LOFTWARE™

7

Key Business Drivers
for Labeling in Your Global Supply Chain

Are You Prepared?

In today's fast-paced global economy, it's critical to identify, understand and measure how certain business drivers impact your supply chain and your company's business growth. To do so, you must consider the critical role that labeling plays in meeting the demands of key business drivers. These drivers can have a significant influence on the performance and overall success of your business.

Find out how Enterprise Labeling impacts seven key business drivers resulting in improved performance and efficiency across a global supply chain. Those drivers include: Regulatory & Compliance, Customer Responsiveness, Supply Chain Efficiency, Business Continuity, Enterprise Collaboration, Configurability & Segmentation, and Brand Consistency.

Meeting the Needs of Evolving

Regulatory Standards and Compliance

Are You Keeping Pace with Regulatory Demands?

As supply chains become more global and complex, the effect of regulations and emerging standards can have a significant impact on business. Labeling is a specific area where constant change is necessary to comply with these evolving standards, especially those where labeling and identifying parts and packages can play a critical role to consumer's safety. Some examples of regulatory standards impacting a wide range of industries today include:

- GHS (Globally Harmonized System of Classification)
- GS1 (General Specifications) Standards
- UDI (Unique Device Identification)
- DQSA (Drug Quality Security Act)
- RoHS (Use of Hazardous Substances)

Regulatory Standards & Compliance as a Business Driver

Adhering to regulations that define how products are developed, marketed, shipped, and disposed is essential to avoid fines, retain customers, enter new markets, and in some case, stay in business. Labeling continues to play a crucial role in meeting these evolving standards. A label represents necessary information about the product being transported through the supply chain, and can include information about when and how it was made, what it contains, how it should be handled and disposed.

LOFTWARE
ENTERPRISE LABELING SOLUTIONS

Enterprise Labeling for Meeting Regulatory Standards

Loftware's Enterprise Labeling Solutions enable customers to quickly and efficiently make changes to meet regulatory standards and become compliant to avoid costly fines and ultimately lost business.

Supporting Labeling Consistency – Replicating data from enterprise applications to labeling systems introduces risk for ensuring compliance. Loftware's Enterprise Labeling Solutions remove the threat of mislabeling and ultimately non-compliance, allowing suppliers, contract manufacturers, and business partner's access to centralized data to produce labels remotely. Loftware offers the ability to drive label data from a single source of truth, to obtain consistency throughout a supply chain by enabling consistent data to support existing regulatory labeling requirements.

Enabling Rapid Labeling Changes – Deadlines are critical when meeting compliance. Loftware's flexible design capabilities empower business users to quickly and simply make mass label changes without requiring coding from IT or waiting for software release cycles. Utilizing an Enterprise Labeling Solution allows companies to meet impending deadlines without being limited by the time involved in making changes to mass amounts of labels. Instead, companies can seamlessly make changes to existing templates, without coding, to affect change in hours or days rather than months.

Managing Regulatory Variations – It's also necessary to support extensive variability brought on by the complexity of regulations, products, geographies, and languages. Loftware's Business Rules engine empowers companies to address current regulatory requirements, and account for customer requirements, while providing agility to quickly and easily react to future changes. Based on the attributes of the transaction that drives the label print request, implementing business logic allows label content and format to dynamically change to account for the product information, warning statements, pictograms, languages, and customer-specific elements required on a label.

LOFTWARE™
ENTERPRISE LABELING SOLUTIONS

Providing Competitive Advantage Through Improved
Customer Responsiveness

Can You Quickly Accommodate Customer Needs and Requests?

Customer responsiveness is the ability of a business to recognize and respond immediately to changing customer needs. Today, your customer's labeling requirements are more demanding and variable than ever, which is why labeling has become such a critical part of meeting this important business driver. To compete in today's fast paced, global environment, companies must be able to work closely with their customers to provide value-added, tailored offerings, and do so in a timely and efficient manner.

Customer Responsiveness as a Business Driver

Changes to labels are always being driven by customer-specific requirements. Businesses failing to meet those requirements in a timely fashion find themselves with dissatisfied customers that will likely turn to competitors. Businesses that view labeling as a key enabler in customer responsiveness, find increased opportunities to serve their client base and drive revenue. Labeling solutions can provide the capabilities to meet customer requirements and do so quickly to offer a serious competitive edge.

LOFTWARE™
ENTERPRISE LABELING SOLUTIONS

Enterprise Labeling for Improved Customer Responsiveness

Loftware's Enterprise Labeling Solutions enable customers to provide improved customer responsiveness, enabling them to meet any labeling requirements, respond quickly to any changes, and to drive customer satisfaction and ultimately revenue.

