PRAGMATYXS

Retail Customer Label Standards

Pragmatyxs provided a retail customer with a highly scalable, centrally managed labeling environment, integrated with their ERP platform, and extended to their Merchandise Vendors. Pragmatyxs utilized the Seagull Scientific BarTender Enterprise Automation labeling product to address the needs of this requirement.

Industry Partners

Seagull Scientific's BarTender program provides the best design tool in the industry, and their flexible software licensing model provides customers the ability to design robust label printing delivery systems, either centrally or distributed.

BarTender.
BY SEAGULL SCIENTIFIC

Design & Implementation

Pragmatyxs utilized a standards-based approach to the implementation that leveraged our customer's existing infrastructure. Our implementation of the BarTender software we provided all of the design and printing tools necessary for label output to all label types, forms management, and printing. Pragmatyxs also provided Tier 1 support to all locations in this environment on a 24/7 basis. As a service leader, Pragmatyxs can provide the experience and the insights garnered through that experience to design complete end-to-end solutions for you, your

distributors, suppliers and partners. Centralizing command operations for labeling transactions provides a consistent formula for success, while preventing inconsistent label formats through out the organization.

Team Approach

We recommend that a distinct labeling design team be organized and maintained to accurately provide and uphold labeling standards for your organization. In turn your partners and suppliers can access a simple, elegant means to print these labels.

Labeling for Success

Disciplined labeling of products throughout the supply chain as well as the point of sale is a cornerstone of your success in the retail industry. Remaining true to all labeling standards within your supply chain creates an efficient methodology for increased visibility into your supply chain.

Standards Compliance

As such, standards for branding and compliance by all suppliers are two components for the successful deployment of product in the supply chain. Managing labeling standards from your manufacturing partners, and extending the reach of your disciplined labeling requirements to these partners is a significant step in an overall comprehensive corporate wide labeling plan.
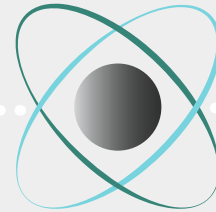Without incorporating these labeling disciplines into your organization there is a significant loss to productivity and profit. Additionally, without these standards there is the potential for lost productivity, and for counterfeit products to be introduced. Extending these labeling standards and disciplines to your suppliers is a significant factor in your supply chain success.

End-to-End Solutions

Pragmatyxs has worked with significant retailers in satisfying all of these requirements. Implementing a plan that offers *a standards based* solution to these issues is the key to success.

Server-Centric Architecture

PXSmartLabel and the BarTender Print Server allow for a 'Server–Centric' approach to labeling systems. In this environment all product labeling production in the enterprise is controlled from a centralized server on the network.

The Pragmatyxs PXSmartLabel solution leverages the BarTender Print Server's highly scalable system architecture that is designed to handle thousands of requests targeted at hundreds of printers simultaneously.

Cross Platform Compatability

This allows the delivery of uniform control of the print process, from design through production, on a wide range of otherwise incompatible printers, the PXSmartLabel solution also features advanced management tools that allow IT professionals to monitor their entire labeling environment from creation, to authorization, to printing. High volume label production can be achieved with no coding changes to label originating applications. Utilizing the Pragmatyxs team of developers, our integration expertise and experience, coupled with our PXSmart Label application allows global retail manufacturing companies to create, validate, and print a label at any of its locations, while centrally controlling the entire labeling application.

Benefits

By creating this level of direction and guidance, you have removed the potential for labeling errors in your enterprise. You are providing your partners with a methodology that is easily accessed, a formula to compose accurate and consistent labels for shipments into your supply chain.

Why Our Solution ?

PRAGMATYXS

- Proven record of solution delivery and ERP integration
- Sustaining global 24/7 customer support service.
- Utilized a standards-based approach that leveraged customer's existing infrastructure.
- Complimented existing business automation such as databases and single sign on authentication.

BarTender
BY SEAGULL SCIENTIFIC

- Provides sophisticated label design, yet intuitive and easily navigated.
- Robust printing to a multitude of devices.

Utilizing the BarTender SDK , Pragmatyxs co-developed the following approach working with our retail customer.

Empowered Solutions

Pragmatyxs recommended solution was implemented, with centralized BarTender Enterprise Print Servers installed in the **Customer's** Verizon hosted data center (Cloud) and with large merchandise vendors (manufacturing) and small merchandise vendors having access to the application through the Pragmatyxs PXSmartLabel web service at their sites.

Global & Flexible

PXSmartLabel is a product developed by Pragmatyxs, that is a web based solution deployed on a Windows server with the Bartender installation. PXSmartLabel provides a flexible server based environment that utilizes BarTender designed label formats similar to the way Bartender's label print tools do but with some key differences.

