



Loftware Cloud

The simplest way to design and print labels

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Introduction

In every industry, cloud technology is driving a digital transformation. From Enterprise Resource Planning (ERP) to Customer Relationship Management (CRM), from warehouse and inventory management applications (WMS) to product lifecycle management (PLM), system after system is going to the cloud. Companies of all sizes are striving for a zero on-premise footprint and adopting software-as-a-service for critical processes. If all of these other critical business systems are moving to the cloud, the question arises – what about labeling? If companies can manage inventory, customer relationships and finances in the cloud, surely they can do the same with labeling.

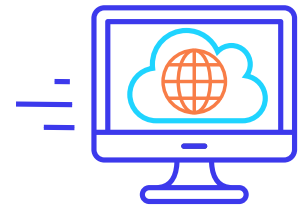
But how do you know when it's the right time to move your labeling to the cloud?

Consider the following questions:

1. Do you have limited IT resources?
2. Are you looking for a fast, simple way to deploy labeling software?
3. Do you have more than one employee responsible for designing or updating your labels?
4. Do you print labels in several locations?
5. Do you share label templates across departments or locations?
6. Do you operate in a regulated environment and need to ensure compliance?
7. Do you need to streamline label software upgrades?

If you answered 'yes' to one or more of the above questions, it's time to move labeling to the cloud.

But how do you know
when it's the right time
to move your labeling to
the **cloud**?



Loftware Cloud – labeling for the 21st century

When we talk about labeling in the cloud, we often hear one of the following objections:

*I only need to design and print labels.
I'm just looking for a label designer.*

And it's true. For decades, traditional desktop label design applications have served the needs of manufacturing companies around the world. However, times are changing. And while these applications have worked well in the past, they weren't designed to manage the complexities, requirements, and challenges of the modern business.

Today's manufacturing companies have to:

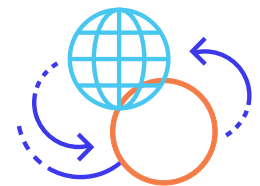
- Meet changing customer, legal and regulatory requirements
- Enable remote working and collaboration
- Support contract manufacturing
- Quickly scale operations to respond to market changes
- Improve productivity and reduce operating costs while maintaining high quality

All of this requires an agile labeling system; one that helps you to:

- Update label templates quickly
- Streamline label changes and approval processes
- Quickly add and approve new users
- Grant access to external partners
- Rapidly deploy label printing to new locations

In other words, you need a cloud labeling solution – Loftware Cloud.

For decades, traditional desktop **label design** applications have served the needs of manufacturing companies around the world. **However, times are changing.**



Loftware Cloud – the simplest way to design and print labels



Easily design barcode labels in minutes

Loftware Cloud includes a built-in label designer that delivers a familiar Microsoft Word-like user experience. You can quickly design professional labels and multi-page supply chain documents, such as delivery notes, packing slips and invoices. No IT help, barcoding knowledge or designer training necessary.



Centrally store your labels and access them from anywhere

Loftware Cloud contains a centralized storage system for all of your labels. Access the latest, up-to-date label templates anytime, anywhere, from a web browser.



Guarantee accuracy by integrating with your product data

Loftware Cloud integrates label printing with your product data, giving you a single source of truth and preventing errors and mislabeling.

Designed to meet the needs of businesses of all sizes, Loftware Cloud also enables you to integrate printing with your cloud or on-premise business systems, such as SAP, Oracle, Workday, NetSuite or Wonderware to name a few.



Easily scale printing across your business

With Loftware Cloud, you can easily extend labeling across departments and also to your business partners including suppliers, contract manufacturers and third-party logistics providers.

No matter which printers you have, or where they are located, you get the same accurate labels, every time.

In the next section, we'll discuss how Loftware Cloud helps you solve the main challenges with traditional desktop labeling applications.

Solving traditional labeling challenges with **Loftware Cloud**



Challenge #1: Software installation & user authorization

Loftware Cloud makes life easy for your IT department. You can add and approve new users in a matter of minutes. Once they're set up in the system, their login details are sent to their email, and they're ready to go.



Challenge #2: Storing label templates

Loftware Cloud contains a centralized, secure storage system for all of your labels. Users can access the latest approved version of a template anytime, from anywhere, using a secure browser.



