



Partner Program Guide

BUILDING AND SUPPORTING YOUR
PARTNERSHIP WITH





Welcome to the Software Channel Partner Program!

Deliver the digital transformation of labeling together

This program positions Software 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 Software 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 partner's profitability

By leading with Software, 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.

Software Cloud Business and Compliance

Software Cloud Business and Compliance are the keys to realizing the most revenue from your relationship with Software. 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 Software 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 Software 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 five tiers under the Loftware Channel Partner Program



Loftware Solutions Partner

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

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

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 Ignite Partner

Ignite is the entry level for new partners (there is no minimum requirement to be a Ignite partner). They sell Loftware Cloud Designer and Essentials and collaborate with Loftware to register opportunities for Loftware Cloud Business or Compliance.



Loftware Affiliate Partner

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, Software provides all partners with a unique identification (UID) cookie to "lock in" any visit to 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 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 help you sell labels and ribbons with our 'Buy Supplies' software buttons.
- You brand the Software software that you sell with your contact information for recurring business.

Access to the Software sales team

Software 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.

Software Cloud Business project registration

All program members must register their Software 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.

Software Cloud Business is sold as part of a software project. Projects include discovery, scoping, specification, configuration and deployment. The Software 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 Software, and Solution Partners may deliver services themselves.

Partner communications and newsletters and participation in partner events

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

Access to Software Subscription Management Portal (SMP)

With a few clicks, order Software Cloud and Software 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 Software Partner Academy:

Technical, product and sales training and certification

Access vital educational material online, in your own time, at your own pace. Software organizes its material into certifications: Technician, Expert and Sales Associate. Software 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.

Access to the Software Support Portal

Program members may escalate product issues to Software technical support for resolution via the Software Support Portal at <https://my.software.com/s/>.

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 Software 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.



Software 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			
Software Cloud Designer & Essentials	✓	✓	✓
Software Cloud Business & Compliance		(subject to registration & approval)	✓
Professional services	✓	✓	✓
Product discount	Good	Better	Best
Software-generated leads		Eligible to receive qualified leads for all products based on region and expertise	Preferred recipients for Software 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	Software Cloud (permanent access)	Software Cloud (permanent access)	Software Cloud (permanent access)
Lead generation via Unique ID (UID) under the Digital Partner Program (DPP)	✓	✓	✓
Co-branded Software Software (under the DPP)	✓	✓	✓
Ecommerce commission via UID (under the DPP)	✓	✓	✓
Ecommerce commission for purchases without UID			✓
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	✓	✓	✓

	Authorized Partners	Business Partners	Solution Partners
Loftware digital imagery	✓	✓	✓
Technical support	✓	✓	✓
Access to Loftware Academy	Available	Required	Required
Annual plan and quarterly business review			✓
Membership in Loftware Vision Council			✓

Loftware is the global leader in product identification. Our cloud-based solutions power real-time collaboration, ensure compliance, improve authenticity, and deliver supply chain traceability from product development to consumer engagement. We provide scalable, data-driven labeling and packaging technologies that help companies boost speed to market, enhance efficiency, and connect physical products to digital experiences. Trusted by global brands and backed by over 40 years of innovation, Loftware supports customers across industries with offices in the US, UK, Slovenia, China, and Singapore.