMERA TECHNOLOGY, INC.

LX610 Color label printer with plotter/cutter

www.primera.com

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Secure and reliable

- Minimize downtime and enable business continuity with advanced, always on high availability options
  - Enhanced backup failover license support
  - Resilient licensing configuration for fault tolerance
  - Available for Enterprise Edition with 50 or more printers and active Maintenance and Support agreement

High Availability Option	Configuration	Failover	License Pricing	Printer License Count
Enhanced Backup Failover	Active - Passive	Automated	Primary (MLSP) *Secondary (50% off MLSP)	Both Licenses must match
Enhanced Backup Failover	Active - Active	Automated	Primary (MLSP) Secondary (MLSP)	Both Licenses may vary
Resilient Configuration	Active Triad	Automated	Single License (MLSP)	Single License

*(Must be non-production backup use only)

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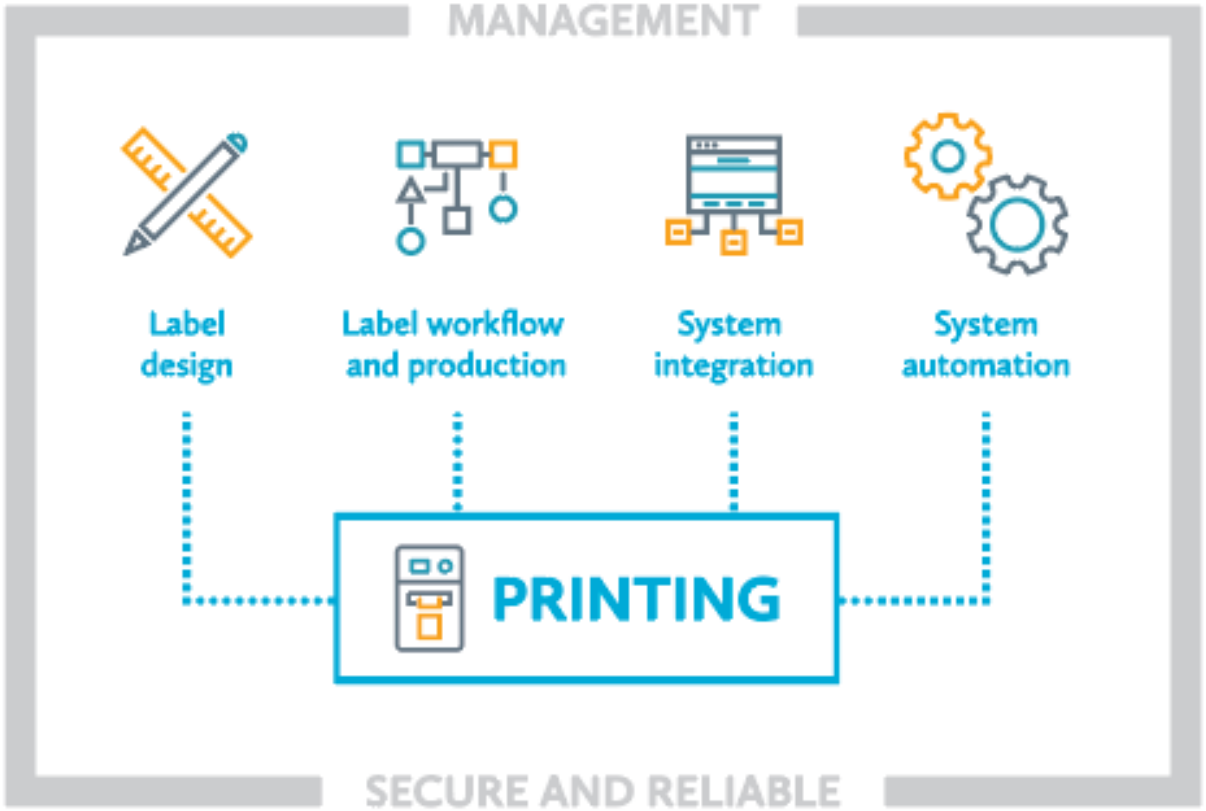

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Which BarTender edition?

STARTER EDITION

- New color picker
- Digital die cutting support

PROFESSIONAL EDITION

- Includes all Starter Edition features
- Data-sourced color
- PANTONE Color System
- Database support for Excel Online, Google Sheets, JSON and QuickBooks Online
- Improved Data Entry Forms including search and filter improvements
- Support for dynamic embedded table images
- Support for GS1 Application Identifiers (AI) Version 20.0

AUTOMATION EDITION

- Includes all Professional Edition features
- Support for automating changes to the data source of table objects
- Support for automation of table object databases
- Automated restart of monitored databases
- Expanded BarTender /d command line parameter support
- Improved integration message logging

ENTERPRISE EDITION

- Includes all Automation Edition features
- Improved web-based Print Portal
- Librarian Workflow Designer
- Integrated Print Portal with workflows
- Licensing redundancy
- Multi-lingual Phrase Library with Auto-Translation and TMX import/export
- Print Portal custom branding
- .NET SDK (Librarian and Print Portal APIs)
- Librarian performance improvements
- Improved encryption key management

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Working Together - Workflow Designer & Print Portal

IAN CUMMINGS

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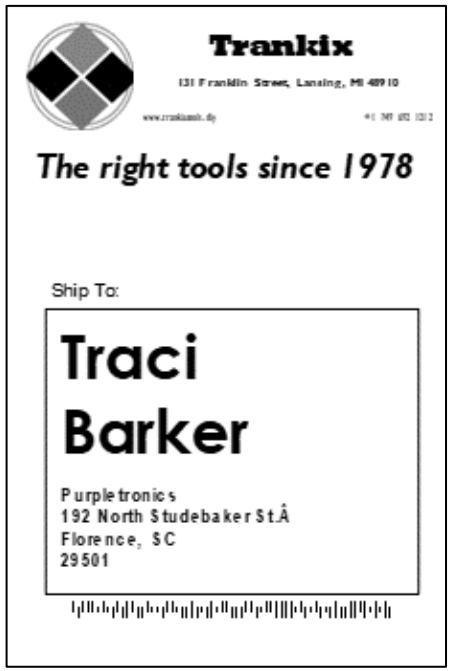
Workflows in Action

Business Goal: Manage and track label design, review and use. Easily distribute the new labels across many locations simultaneously.

- ✓Specialty tool company, Trankix
- ✓Needs new shipping label at 15 locations around globe
- ✓**Solution:** Use BarTender 2021 Print Portal and Librarian Workflows

Needs to go from this…



to this… seamlessly!