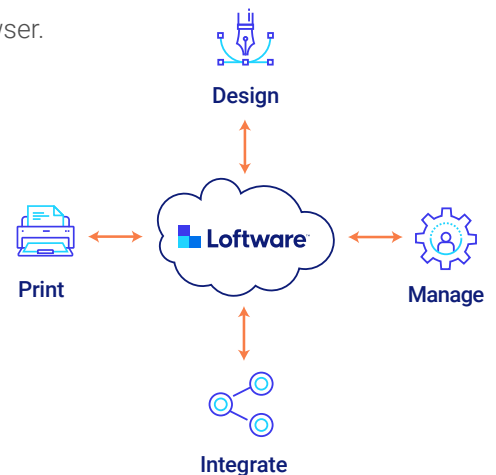
Challenge #3: Approving label templates

Loftware Cloud digitizes the quality approval workflow. It automatically sends documents to quality control managers for review and approval. They can approve and reject changes right from their own computer by logging into the secure browser.



Challenge #4: Integration & scaling

With Loftware Cloud, you can easily extend labeling across departments and to external business partners, including suppliers, contract manufacturers and third-party logistics providers.



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Challenge #1: Software installation & user authorization

You can add and approve **new users in** a matter of **minutes**.

With a traditional desktop label designer, the IT department needs to install and license label design and printing software on all the workstations where it could be used. Desktop applications also require license keys, which can easily be lost or deleted. Setting the right access levels for users often requires a lot of manual work and configuration, which takes time and requires resources.

How Loftware Cloud meets the challenge:

Loftware Cloud makes life easy for your IT department. You can add and approve new users in a matter of minutes, no license keys are required. Once they're set up in the system, their login details are sent to their email, and they're ready to go. Loftware Cloud features role-based access control, which supports using Windows Active Directory authentication. Users are managed centrally, and can log on to the system from any internet browser.



Loftware Cloud offers flexibility



IAE is the UK's leading manufacturer of livestock handling equipment, equestrian stabling, steel fencing and shelters. They were looking for a best-practice approach to labeling and a system that was flexible enough to adjust to their needs. They found that in Loftware Cloud.



“Implementing Loftware solved a lot of IT problems. We don't have the security implications we had with the previous system. Now we've got control over the design of the labels, how we do it and which printer we put them to.”

Jeremy Annable, Business Systems Manager, IAE

[Learn more](#)

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Challenge #2: Storing label templates

Users can access the latest approved version of a template **anytime**, from **anywhere**, using **a secure browser**.

Another challenge with desktop label applications is label storage. Whether you choose to use a shared network drive, Dropbox or some other application, there are risks. For example, how do you prevent unauthorized changes? How can you make sure everyone is using the latest template? And what about label version history? Can you really be certain that everyone is using the latest, approved version of the label?

How Loftware Cloud meets the challenge:

Loftware Cloud contains a centralized, secure storage system for all of your labels. Users can access the latest approved version of a template anytime, from anywhere, using a secure browser. They check-in and check-out documents, which prevents multiple users from editing the same template at the same time. Loftware Cloud also includes automatic document versioning, so you have a complete template and change request history.



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Challenge #3: Approving label templates

Quality control managers can **approve** and **reject changes** right **from** their **own computer**, simply and securely via a web browser.



Companies using desktop labeling applications often have to turn to paper-based, manual approval processes. Or they might send updated label templates via email for approval. Both approaches are less than optimal and error-prone. They lack transparency, as it's difficult to see where each label template is in the approval process; nor do these approaches provide adequate documentation for auditing purposes.

How Loftware Cloud meets the challenge:

Loftware Cloud digitizes the quality approval workflow so quality control managers don't have to search for labels in a paper-based label catalog or visually compare label versions with their own eyes. Loftware Cloud automatically sends documents to quality control managers for review and approval while the label comparison feature compares two label revisions and graphically highlights the differences. This means quality control managers can simply and securely approve and reject label changes right from their own computer via a web browser. No local installation required.

And if you're operating in a regulated environment, [Loftware Cloud Compliance](#) features a three-tier environment: Development, Quality Assurance and Production, so you can test any changes before making them live in your production environment.

