

LOFTWARE WEB SERVICES™

A seamless and efficient way to merge all of your web-based applications together

The Executive Solution

Improve Efficiencies that Increase The Bottom Line.

Loftware Web Services (LWS) is a seamless and efficient way to bring all of your web-based applications together to communicate with your enterprise labeling systems. It eliminates costly and inefficient programming therefore lowering your company's investment costs. A service-based interface brings all of your existing third-party applications under one printing system—cutting software and hardware investment costs.

The Tools Needed for Your Business Growth. What does this mean for you? Now your ERP systems can have full flexible and scalable printing systems that grow as your company grows. Deployment of custom applications is more efficient, cutting your costs and laying a solid foundation for your supply chain's labeling future..

Worry-Free Security. LWS meets all industry standards. It uses Role-Based Access Control (RBAC) and LDAP integration providing the means for immediate connectivity so you can get on with lowering production costs. With RBAC, your labeling infrastructure has secure authentication and authorization—eliminating counterfeiters and unauthorized printing of labels.

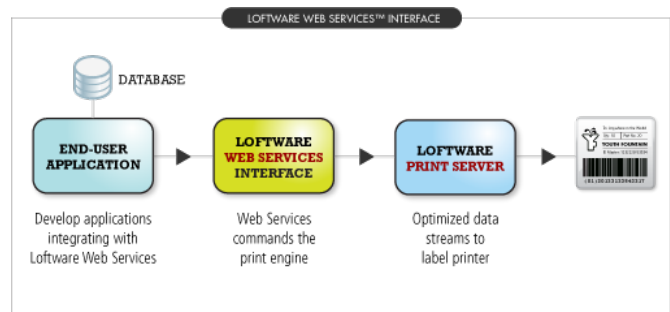
The IT Manager Solution

Save Expense and Programming Time. LWS has a proven technology stack using industry-standard API and a SOAP-based interface, therefore reducing inefficient programming and learning curves. This enables the rapid deployment of new printing applications and a seamless integration onto your LDAP infrastructure.

Latest Industry Standards. Our solution deploys all open standards, including a SOAP-based interface, and

supports industry-standard communication protocols. It makes for a better IT corporate citizen. Also, you can efficiently add enterprise class printing to existing legacy applications and avoid the high costs of a rewriting, re-engineering, testing and maintenance.

Web-Based Solutions. LWS works immediately over the Internet, enabling all Web browser-based solutions for role-based label printing, including Loftware Web Access and Java.



Loftware Web Services™ is useful for:

- VARs, Application providers and third party integrators who want to leverage proven scalable printing solutions
- Enterprise class customers who have legacy and modern ERP systems lacking flexible and scalable printing systems
- Current Loftware customers who desire to modernize and adopt and support industry interfaces

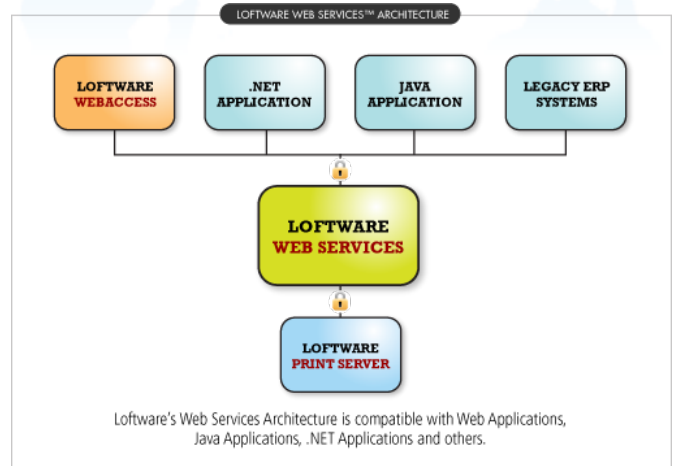
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Key Benefits of Loftware's Web Services™ Interface:

- Save expense and programming time needed to connect existing or new business applications to Loftware's proven technology stack
- All features and functionality of the Loftware Print Server (LPS) are now accessible through an industry standard API (see LPS Specifications)
- Solution deploys all open standards and provides for an industry-standard SOAP-based implementation
- Developers' learning curve and company investment cost is dramatically lowered
- Rapid deployment of NEW printing applications using proven technologies can be immediately realized
- Integration accelerated by leveraging familiar technology and tools
- IT administration is simplified and overall costs are reduced by using service-based interfaces
- Seamless integration to IT's existing LDAP infrastructure
- Use built-in security and Role Based Access Control (RBAC)
- Quickly add enterprise class printing to existing legacy applications and avoid the high costs of a rewriting, re-engineering, testing and maintenance
- Allows for the development of reusable components and interoperable applications
- Scalable architecture that accommodates changing business processes and requirements
- Works immediately over the Internet enabling all Web browser-based solutions requiring printing

Key Features of Loftware's Web Services™ Interface:

- Industry-standard SOAP-based interface
- Role Based Access Control (RBAC) for authentication and authorization of all users



- A published API (Application Programming Interface) that includes powerful and specific functionality for creating and defining users, groups, rules and roles, authenticating users, retrieving all authorized Loftware labels, printers and edge devices like RFID tag printers, the submitting of print jobs from the originating application and the direct retrieval of system status of all submitted print jobs to the LPS and more
- Direct integration to the Loftware Print Server from any Java, .NET, Web or other compatible applications

Technical Support

Loftware backs its product offerings with a team of industry professionals dedicated to delivering outstanding project management, services and technical support. Upgrades and documentation are easily accessible via Loftware's website.



LOFTWARE™

166 Corporate Drive, Portsmouth, NH 03801

Tel: (603) 766-3630 • Fax: (603) 766-3631 • www.loftware.com

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