

# BarTender® quick reference guide

## Choosing the right edition



### STARTER EDITION

Basic business label design and printing with easy-to-use design tools, allowing users to quickly design and print commercial-quality labels. Users are up and running in minutes, using BarTender's intuitive design tools, wizards and extensive library of sample label templates.

#### **SIMPLE LABEL CREATION AND PRINTING FOR YOUR SMALL BUSINESS**

- Easy label design tools to create commercial-quality labels, right out of the box
- Just-in-time, on-demand labeling
- Connect to data stored in Excel or CSV files
- Designed to support Amazon Transparency



### PROFESSIONAL EDITION

Dynamic business printing with data entry forms, powerful Intelligent Templates™, database connection, encoding and on-demand, anywhere, any device printing. Built for organizations of any size that need to standardize label printing.

#### **TURN YOUR DATA INTO DYNAMIC LABELS, RFID TAGS AND CARDS**

- Powerful design tools such as BarTender's Intelligent Templates™ reduce label maintenance
- Secure anywhere, anytime internet printing
- Enhanced data accuracy with connections to files and databases
- Data entry forms that standardize the data capture and label print process
- RFID and smart card encoding support



### AUTOMATION EDITION

Efficient automated printing with powerful process automation and business application integration. Enterprises of any size can seamlessly automate their label and document printing.

#### **CREATE POWERFUL INTEGRATIONS WITH EXISTING BUSINESS SYSTEMS**

- Flexible integration supports broad interoperability
- Seamless integration to virtually any business system
- Automated print operations, no coding required
- Advanced printing controls, including business rules and label reprint



### ENTERPRISE EDITION

For businesses that operate in regulated industries, span multiple locations or need centralized control of their label design and printing operations.

#### **COMPREHENSIVE ENTERPRISE LABELING MANAGEMENT**

- Centralized document storage and management for revision control
- Faster label design, approval and publishing with workflow orchestration
- Comprehensive security and auditable processes
- Traceability and serialization to meet industry regulations
- Seamless integration with virtually any business system
- Enhanced reliability for mission-critical environments

*Each higher edition contains all the features of the lower editions below.*












Get started now! Try all these major features and more with our full-featured Enterprise Edition for 30 days at no cost.

[www.SeagullScientific.com](http://www.SeagullScientific.com)

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Major feature overview		Starter	Professional	Automation	Enterprise
BarTender Designer	Easy-to-use WYSIWYG and powerful label and document designs	•	•	•	•
Support for thousands of printers	Print to over 7,000 printers and devices	•	•	•	•
Intelligent Templates™	Design and print from flexible templates with data-driven automation rules		•	•	•
Anywhere, anytime web printing	Securely print from any browser on any device.		•	•	•
Data connectivity	Easily connect to over 20 database and data file types		•	•	•
Integrated and automated	Integrate with any ERP, WMS, MES or business system to automate label printing			•	•
Centralized document and workflow management	Unique visual workflow designer with version control and audit trail support				•
Enterprise security	Comprehensive role-based security and user permissions — includes e-signatures, document encryption and printing access controls				•
High availability	Increased reliability with enhanced failover and resilient fault-tolerant license support				•

Industries		
	<b>Transportation and Logistics</b>	Standardize labeling processes across the supply chain, creating interoperability, transparency and velocity.
	<b>Manufacturing</b>	An integral component of the labeling strategies of the world's discrete, process and additive manufacturers, from micro-manufacturers to the world's largest global operations.
	<b>Chemical</b>	Chemical manufacturers, distributors and importers across the world trust BarTender to help them meet the ever-growing collection of rules and regulations surrounding labeling, serialization and security.
	<b>Food &amp; Beverage</b>	Named a top technology for the food industry, BarTender helps simplify the unique requirements for FSMA 204 compliance, business-to-business interoperability, labeling and traceability that keep the global food supply chain safe.
	<b>Healthcare</b>	BarTender is deployed at hospitals, pharmacies, labs and clinics around the world, enabling the precise tracking required in the patient care and healthcare supply chain.
	<b>Medical Devices</b>	Medical device manufacturers trust BarTender for its reliability, security and automated UDI compliance.
	<b>Pharmaceutical</b>	BarTender enables compliance with the vast set of global track-and-trace regulations for prescription drugs, including DSCSA and FMD.
	<b>Retail</b>	BarTender provides businesses with the barcodes, RFID and smart label tools to keep up with rapidly evolving standards, technologies and requirements in today's highly competitive retail environment.
	<b>Aerospace</b>	Accurate tracking and maintenance of parts throughout the aerospace and defense supply chains enables compliance with regulatory requirements, improves safety, and provides protection against theft and counterfeit spares.

### Maintenance and Support

- Live access to our support experts via email, chat and phone. Premium Support is available to Automation and Enterprise customers.
- Download free updates and new versions of BarTender
- Easily upgrade your software edition or add printers to your current license
- Fast renewals

### Professional Services

Whether you need a simple BarTender overview, a full-service lifecycle implementation with installation, configuration and integration, or something in-between, BarTender's team of experts is here to help

- BarTender Quick Start
- Template design service
- On-site solution consulting