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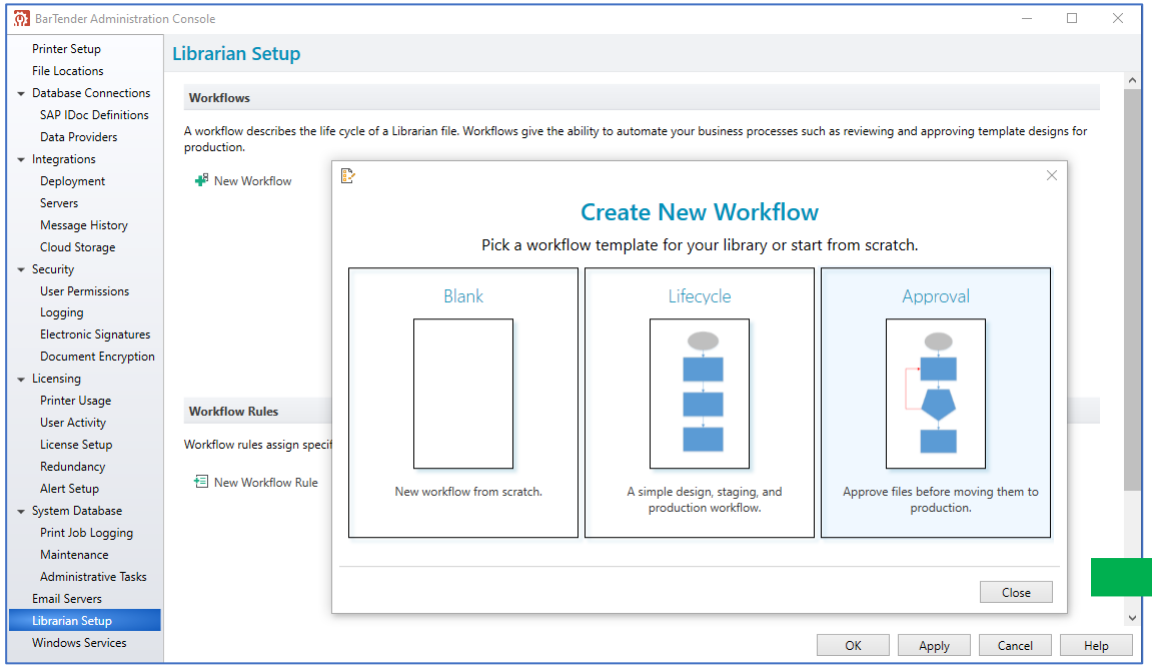
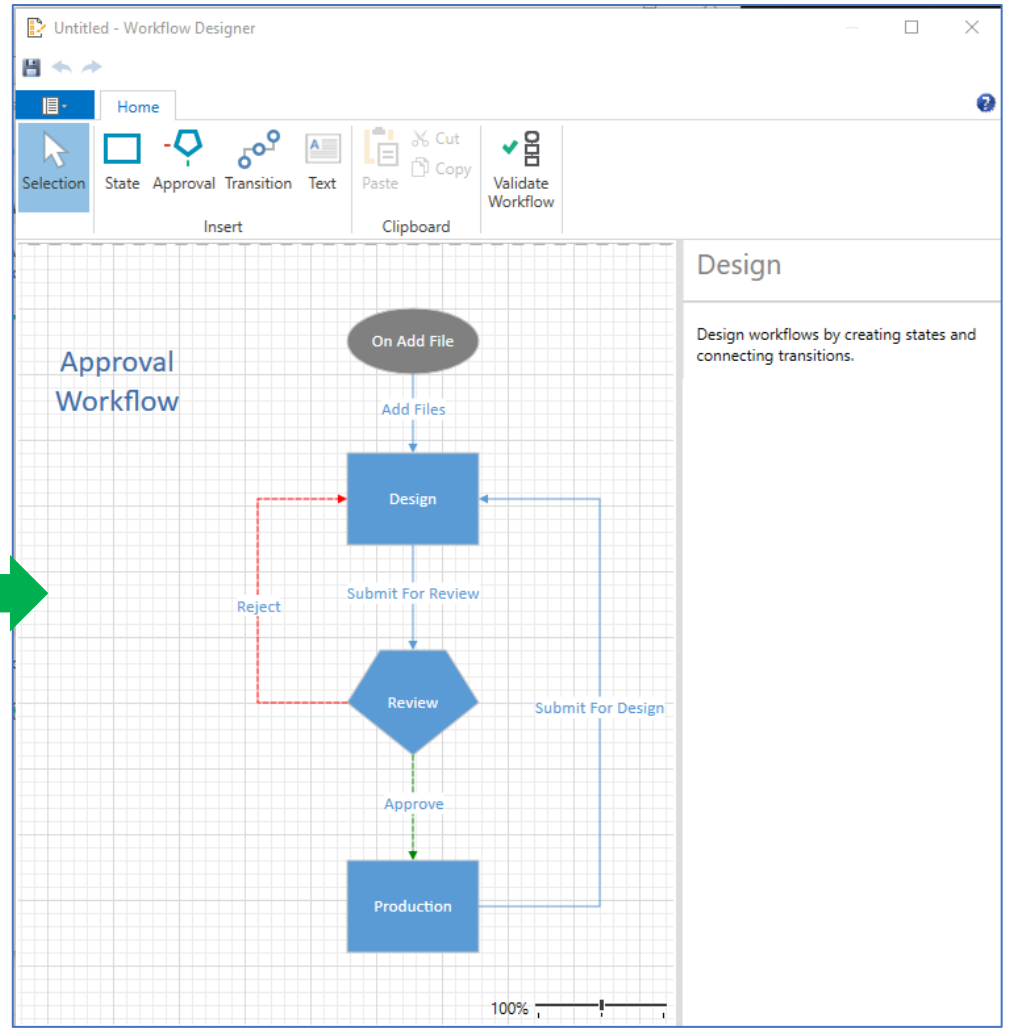
Workflows in Action

BarTender 2021's new Workflow Designer can help design a label Life-Cycle!