Providing Speed/Flexibility – Loftware's flexible design capabilities empowers business users to quickly and simply manage label design and changes. With Loftware's WYSIWYG design and browser-based capabilities, business users are able to take ownership of the design process eliminating the need for IT to get involved and write code to handle new label creation and label changes.

Meeting Regulatory Standards – As organizations are required to adhere to new regulatory standards, Loftware allows customers to easily create new or modify existing labels. Enterprise labeling offers all of the symbologies, tools, and integration to sources of regulatory data to make sure you're able to meet the needs of evolving requirements. Loftware's centralized label management can help ensure that your labeling has consistency and that your company is adhering to regulatory guidelines throughout your company's global supply chain.

Supporting Global Expansion – Loftware enables companies to meet the rigors of their customers' global requirements, such as languages, images, formats, and printers, and to manage variability across multiple industries and regions. Loftware's Business Rules functionality allows customers to handle a greater degree of labeling complexity and to easily configure labels and enable variations in geographies and language in a single place.

LOFTWARE
ENTERPRISE LABELING SOLUTIONS

Driving Efficiency
Throughout The Supply Chain

Is Your Supply Chain Responsive and Efficient?

With today's supply chain becoming more complex and global in scale, it has become increasingly challenging to ensure responsiveness and efficiency throughout the supply chain. Labeling is a critical factor when considering a business's ability to quickly and seamlessly distribute their products from supplier to customer. To ensure an effective supply chain strategy, companies must consider how labeling intersects with evolving demands such as globalization of manufacturing, safety and quality of products, shorter lead-times, lean business environments, and changing market demands.

Supply Chain Efficiency as a Business Driver

Bottlenecks and errors in labeling can cause a major threat to any business and a disruption in supply chain can be devastating to the company's bottom line. In today's modern supply chain, every product and shipment includes a barcode label, incorporating all of the information necessary to ensure that each item moves throughout the supply chain at the intended speed, and to the intended destination. This makes labeling a mission-critical component of the supply chain where disruptions in areas such as manufacturing, inventory, receiving, and shipping can threaten production and distribution and result in hefty fines, loss of customers, and ultimately result in millions of dollars of lost revenue. Implementing an Enterprise Labeling Solution offers businesses flexibility, scalability, variability and high throughput to seamlessly meet customer requirements and help minimize supply chain issues, while optimizing efficiency.

Enterprise Labeling for Maximizing Supply Chain Efficiencies

Loftware's Enterprise Labeling Solutions enable companies to support improved responsiveness and to scale globally to quickly and efficiently navigate products through their supply chain.

Avoid Costly Downtime – Loftware understands that labeling is mission-critical to the supply chain and that a labeling system failure can mean a stop in production. This is why Loftware's commitment to reliability has translated into 99.999% uptime, which is the actual calculated production uptime for Loftware customers this year.

Extending The Capabilities of Supply Chain Partners – An Enterprise Labeling Solution enables businesses to increase collaboration and extend labeling to partners to make sure their labeling requirements are met while avoiding the cost of relabeling goods upon receipt. Loftware allows suppliers to access a centralized solution so they can print labels remotely, fostering efficiency in the supply chain and ensuring labeling and brand consistency.

Automate Labeling – Loftware's Enterprise Labeling Solutions offer an alternative to time-consuming manual labeling, which can reduce supply chain efficiency and increases incidence of mislabeling. Loftware can automate labeling by integrating directly with enterprise applications and triggering labeling via existing business processes, while ensuring that label data comes directly from the sources of truth for label data. At the same time, labels can be designed and updated by business users, which provide greater speed and flexibility, enabling rapid labeling changes.

LOFTWARE
ENTERPRISE LABELING SOLUTIONS

Protecting the Supply Chain Through
Business Continuity

How Do You Plan to Continue Business After a Disruption?

Natural and man-made disasters–whether a storm, a flood, a fire, or geopolitical unrest–can wreak havoc with a company's supply chain and have significant financial consequences. Companies with worldwide operations that include manufacturing and distribution facilities across the globe must ensure continuous flow of goods to customers without interruption. However, when it comes to business continuity, companies most often think about manufacturing and shipping but frequently overlook an essential element - labeling. Even when issues with production and distribution are addressed, if products cannot be labeled during a crisis, continuity is still broken.

