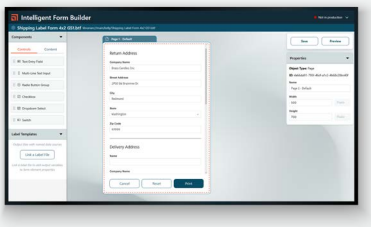
BarTender® Subscription Advantage

Convert your license to access new subscription-only features

BarTender Subscription Advantage converts your existing BarTender on-premises software license into a subscription so you can stay current and access new labeling capabilities available exclusively for subscription users.



Intelligent Form Builder
Simply drag and drop field components onto your form and link them to specific label files.



BarTender Designer Online
Creating labels is even easier! Design from anywhere - now with our refreshed, web-based Designer.

Access new subscription-only capabilities

Leverage new hybrid labeling capabilities available exclusively for subscription users that streamline label printing and collaboration with remote teams. Some subscription-only features include:

- **Intelligent Forms:** Print labels accurately from anywhere using web-based forms that allow you to print a variety of labels from a single form.
- **BarTender Designer Online:** Easily create labels and connect with remotes teams using the modern, browser-based Designer – accessible from anywhere.

Grow at your own pace

Minimize upfront costs with cheaper subscription offerings including printer add-ons and edition upgrades, enabling you to expand your operations alongside business growth.

Simplify labeling management

Manage your BarTender labeling solution more easily. Subscription Advantage lets you keep your current Product Key Code (PKC) and ensures uninterrupted access to technical support.

Avoid all reactivation fees & penalties

Has your Maintenance & Support been expired for 4 or more months? Get all reactivation fees (backpay) waived when you sign up for a 3-year plan.

Additional BarTender Subscription Advantage details

What happens to my current license after joining the program?

You will keep the same license you already have, including Product Key Code and Support Number, but it will be converted to a subscription. The newly converted subscription license will provide you with access to subscription-only features and cheaper add-ons.

How does this program differ from having a Maintenance & Support Agreement?

Subscription Advantage offers more and helps you save on costs:

- **Subscription-only features unlocked** – BarTender subscription users get access to exciting hybrid capabilities including Intelligent Forms and BarTender Designer Online.
- **Cheaper add-ons & upgrades** – all printer add-ons and edition upgrades are offered at the lower subscription price
- **No backpay** – all reactivation fees are forgiven with a 3-year agreement

Can I continue to add printers or upgrade editions?

Yes, you can still add printers and upgrade editions while on the program. The only difference is that all add-ons and upgrades are offered at the low subscription price, helping you minimize upfront costs.

Do I have access to technical support if my version of BarTender is unsupported?

No, you will still need to update your software to the current version of BarTender. The program ensures that you always have access to the latest version so you can update when you're ready.

Can I leave the program?

Yes, you can leave the program by reverting to your original perpetual license. This option is only available for customers who have completed at least three years of subscription licensing through the BarTender Subscription Advantage. If you request to revert to perpetual, you will receive the same perpetual license you had prior to converting it to subscription, excluding the software version. Any printer add-ons and edition upgrades while on the program will be removed.

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