✓ Create your own Approval Workflow using samples included in BarTender 2021

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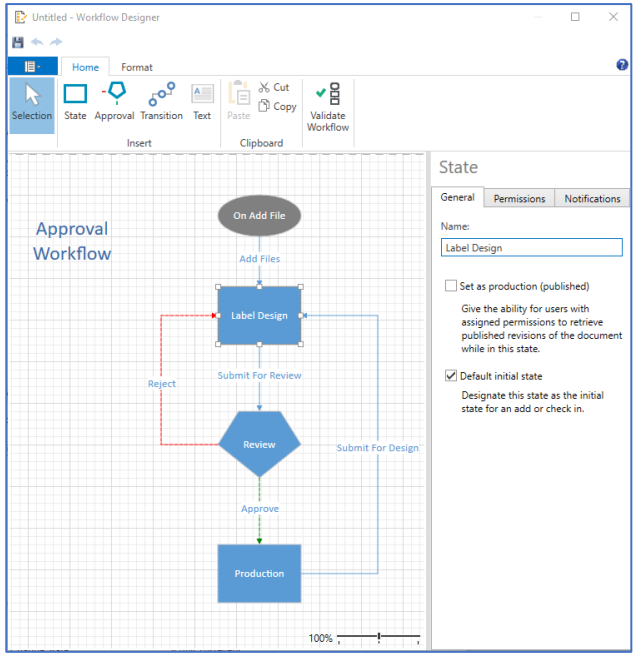
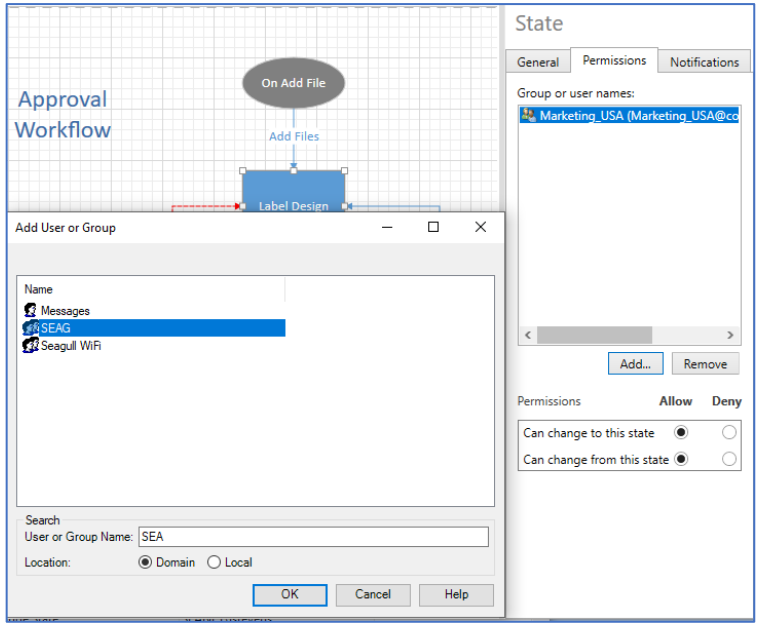
Workflows in Action

BarTender 2021 Sample Workflows makes creating a new Workflow that matches your established process very easy.