Business Continuity as a Business Driver

A disruption to business continuity can result in a critical stoppage in operations, leading to lost revenue, decreased customer satisfaction, and risk to future business. Global companies frequently manage labeling at a regional level. However, this presents a significant challenge; when a break in business continuity occurs, it is difficult to shift production of regional specific labels to another location. Best practices allow a business to switch labeling production from one location to another in order to avoid a disruption and continue business as usual.

LOFTWARE™
ENTERPRISE LABELING SOLUTIONS

How do you plan to continue business after a disruption?

Enterprise Labeling for Business Continuity

Loftware's Enterprise Labeling Solutions enable labeling redundancy, data centralization and visibility to enable business continuity and provide stability while protecting against lost business.

Enabling a Shift in Label Production – Companies must be able to shift label production from one facility to another rapidly, while leveraging the correct data in order to keep the supply chain flowing. Loftware's Enterprise Labeling Solutions enable users to leverage label templates from other locations to minimize the impact on the supply chain during a disruption.

Providing Data/Systems Centralization – Allowing multiple facilities and/or suppliers access to centralized data to seamlessly produce labels remotely is crucial to business continuity. Loftware's Enterprise Labeling Solutions provide the ability to connect and integrate to all key sources of label data. Businesses can drive label production from any remote sites utilizing a centralized approach to label data.

LOFTWARE™
ENTERPRISE LABELING SOLUTIONS

Enabling Business Opportunities Through

Enterprise Collaboration

Is Your Business Investing in a Framework for Collaboration?

Supply chain collaboration allows global businesses to reduce costs and add value for business partners such as suppliers, contract manufacturers, and third party logistics providers. Companies that understand the importance of sharing information and aligning processes for collectively generating, communicating and refining information are able to streamline business to improve efficiency, increase productivity and respond more readily to any business issues. Further, companies that share a common language and approach are able to communicate effectively with business partners to realize revenue-generating opportunities, cost-cutting strategies, recommendations for productivity, and more. When it comes to developing a structure for an enterprise to facilitate collaboration across the supply chain, labeling must be considered as part of the framework.

Collaboration as a Business Driver

Companies that don't attempt to connect business partners across the global supply chain are missing opportunities to meet customer demands, grow markets and increase competitive advantage. For enterprise companies, labeling and shared access to labeling systems plays an important part in generating value from the supply chain network to improve efficiency and meet customer demands. When supply chain partners take an individualized approach to labeling there is a tendency to create redundancy, establish inefficiencies, and increase costs.

Enterprise Labeling for Enhancing Collaborative Efforts

Loftware's Enterprise Labeling Solutions offer the opportunity for business to connect and maintain centralized access and share a common framework for labeling across their supply chain.

Facilitating the Role of Suppliers – Loftware's Enterprise Labeling Solutions allow businesses to enable suppliers, contract manufacturers and business partners to print labels that have been approved for their use and provisioned for access. This approach ensures consistency of labels produced by business partners, while eliminating the need for relabeling upon receipt of goods, fostering supply chain efficiency. Additionally, the data that is fundamental to labeling can be made available for label printing by business partners ensuring that labels produced upstream meet requirements for downstream use.

Integrating Partner Data – Loftware's Enterprise Labeling Solutions provide the ability to connect and integrate to all key sources of label data. In addition to extending label templates and data to partners, Loftware Enterprise Solutions also enables business partners to leverage their own sources of label data. Loftware offers an unprecedented level of flexibility to enable the use of corporate or partner data to create, manage, and print mission-critical barcode labels across the global supply chain.

Extending Access to Enterprise Labeling – Companies can leverage Loftware's 100% browser-based labeling capabilities to extend labeling business partners throughout the supply chain. This technology offers a quick and maintenance free approach to enable immediate access to partners and suppliers, while providing the opportunity to print the current and approved labels to meet customer's unique requirements.

LOFTWARE™
ENTERPRISE LABELING SOLUTIONS

Adapting to Customer Needs Through
Configurability & Segmentation

Does Your Business Maintain a One-Size-Fits-All Strategy for Supply Chain?

Today the vast number of brands, products, business processes, business partners, customer requirements, and global reach contribute to the increasing complexity of the supply chain. It has become necessary for businesses to adopt a supply chain segmentation strategy in order to maximize operational efficiency and customer satisfaction. Labeling is an integral part of supply chain configurability and is essential in developing an efficient multi-channel segmented global supply chain.

