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BarTender.
BY SEAGULL SCIENTIFIC

AUTHORIZED BUSINESS
PARTNER

Software Seagull Scientific BarTender

O software oferece mais funcionalidade integrada e avançada em todo o
processo de rotulagem, desde o design, integração, automação até gestão.
O BarTender é vendido e distribuído por meio de uma rede de parceiros
globais e é apoiado pelo suporte técnico global da Seagull.

BarTender® 2022 edition comparison
Starter / Professional / Automation / Enterprise

BarTender®
BY SEAGULL SCIENTIFIC

General		Starter	Professional	Automation	Enterprise
Business label design and printing	Easy-to-use design tools and basic printing management	•	•	•	•
Dynamic business printing	Data entry forms, Intelligent Templates™, database connectivity, encoding and manual printing		•	•	•
Efficient automated printing	Business system integration, intelligent forms, application building and automated printing			•	•
Comprehensive enterprise-wide printing	Centralized management including document, workflow and print management along with comprehensive security and high availability				•
Unlimited users	Enable multiple users to print labels from any networked PC	•	•	•	•
Number of printers	BarTender is licensed by printer	Up to 3 printers	1+ printers	2+ printers	2+ printers

Included companion applications		Starter	Professional	Automation	Enterprise
Administration Console	Manage and configure BarTender administration and system settings	•	•	•	•
Designer	Create label and document templates — also serves as the print engine when integrating and automating the label printing process	•	•	•	•
History Explorer	Centralized data logging and audit trail including print history, user access and more	†	†	†	•
Data Builder	Build and manage your own database without external applications like Excel or Access		•	•	•
Print Station	A simple, efficient interface for selecting and printing BarTender documents		•	•	•
Print Portal	Allows dynamic web-based printing and workflow review/approval right from your web browser		‡	‡	•
Integration Builder	Connects BarTender with your business systems to enable automated printing directly from those systems			•	•
Process Builder	An easy, graphical UI to build your own custom label and document printing solutions without the need for coding, like C# or VB.NET			•	•
Reprint Console	Reprint identical copies of previously printed labels and documents that may been misplaced or damaged			§	•
Printer Maestro	Provides centralized print management tools for printers and print jobs throughout a corporate network				•
Librarian	Centrally manage documents and create workflows for template approval using role-based security				•

Support		Starter	Professional	Automation	Enterprise
Standard Maintenance and Support	Upgrade to the latest BarTender version free, and get live technical support by phone and chat during business hours with a guaranteed 24 hour response time. Access to online resources, plus technical support	Includes 1 year	Includes 1 year	Includes 1 year	Includes 1 year
Premium Maintenance and Support	Add-on option to Standard Maintenance and Support which provides 24/7 live support access with a guaranteed two hour response time			•	•

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Easy-to-use design		Starter	Professional	Automation	Enterprise
Easy WYSIWYG template design	Design tools make it easy to create and print professional labels and documents	•	•	•	•
Global support	Intuitive, easy-to-use user interface, translated to more than 20 languages	•	•	•	•
Comprehensive help system	A complete how-to library, accessible both through BarTender and on the web	•	•	•	•
Quick start	A collection of configurable, industry-focused, ready-to-use BarTender templates	•	•	•	•
New Document Wizard	An easy-to-follow wizard that ensures proper document settings for quality and printing performance	•	•	•	•
Fonts	Versatile support for OpenType, TrueType, Symbol Font characters and native printer-based fonts	•	•	•	•
Text formatting	Familiar, MS Word-like tools for creating and formating text	•	•	•	•
Transformed text	Add flair to your text objects with a variety of effects, such as fading, inflating, slanting, and more	•	•	•	•
Shapes and lines	Choose from over 50 shapes and 100 line style combinations	•	•	•	•
Dynamic text and object wrapping	Create dynamic text that wraps inside and around shapes, objects, document borders and more	•	•	•	•
Unmatched barcode support	Choose from over 100 1D and 2D symbologies based on over a dozen standards	•	•	•	•
Human readable barcode	Highly configurable human readable text and character formatting options	•	•	•	•
GS1 Application Identifier Data Source Wizard	Construct GS1-compliant barcodes in seconds	•	•	•	•
Graphics and images	Import more than 70 graphic formats, including AI, PNG, JPG, BMP, TIF, EPS and GIF	•	•	•	•
Symbols	Choose from a wide variety of included symbols and industry-based symbol fonts	•	•	•	•
Tables and grids	Create tables and grids to organize text, barcodes, images and other objects	•	•	•	•
White-on-black printing	Switch objects from black-on-white to white-on-black printing with a single click	•	•	•	•
Front and back template design	Create two-sided, "duplex" printing with separate designs for the front and back of your template	•	•	•	•
Amazon Transparency support	Create Amazon Transparency product serialization codes that help identify individual units and proactively prevent counterfeits	•	•	•	•
Embedded revision logging	Capture a revision trail directly in the document — when it was saved, who saved it and include additional comments		•	•	•
Full color support	Design commercial quality labels using PANTONE and data-sourced colors		•	•	•