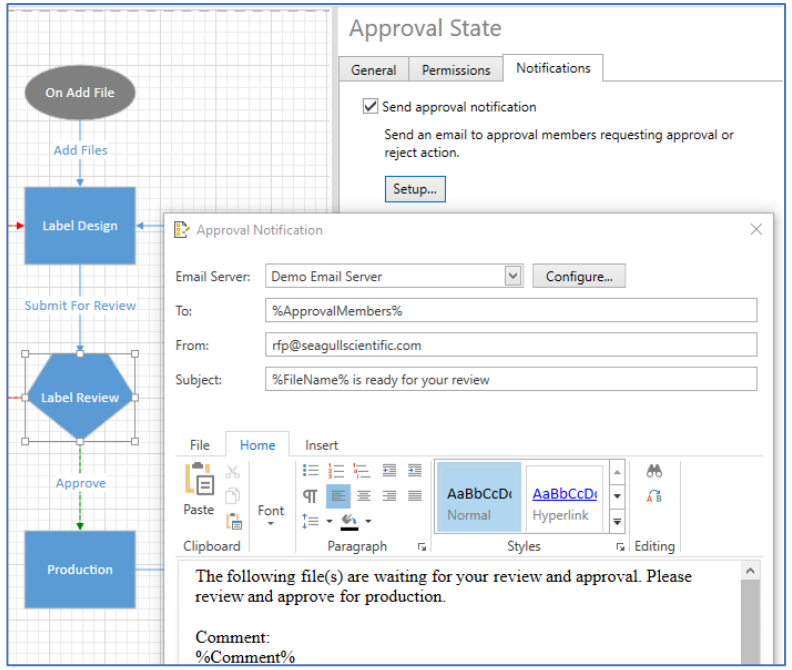
✓ Name different Workflow States



✓ Control access with Active Directory



✓ Customize alert emails



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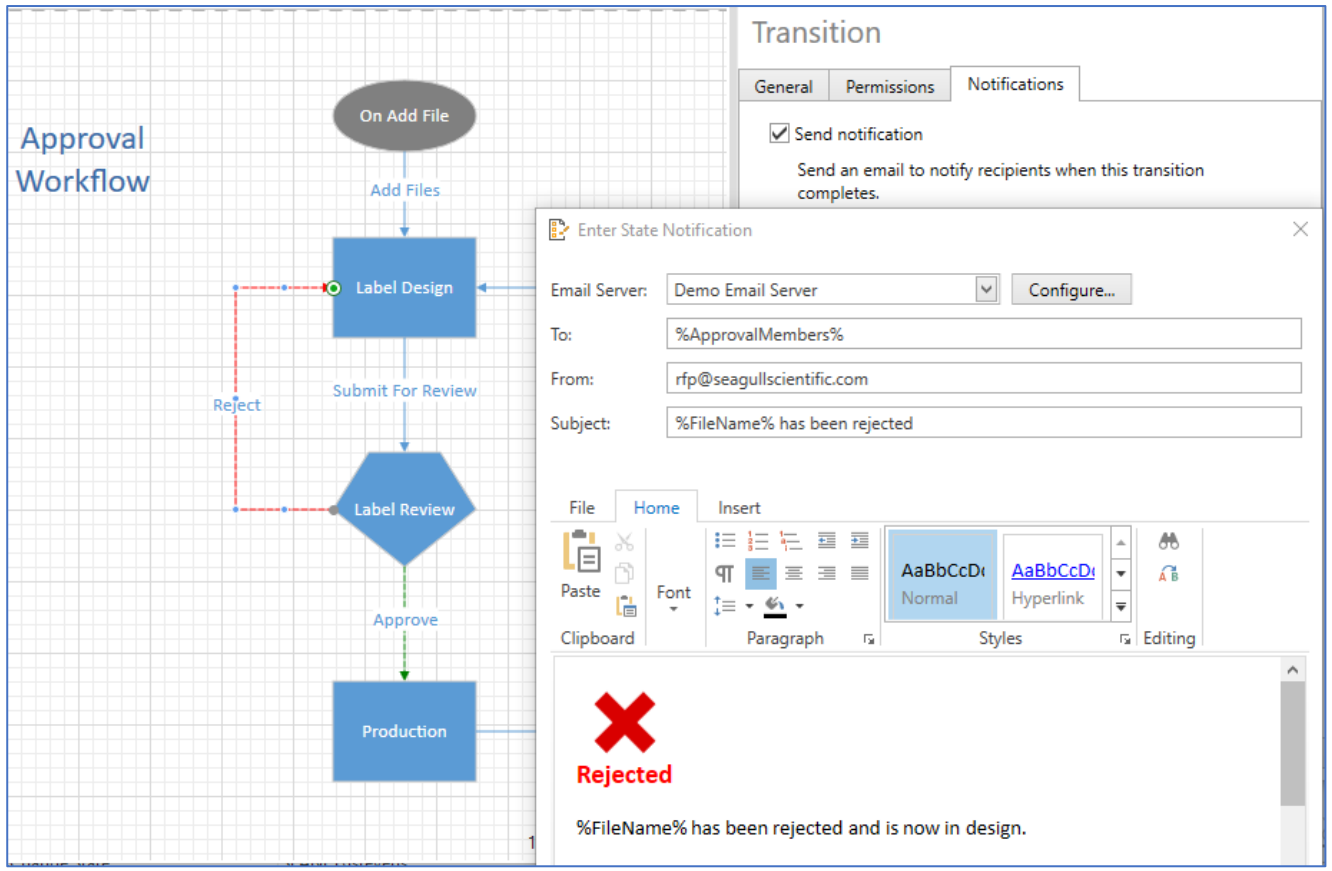
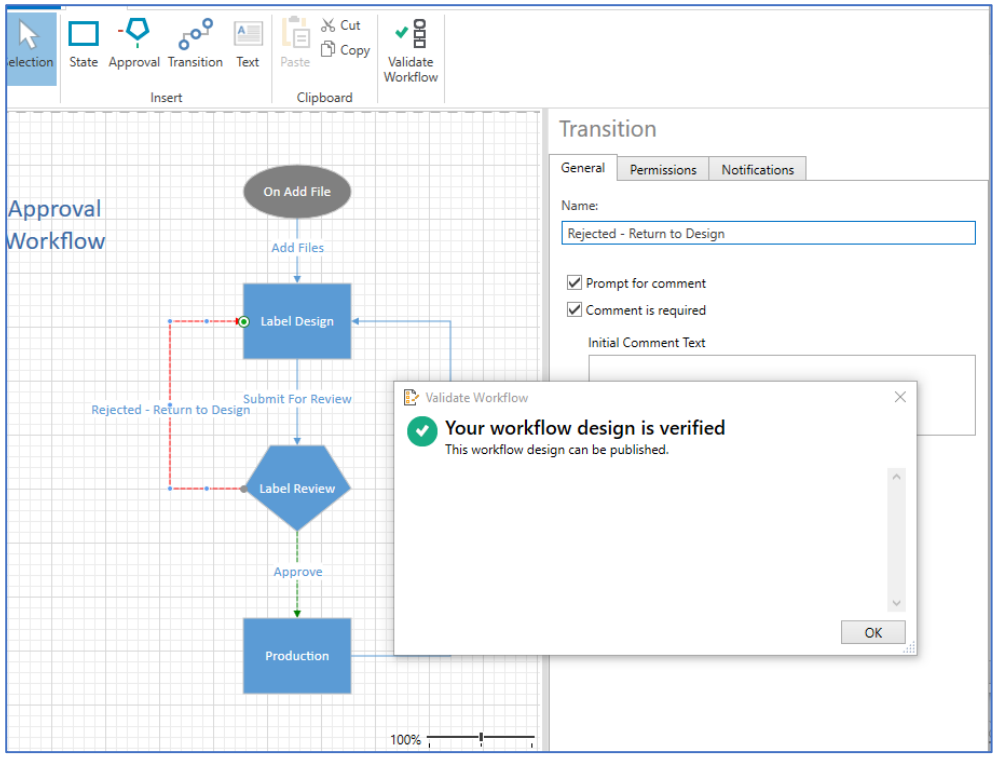
Workflows in Action

- ✓ Keep the right people informed of progress with transition notifications



- ✓ Use the Workflow Validation tool make sure the new process is full and complete!



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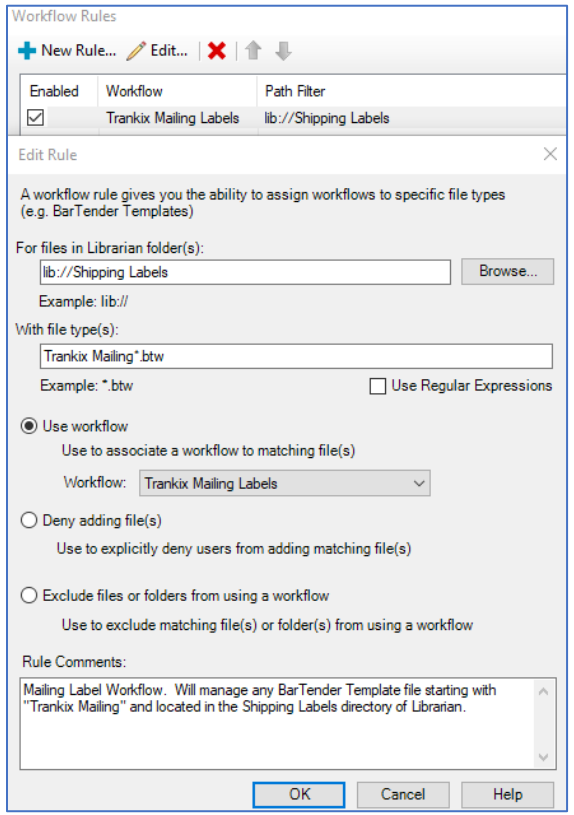
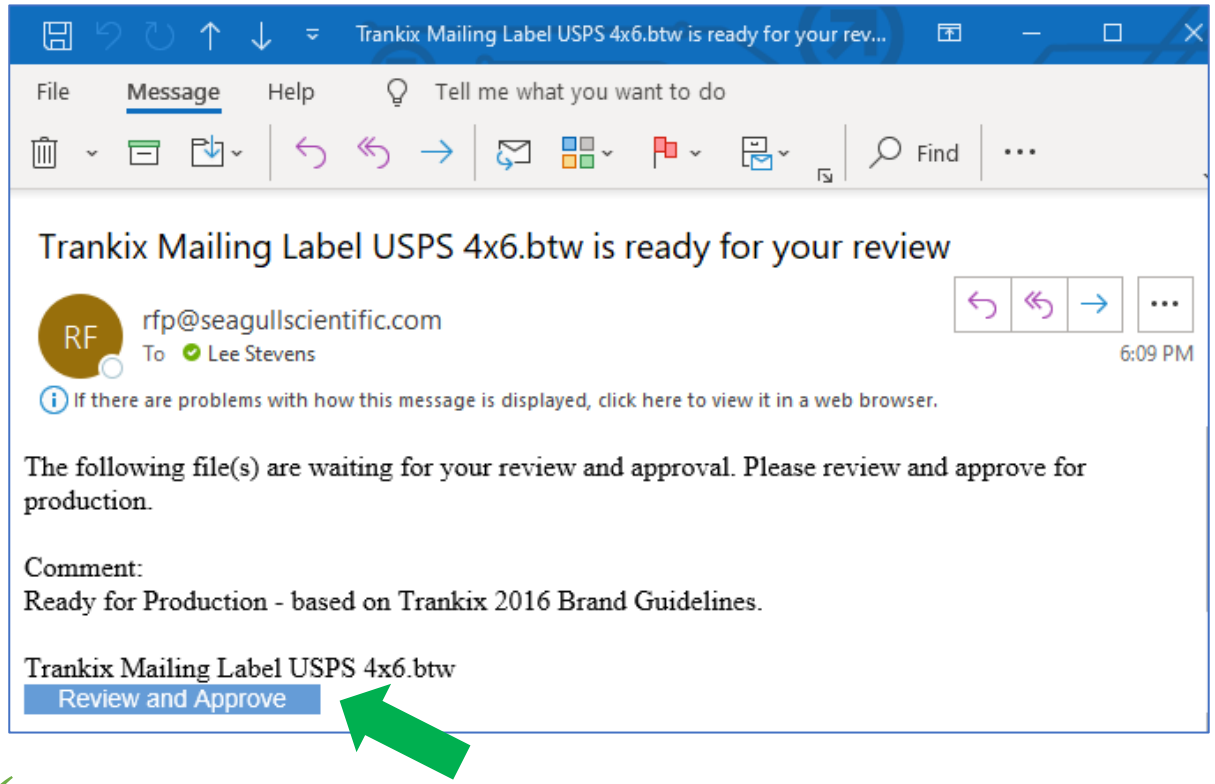
Workflows in Action