Configurability & Segmentation as a Business Driver

Any variations that impact a supply chain, whether regulatory, regional, or customer-specific also impact labeling within that supply chain. A unilateral approach to these aspects of a supply chain and to labeling prevents the flexibility to serve the needs of customers and maximizing revenue opportunities. A single threaded approach means that when changes are made to meet the need of one customer or segment, another customer or segment may end up being negatively impacted. This can result in customer dissatisfaction and supply chain inefficiency. Meaningful content in the correct format, dynamically configured for the correct audience and region is required to address multiple supply chain channels. Maintaining a labeling solution, which works congruently with a segmented supply chain, provides efficiency and greater responsiveness in order fulfillment, service and customer satisfaction.

LOFTWARE
ENTERPRISE LABELING SOLUTIONS

Enterprise Labeling for Configurability & Segmentation

Loftware's Enterprise Labeling Solutions offer businesses the opportunity to seamlessly address supply chain segmentation to meet customer and regulatory requirements.

Rapid Support for Labeling Variations – Loftware's Business Rules enable dynamic selection of labels and rapid support for regional, language, and any customer-specific labeling variations. This Enterprise Labeling Solution provides the performance and flexibility that allows businesses the opportunity to seamlessly manage any labeling variations within a multi-channel segmented supply chain.

Flexible Label Design and Application – Loftware's Enterprise Labeling Solutions offer browser-based WYSIWYG label design which offers limitless flexibility and empowers business users within each segment of the supply chain to easily manage new label design, as well as label changes. This eliminates the need for IT to get involved to write code for labeling, enabling business users to take control of the design process.

Meeting Regulatory Standards – Emerging regulatory and compliance trends impact businesses and create an emphasis on required labeling variations within the supply chain. Loftware's Enterprise Labeling Solutions offer all of the symbologies, tools, and integration to sources of regulatory data to make sure the diverse needs of each customer is being met throughout each channel of a company's supply chain.

LOFTWARE™
ENTERPRISE LABELING SOLUTIONS

Maintaining Control Through
Brand Consistency

How Do You Standardize Your Brand Across Multiple Markets and Industries?

Brand consistency is important for maintaining the image of your company as a recognizable entity, and many companies have invested significantly in developing their brand and securing a solid presence in today's global marketplace. To correctly represent and protect your brand, companies must recognize that labeling plays a significant role as products navigate through the supply chain. Companies must also work with suppliers and partners to enforce standards for accurate brand representation, because failure to do so will weaken your company's image.

Brand Consistency as a Business Driver

Ensuring that labels comply with brand standards can help businesses differentiate their product, build relationships and maintain customer's trust, while having a positive impact on revenue. There is opportunity at every touch point in the supply chain to reinforce a company's brand. However, failure of a company's labels to properly or consistently adhere to brand standards, or a misrepresentation of that brand can weaken the company image while eroding revenue.

Enterprise Labeling for Ensuring Brand Consistency

Loftware's Enterprise Labeling Solutions allow companies to ensure consistency and control to fully adhere to brand standards across a global supply chain.

Communicating the Brand – The label that appears on a box, crate and/or pallet is the first impression and representation of a corporate or product brand and therefore it is critical that the label depicts the correct corporate images, logos and formatting. Loftware understands that enabling a centralized approach over label design helps to ensure that marketing and product teams can consistently manage their corporate brand on labels.

Providing Supply Chain Control – Loftware's approach enables companies to set and control standards centrally, allowing worldwide locations to drive label printing remotely, while adhering to corporate standards. Label changes can be implemented immediately and deployed throughout the global supply chain by making a single change centrally.

Enabling the Role of Suppliers – Adopting a labeling solution to centralize the design and management of labels enables suppliers, contract manufacturers, and business partners to access and print labels remotely. The company controls the label, its content and formatting, while external organizations are provided access to print labels that have been approved and provisioned for their use. This collaboration helps to foster supply chain efficiency, while ensuring adherence to standards, reducing the possibilities of mislabeling or misrepresenting the brand.

LOFTWARE™
ENTERPRISE LABELING SOLUTIONS

To find out more about how your business can meet the demands of these key business drivers and improve performance, consistency and efficiency across the global supply chain, contact Loftware.

You also may want to check out the report, **The Top 5 Trends in Enterprise Labeling,** to get more information about evolving supply chain themes and technological advancements that compel businesses to look at labeling differently. And, to stay up to date on the latest developments in Enterprise Labeling, visit **www.enterpriselabeling.com**, an exclusive blog, sponsored by Loftware, devoted to labeling issues that affect your business in an ever-changing global economy.

LOFTWARE™

166 Corporate Drive,
Portsmouth, NH 03801
Tel: (603) 766-3630
www.loftware.com