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Challenge #4: Integration & Scaling

With **Loftware Cloud**, you can **easily extend labeling** across departments and to external business partners, including suppliers, contract manufacturers and third-party logistics providers.



Desktop labeling applications are notoriously challenging to scale. While using workarounds such as remote desktop access or Citrix are options, these approaches lower system performance and require additional end-user training.

Then there's the question of process and productivity improvement. Desktop applications are a bit like independent islands in your IT environment – siloed applications and information disconnected from your other business systems. This makes it challenging to standardize and optimize your labeling processes.

How Loftware Cloud meets the challenge:

With Loftware Cloud, there is no need to walk to each print station to deploy printing applications or to upgrade them. You can easily extend labeling across departments and to external business partners, including suppliers, contract manufacturers and third-party logistics providers - from the comfort of your desk, via a web browser. With our universal label templates, you can print labels from any cloud connected or on-premise printer. No matter which printers you have, or where they are located, you get the same accurate labels, every time.

Loftware Cloud also enables you to integrate label printing with your on-premise or cloud ERP, WMS, PLM or other business applications.

A supplier labeling **success story**



Loftware Cloud also offers the fastest path to standardized supplier labeling. Before implementing Loftware Cloud, Würth struggled with an inefficient supplier labeling process. Now they have 180 suppliers in 15 countries using Loftware Cloud to print accurate, brand-compliant labels.



From the purchasing point of view, our intention is always that the suppliers deliver the goods to us in a way that we can sell them – packed with our Würth boxes and branded with our labels. The easier we make it for them to print our labels, the greater the likelihood that they will use the system and ship goods to us in the right way. With Loftware, it's one phone call, get their contact details, and half-an-hour later the supplier has access to the platform, can print labels and is ready to go and deliver goods to us in the right way."

Simon Koch, Project Lead/Manager at Würth

[Learn more](#)

Is it safe?

Is it safe?

Although SaaS and cloud technologies have been an industry standard for quite some time, some still have concerns about security. Here's what we do to ensure the security of our Loftware Cloud installations:



Loftware Cloud is hosted on the Microsoft Azure platform, with its reliable, world-class infrastructure and availability.



Loftware Cloud architecture prioritizes high security and availability and eliminates single points of failure with multiple redundancies.



As a company, Loftware has many years of experience offering cloud labeling solutions to some of the most demanding customer environments. We work in collaboration with Microsoft architects to ensure Loftware Cloud follows security best practices.

Here's what we do to ensure the security of our **Loftware Cloud** installations.



Conclusion

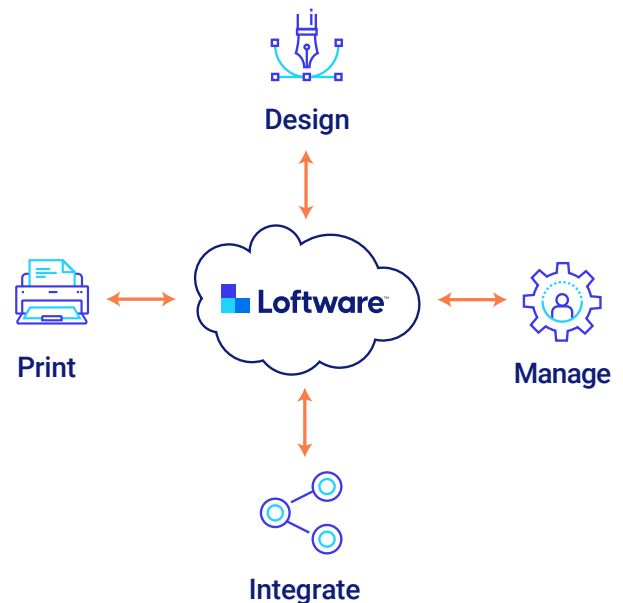


Loftware's **Loftware Cloud** is the simplest, yet comprehensive, cloud labeling solution on the market.

It helps businesses of all sizes manage labeling, from label design to print and every step in between. It includes everything you need to transform your labeling processes:

1. Easily design barcode labels in minutes
2. Centrally store your labels and access them from anywhere
3. Guarantee accuracy by integrating with your product data
4. Easily scale label printing across your business

Contact us to learn more on how Loftware Cloud can help you effectively manage your labeling.



[Request a demo](#)

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