Individual Workflows can manage hundreds of different labels, controlling access and use

✓ Files can be defined by a number of variables





✓ Notification emails inform, but can also prompt Review and Approval by clicking button

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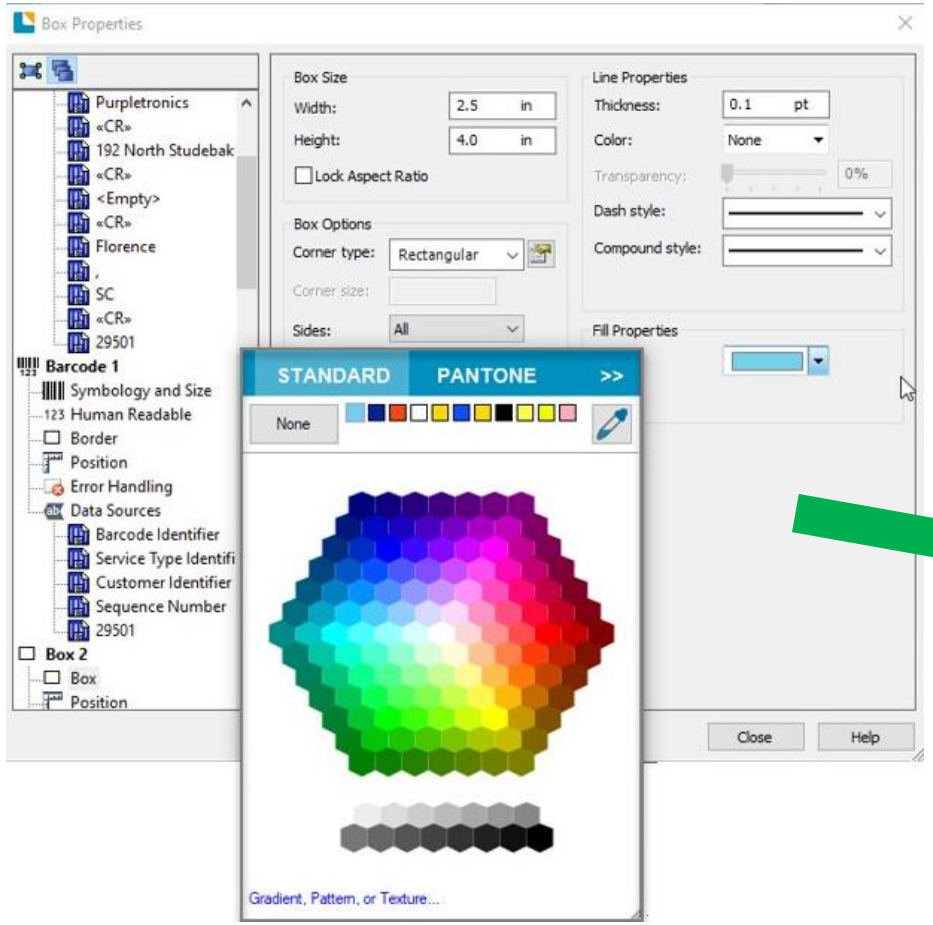
BarTender 2021 Designer in Action

Trankix Label redesign took minutes using BarTender 2021 Designer for the new layout



- ✓ Easily brand the look and feel of your company's labels with New Pantone™ color picker

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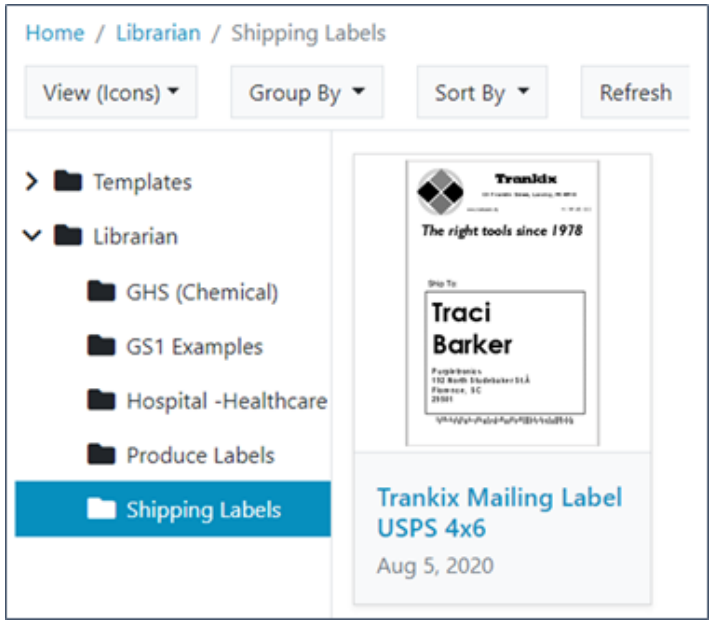
Workflows in Action with Print Portal