BarTender® 2022 edition comparison
Starter / Professional / Automation / Enterprise

Intelligent Templates™		Starter	Professional	Automation	Enterprise
Suppression	Ignore the content of a data source under certain conditions		•	•	•
Label templates	Design and automation tools that leverage data to reduce the number of label files you manage		•	•	•
Conditional printing	Create data-driven automation rules that specify when different objects, layers or templates in your document will visibly print or become hidden		•	•	•
Template selector	Conditionally print one specific template when multiple templates are available in a document		•	•	•
Layers	Template objects may be stacked, hidden and reordered when created on uniquely identifiable layers		•	•	•
Automatic face detection and cropping	Automated image capture creates perfectly cropped photos for ID badges and card printing		•	•	•
Scriptable object properties	Modify the look and feel of template objects by using Visual Basic (VB) scripts		•	•	•

Dynamic data and databases		Starter	Professional	Automation	Enterprise
Date and time	Dynamically source dates and times from Windows or clock-enabled printers	•	•	•	•
Data validation and processing	Specify data validation rules and automatically correct data or issue warnings	•	•	•	•
Concatenate data	Create text and barcode objects that combine information from multiple data sources	•	•	•	•
Basic database connectivity	Import variable data from Excel or a RFC 4180 standard CSV files into your template	•	•	•	•
Simple serialization	Increase or decrease your serial string data by increments of one (1)	•	•	•	•
Named database connections	Name commonly used database connections to quickly add them to new document designs		•	•	•
Database filters	Print select database records using convenient query and filter options	#	•	•	•
Database sourced tables	Easily create tables using data from a database or external file	#	•	•	•
Dynamic data preview	See how your document handles real dynamic data during the design process	#	•	•	•
Dynamic graphics and images	Automatically source images for printing based on selected database records or queries	#	•	•	•
Embedded database tables	Create your own database tables that travel with your BarTender document designs		•	•	•
Enhanced database connectivity	Connect document designs to over 20 data sources such as SAP, Oracle, MS SQL, Azure SQL, XML, Excel, text files and more to print dynamically		•	•	•
Advanced serialization	Create serial numbers that support alphanumeric, hexadecimal and custom sequencing patterns		•	•	•
Create a database	Build your own database from scratch using intuitive tools included with BarTender		•	•	•
Write back to databases	Write back to SQL-based databases to keep track of printed records, serial numbers and much more		•	•	•
Visual Basic (VB) scripting	Create scripts for custom data processing		•	•	•
Global database field	Centralize a data field and share it between BarTender documents		•	•	•
Advanced global database field	Centralize a data field and share it between BarTender documents and workstations				•
Phrase library	Build your own library of standard multi-lingual text including auto-translate and TMX export/import				•

BarTender® 2022 edition comparison
Starter / Professional / Automation / Enterprise

Data entry forms		Starter	Professional	Automation	Enterprise
Database record selection	Select or query the correct database records at print time using helpful form controls		•	•	•
Powerful form controls	Make data input and selection easy by leveraging over 15 highly configurable form controls		•	•	•
Keyboard and mouse input	Use keyboard and mouse commands to select or enter data into forms at print time		•	•	•
Scanner input	Use a barcode scanner to input information to data entry forms at print time		•	•	•
Weighing scale input	Populate the weight of an item at print time by connecting your weighing scale to BarTender		•	•	•
Image capture	Capture images at print time for ID cards or event badge printing		•	•	•
Data validation	Reduce user input errors by introducing data validation and error checking		•	•	•