Web-based Interface

Intuitive User Experience
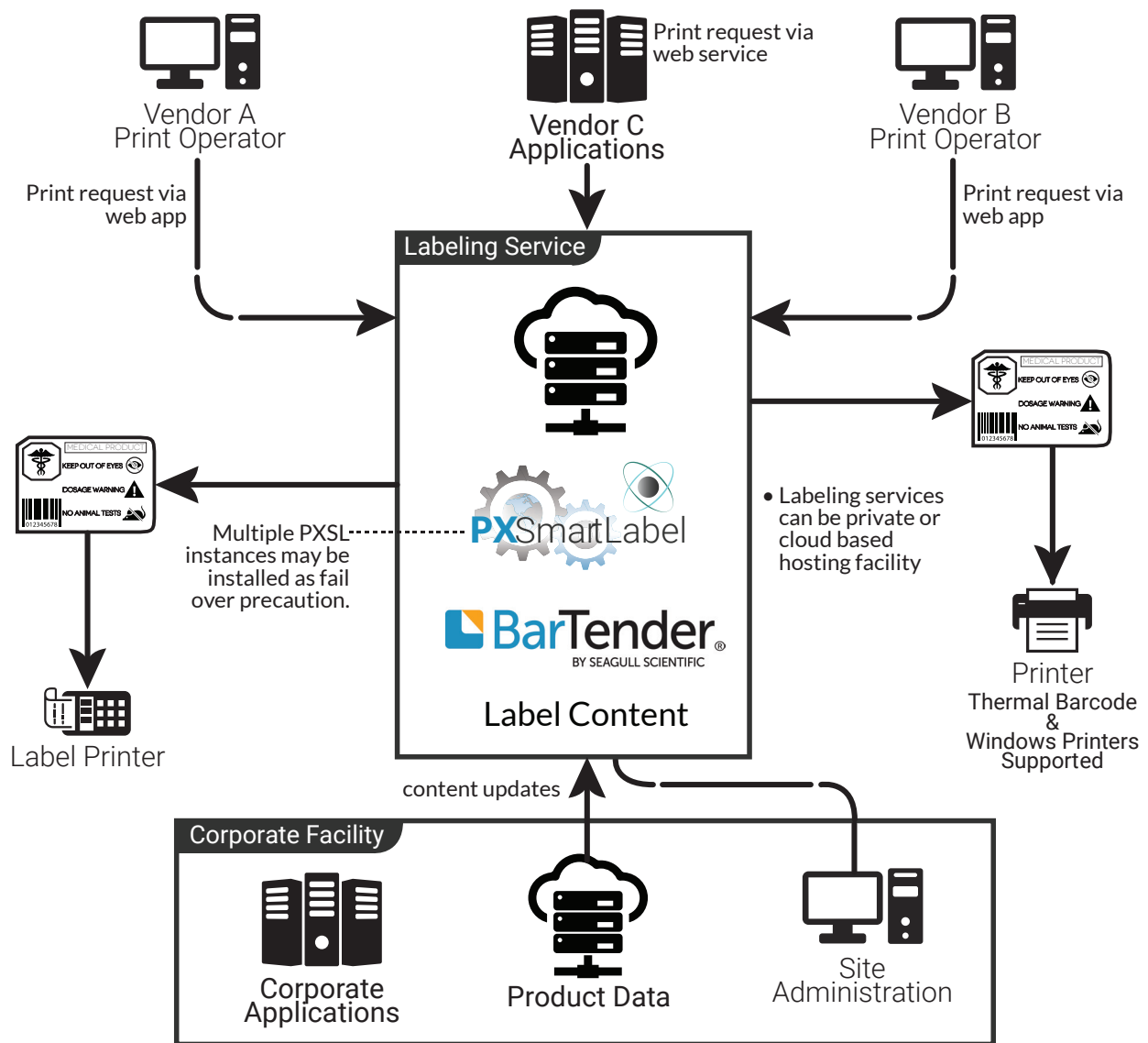
Server-Centric Architecture

Utilize Existing Resources

Enforced Label Standards

Adaptable Design Tools

- Allows for operator ease of use and error reduction by controlling what labels operators have access to for printing on the shop floor.

- Allows external data source configuration and business logic to be maintained centrally rather than within each label format.

- Can be extended to meet specific customer label printing requirements.

- Provides easy-to-use controls and integration with your company's business systems.

- Intuitive web-based interface requires minimal training for print operators.

- Process flow is label type driven versus label template driven.

- Label data source configuration is server centric not template based.

- Rapid deployment whether local, domestic or global locations

- Wide Area Network printing or Partner Printing Centralized configuration, administration and monitoring.

- Ensured compliance with centrally managed label data.

- Complexities of which label to print based on business rules is hidden from users.

- Allows for a one-to-many relationship between data source and label templates, versus a one-to-one relationship.

- Enforced label designs and standards

Vendor A Print Operator

Print request via web app

Vendor C Applications

Print request via web service

Vendor B Print Operator

Print request via web app

Labeling Service

Multiple PXSL instances may be installed as fail over precaution.

PXSmartLabel

BarTender® BY SEAGULL SCIENTIFIC

Label Content

Label Printer

• Labeling services can be private or cloud based hosting facility

Printer
Thermal Barcode & Windows Printers Supported

content updates

Corporate Facility

Corporate Applications

Product Data

Site Administration

Implementation

Solution can be cloud-based or internally hosted. Scaling and specific deployment features are driven by requirements and capabilities of the hosting facility. For example, authentication occurs through Single Sign-On via the customer's Supplier Portal. Label content source and frequency of update require access to supplier printer. Operation benefitted from Server-Centric build. Pragmatyxs Installed BarTender and PXsmartLabel on three production servers at the customer's hosting site and one installation of BarTender for label design at the customer's headquarters and provided access via the customer's portal for the merchandise vendors to produce labels at their locations.

Retail Customer Project Deliverables

- Installation, configuration and testing of the integration of the ERP application, direct database access to the Seagull Scientific BarTender software.

- Installation, configuration and testing of the integration of the Pragmatyxs PXSmartLabel application.

- Integration to **customer's** Portal Sign On.

- Logo and or other branding for application.

- Printer filtering, limit printer list by customer and / or location.

- History and RePrint – (Label Reprint)

- Pragmatyxs will design, deploy and test one label template.

- Pragmatyxs provided the **customer's** team with product training and technical documentation describing the functionality and operation for all deliverables.

- Pragmatyxs provided on-site consulting services for software installation, configuration, data loading, workstation setup, training and go-live support for both the BarTender product and Pragmatyxs PXSmartLabel product.

- Pragmatyxs provided continuous Project Management throughout the project for Quality Assurance.

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Labeling Solutions and Support

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