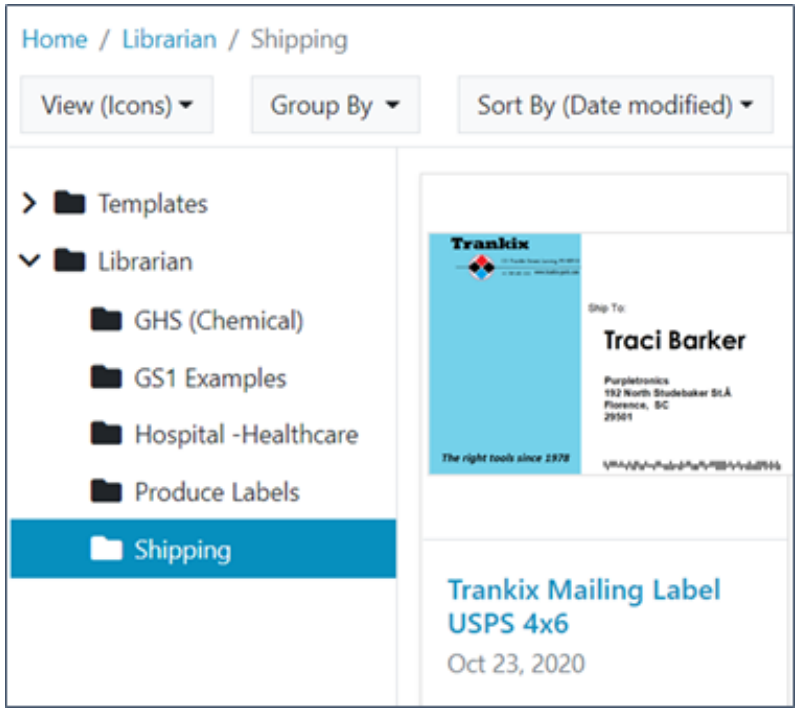
Approve *(or Reject)* labels from any Browser with fully auditable actions and results!

Trankix managers can use this…

to change this…



to this anytime, from any device



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The Impact of BarTender 2021 Enterprise

Librarian Workflows, Print Portal, and Designer make a difference

Trankix was able to improve safety, increase security, ensure compliance and reinforce their brand in less than one day:

- ✓ Create a new Label workflow, ensuring oversight and accountability in its labels
- ✓ Quickly Design, Review, and Approve a new standard Label
- ✓ Keep their brand colors true, using Pantone™ colors
- ✓ And Deploy it across all their locations
- ✓ All without writing a single line of code

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Availability and Support

MICHAEL LEO

SENIOR PRODUCT MARKETING MANAGER

MLEO@SEAGULLSCIENTIFIC.COM

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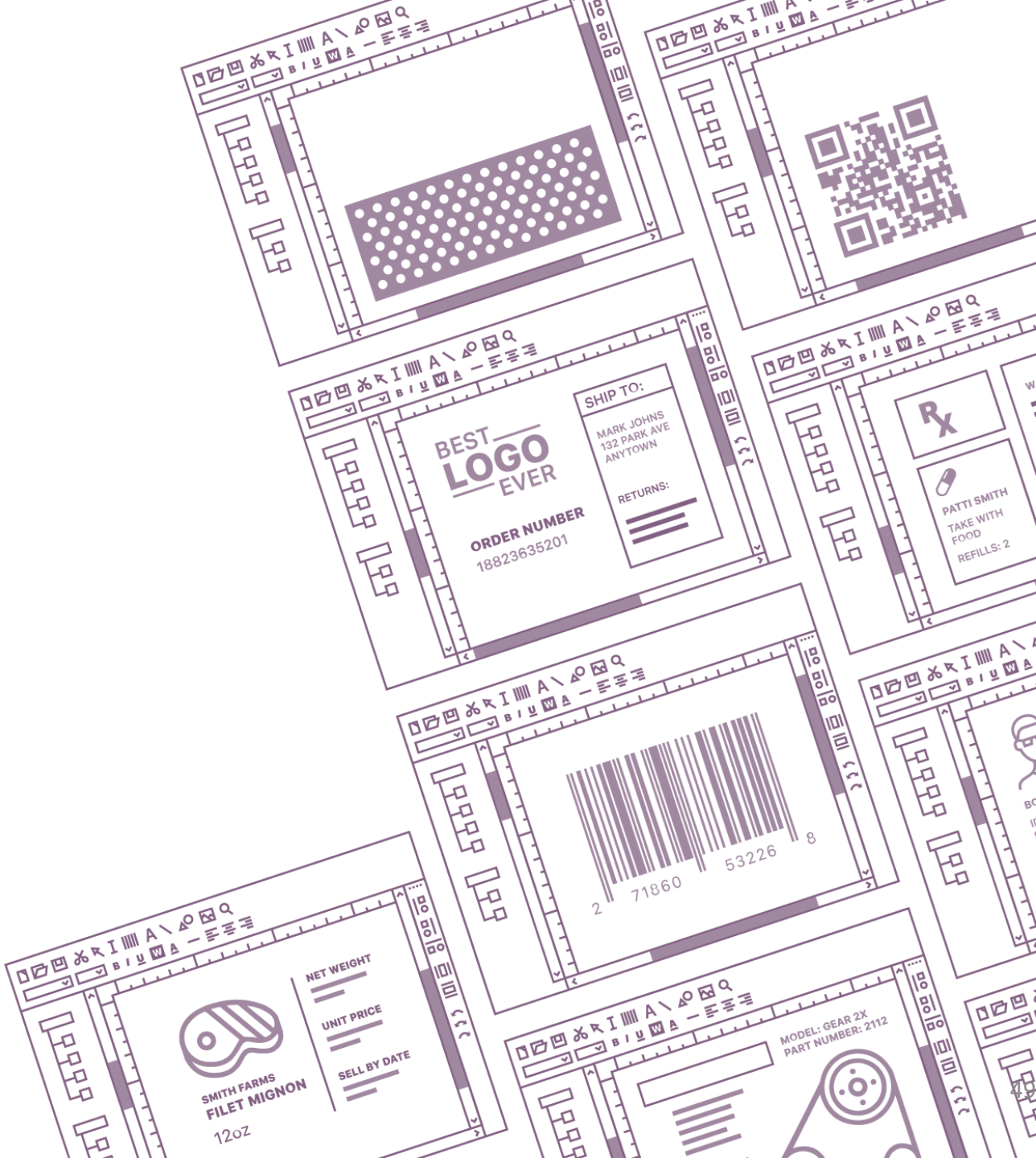

How can I get BarTender 2021

https://www.seagullscientific.com/support/downloads/

- Current Maintenance and Support agreement
  - Updates included including BarTender 2021
  - Download from seagullscientific.com
- Not on active Maintenance and Support
  - Renew Maintenance and Support
    - 2H Business Stability and Customer Loyalty Promotions
  - Contact your local BarTender reseller or us
    - https://www.seagullscientific.com/about/contact-us/

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BarTender 2021 Product Information

https://www.seagullscientific.com/resources/blog/the-wait-is-over-bartender-2021-is-here/

- Blog post
- Drivers by Seagull Version 2020.4
- Product pages
  - Enterprise
  - Automation
  - Professional
  - Starter