Integration and automation		Starter	Professional	Automation	Enterprise
Intelligent Forms	Create forms that run automated processes and actions based on user selections, user input or during certain events			•	•
Document level actions	Reduce manual efforts by triggering actions in response to events such as printing			•	•
Business systems	Seamlessly integrate automated label and document printing with any business system (ERP, WMS, or MES), including SAP, Oracle, Infor, Körber, Microsoft, Epicor, NetSuite and Sage			•	•
Integrations	Web services: Use RESTful web services to exchange data in real-time to run actions			•	•
	File drop: Monitor local, network and cloud-based folder locations (including Amazon S3, Dropbox, FTP/SFTP) to run actions and automate			•	•
	Email: Monitor email and print according to its contents			•	•
	TCP/IP sockets: Stream data to run actions using this bidirectional communication method			•	•
	Database monitoring: Monitor when data is inserted or changed in database table fields to run actions			•	•
	RS232 Serial: Run actions when data is received			•	•
	Other: Run actions according to a time schedule or when a message is posted to a Microsoft Message Queue			•	•
Integration data	Integrate automated printing processes using common data structures and formats such as XML, JSON, SAP IDoc, Oracle XML, ASCII & Unicode coded text-based data			•	•
Integration actions	Enable label printing, database queries, network communications and much more with over 70 action types			•	•
.NET SDK	Seamlessly integrate printing, scheduling, document management, revision control and database functionality (including ActiveX Automation and Command Line/Shell Script support)			•	•
BarTender REST API	Seamlessly integrate BarTender actions to automate printing and business processes			•	•
Print Portal REST API	Seamlessly integrate Print Portal web printing				•

Printing, encoding and exporting		Starter	Professional	Automation	Enterprise
Drivers by Seagull™	More than 7,000 printers and output devices supported to enable high-performance printing	•	•	•	•
Print optimizations	Improve print speed by taking full advantage of printer-based features such as serialization, barcodes, real-time clock, static data and graphic caching	•	•	•	•
Windows printer drivers	Print to any printer that has a Windows-based driver	•	•	•	•
Printer configuration and diagnostics	Perform printer management functions in BarTender, bypassing the printer front panel	•	•	•	•
On-demand and batch printing	Print labels and documents on-demand or batch together using one or more BarTender templates		•	•	•
Print preview	Review your dynamic print jobs before printing		•	•	•
Image exporting	Export entire template images or specific objects in 35+ formats		•	•	•
RFID, smartcard and magnetic stripe encoding	Encode RFID tags, smartcards and magnetic stripe cards as easily as adding barcodes to your template design		•	•	•
Native PDF generation	Generate PDFs without installing third-party PDF drivers		•	•	•
Printer code templates	Design templates in BarTender and export printer code that can be used with other print systems			•	•
Web printing	Secure anywhere, any time internet printing from any browser		•	•	•
Reprint labels and documents	Reprint identical copies of previously printed labels and documents that may been misplaced or damaged			¶	•
Printer failover	Automatically redirect to another printer in the event of printer failure				•

Centralized management		Starter	Professional	Automation	Enterprise
Centralized role-based permission management	Centrally manage user and group roles for printing and management features				•
Centralized document storage	Track and manage the entire organization's label templates in one place				•
Template files and revision control	Manage revisions across the organization - roll out changes in an instant to all users				•
Optimized label design workflows	Define design and publishing workflows to enable management and traceability including web-based Print Portal support				•
Define workflow team	Increase team accountability during the label revision and publishing process				•
Workflow Designer	Speed up label design, review and production process with drag and drop visual Workflow Designer				•
System audit trail	Review history of print jobs, document changes, electronic signatures and user actions				•

BarTender® 2022 edition comparison
Starter / Professional / Automation / Enterprise

Security, monitoring and alerts		Starter	Professional	Automation	Enterprise
Status monitoring	Reports information back to Windows regarding printer/print job status and error conditions	•	•	•	•
Email alerts	Automatically notify IT managers or other operational team members if labeling problems occur	•	•	•	•
Role-based security	Assign permissions to applications and functions using Windows Active Directory users and groups, or local Windows users		•	•	•
Document and printing password	Require a password to design and/or print		•	•	•
Electronic signatures	Enable for audit trail accountability and regulatory compliance				•
Document encryption	Secure document usage between validated BarTender workstations				•
Backup and resilient licensing server	Improve business continuity and disaster recovery with high availability options				•

† The Enterprise Edition supports unlimited centralized logging; The Starter, Professional and Automation Editions support the logging of up to seven days of data to a local database only.

‡ Supports web-based printing only

§ The Enterprise Edition supports reprints with no restrictions; The Automation Edition supports unlimited reprinting of documents from the logged print jobs.

Basic databases only (Excel or RFC 4180 standard CSV file)

¶ Enterprise Edition supports unlimited days of reprinting records, while Automation Edition supports 7 days of reprinting records

BarTender Release 11.3 R1 and later versions