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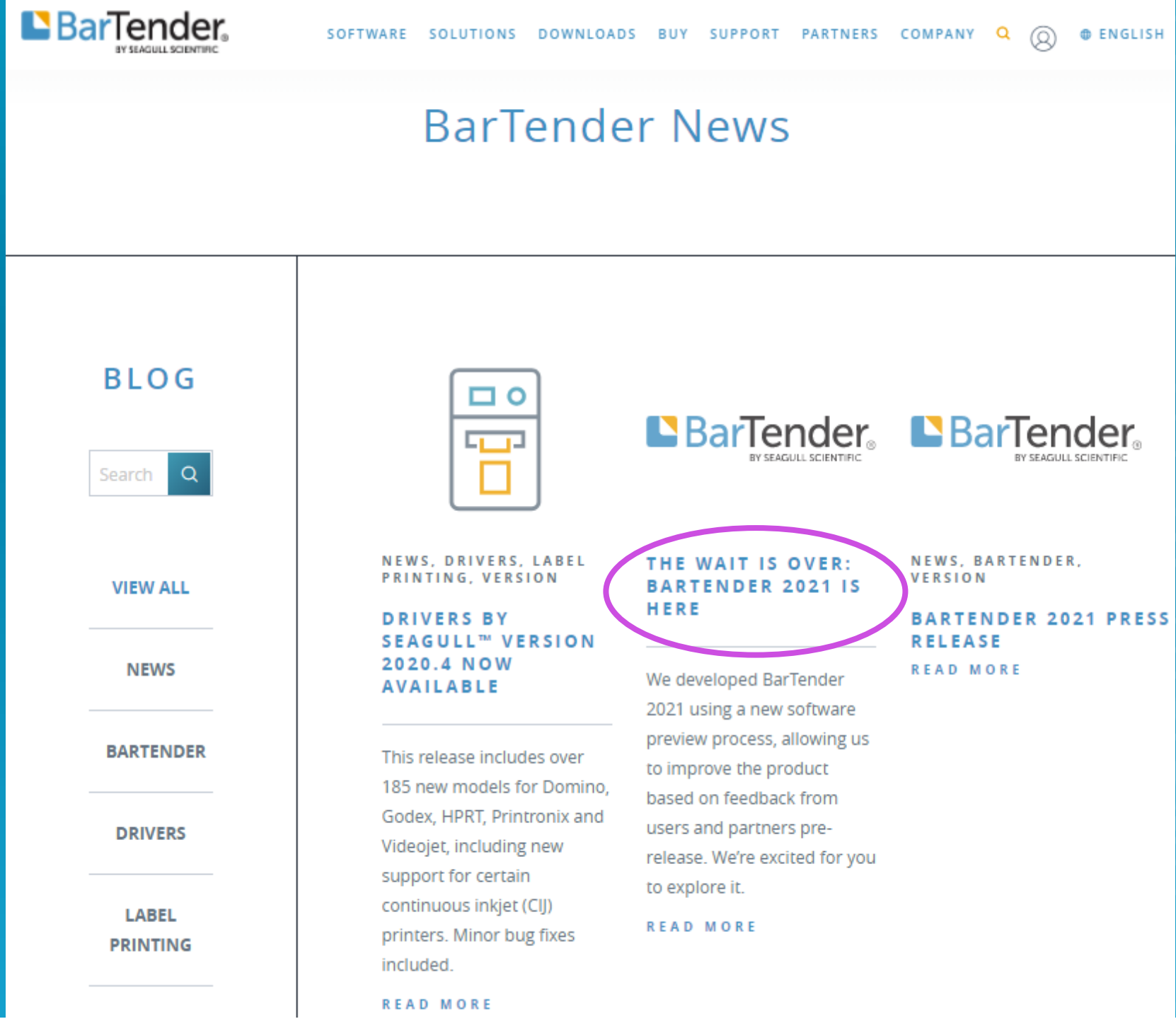

BarTender 2021 Technical Resources

- New Resources tab
  - Installation Guides
  - Case Studies
  - Brochures
  - Technical Documents

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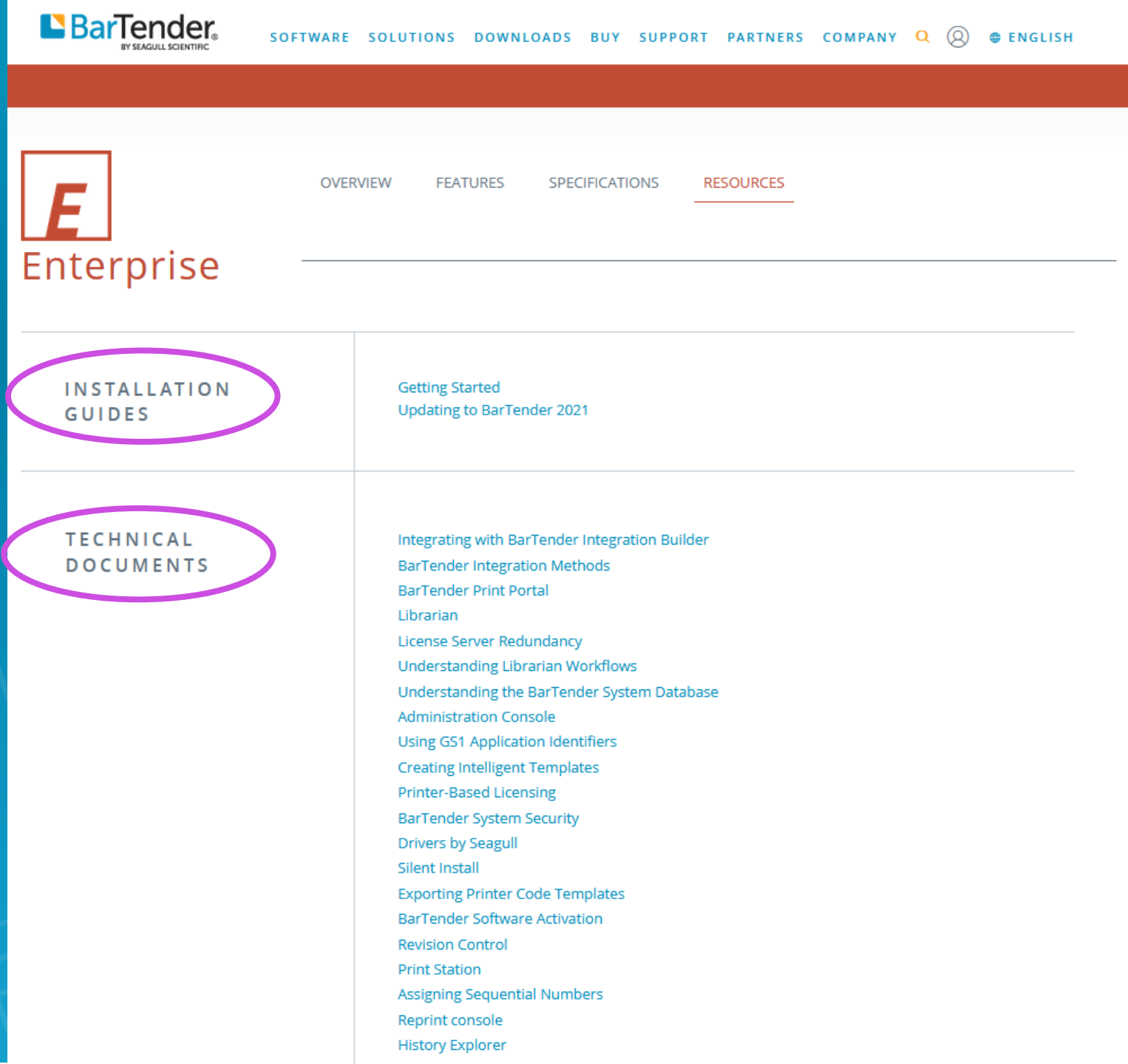
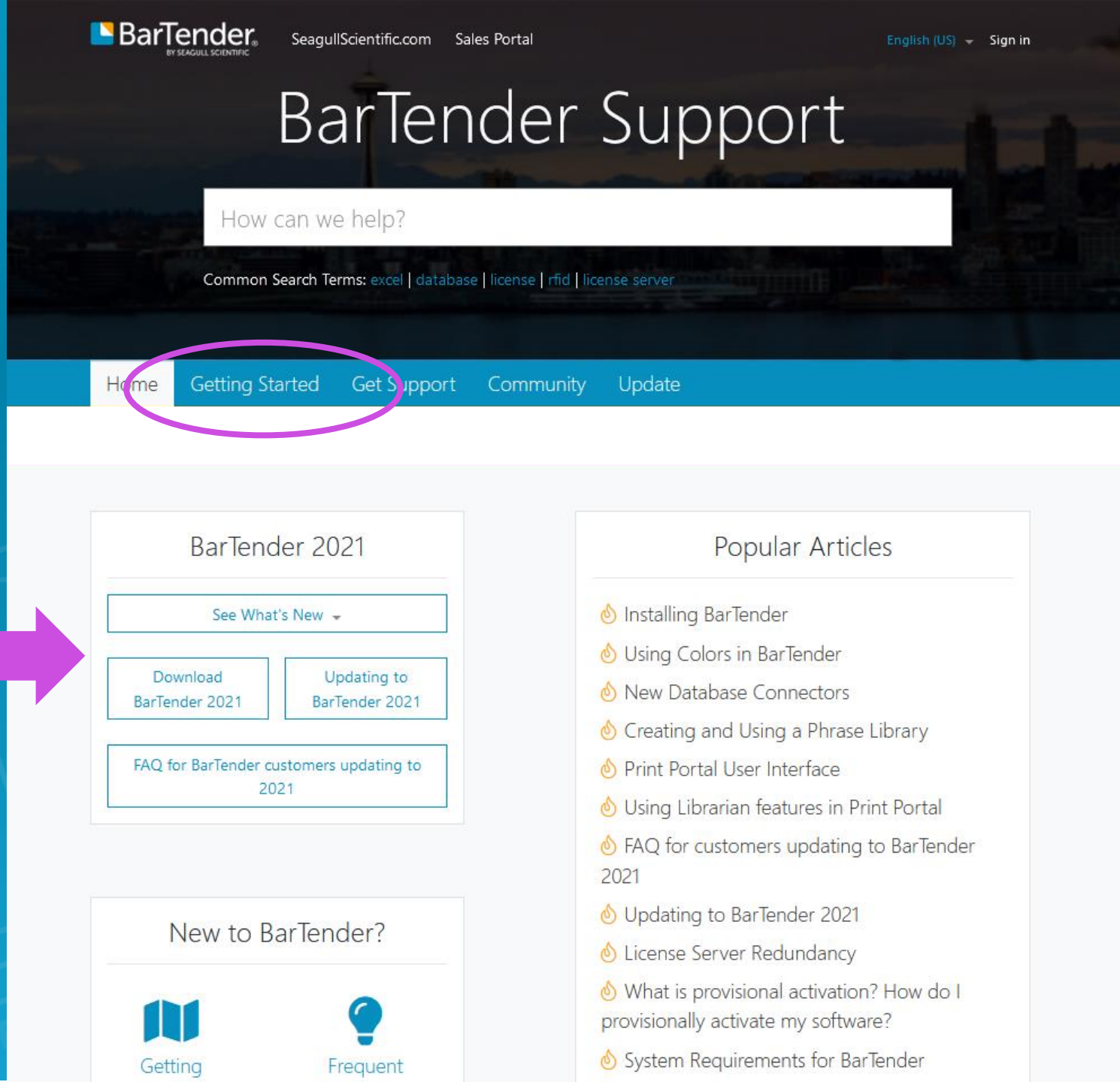


BarTender 2021 Technical Support

https://support.seagullscientific.com

- Getting Started
- BarTender 2021
- Community Forums
- Contact Technical Support



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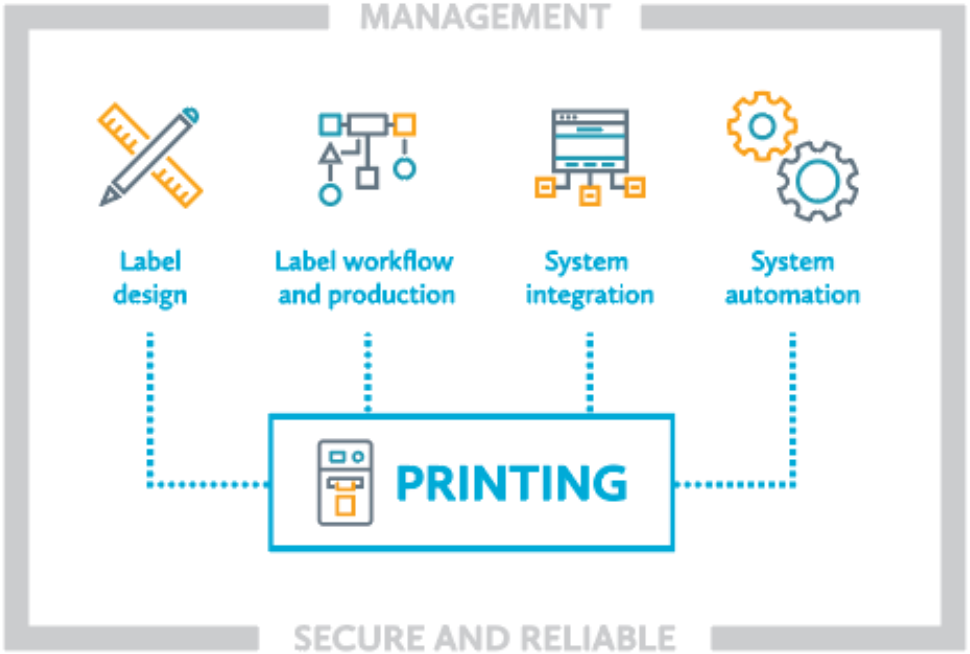
Labeling software for every industry and regulation



www.seagullscientific.com

Thank You

Questions

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