



## SUMMARY

### Customer



InterForm A/S

### Industry

Printer ISV

### Challenge

InterForm wants to enable its customers to print bespoke, precise labels, tags and documents from their AS/400 and IBM i systems, as well as from other platforms such as Windows and Linux

### Solution

- InterForm400 software running on over 50,000 printers worldwide
- InterForm is a Zebra ISV partner and a member of the EMEA Zebra Advisory Council
- InterForm recommends Zebra Technologies printers and Zebra printer media
- InterForm works in close collaboration with the Zebra Developer team

### Results

- InterForm customers can efficiently print high-quality, bespoke labels, tags and documents precisely to their requirements direct from their AS400 or IBM i systems
- Customers enjoy reduced maintenance, because of the native printing (ZPL) supported by InterForm, and advanced functionality, such as a remote output preview per printer
- As a Zebra ISV partner, InterForm can now offer an even higher level of customer support and release new, innovative software updates even faster
- This is a unique solution – InterForm is one of the few Zebra partners working in the AS/400 and IBM i market

# Leading Zebra ISV partner enables seamless printing on Zebra technologies printers from AS/400 and IBM i systems

InterForm A/S is a Zebra Technologies ISV partner with over 30 years experience developing software solutions that improve the look and utility of business documents, while reducing transaction costs and allowing clients to print seamlessly from server applications. Today InterForm products are used by more than 3,600 customers globally and InterForm400 software is deployed to over 50,000 printers in the field. InterForm works with companies and in communities ranging in size from just a few individuals to several thousand employees. Its solutions are deployed across all kinds of industries, including automotive, manufacturing, healthcare, retail, shipping, pharmaceutical, freight forwarding, banking and food & beverage. With its head office in Denmark, InterForm has further offices in Denmark and Germany and a support centre in the US; however, together with its selective and comprehensive partner network, which currently comprises circa 40 partners, including some Zebra partners and ERP vendors, it is able to serve customers in local languages in more than 50 countries globally. InterForm products are continuously developed and maintained, according to customer feedback and market trends.

## Challenge

InterForm works principally with customers who have issues printing media from their AS/400 and IBM i systems, as well as from other platforms such as Windows and Linux, and it provides both bespoke and off-the-shelf packages, to ensure the output management is efficient, accurate and easy to manage. Its customers often have very strict guidelines as to the formatting, data mapping and appearance of their labels; this is particularly true for suppliers to the automotive industry.

InterForm is also aware of the need to constantly innovate and develop, to keep in line with technology advancements and to offer functionality such as remote print preview, XML, PDF and email. InterForm often manages end-to-end turnkey deployments and is asked to recommend best-in-class printers for its clients.

## Solution

And InterForm always recommends Zebra printers and media; its software now facilitates printing to over 50,000 printers worldwide.

Unlike plug-and-play driver based technology, a software layer is needed for an AS/400 or IBM i system to communicate with the printer and send the appropriate commands. InterForm has been building commands and writing ZPL (Zebra Programming Language) protocols for these platforms for over fifteen years and is the only Zebra ISV partner to deliver an Intelligent Output Management solution that gives its customers total freedom to design, handle, and distribute their documents from AS/400 or IBM i platforms. InterForm400 runs on company servers and communicates directly to printers; it formats data into ZPL output, sends ZPL commands and handles the entire document workflow without the need for application reprogramming, automatically selecting e-forms based on print data or spool attributes.

InterForm has over 1000 separate label templates, from bar coding to product design to address labelling, for the automotive manufacturing industry alone; these meet the needs of nearly 200 trading partners including VDA, Odette and AIAG, all with different requirements; InterForm's designers and graphics team can provide bespoke or off-the-shelf packages to create any type of high quality label or document to be printed off ZPL compatible devices. An increasing amount of documentation is needed to process customer orders, much of which is now online or onscreen; however InterForm



## Customer Quote

"In the automotive industry a supplier must be able to react to customer specific requirements as quickly as possible, in order to keep pace with supply chains and processes. Our in-house programming, in conjunction with InterForm, can quickly reflect changing customer needs. Indeed, the increasing digitization of business processes is optimally supported by InterForm, with functionality such as automated e-mail delivery and direct archiving, as well as the possibility to email labels to suppliers. This all saves time and cost and thus directly supports logistics and production processes. And, in conjunction with our printer hardware, we have now also started robot-supported labeling processes. These innovations represent a considerable added value for our customers. We are currently using ZT410, QLN420 and ZE500 printers from Zebra Technologies."

**Sebastian Erb, Senior Business Analyst,  
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has solutions to cover all eventual requirements. It also uses all the features provided by ZPL, including Unicode and DBCS (double-byte character set) to print the whole range of alphabetic characters, without having to install anything locally on each printer; there is a particularly high demand among North American customers wanting to print labels in Chinese.

InterForm has its own customer-oriented developer team, which allows it to move quickly from idea to release and develop advanced features, such as remote output preview per individual printer, which is a real benefit when customers have numerous printers across various locations. However, now as Zebra ISV partner, InterForm is working more closely than ever with the Zebra team, using Zebra sample coding and Zebra developer resources. InterForm is also partnered with various different ERP system providers and its customers' decision-making process often starts with a software solution purchase, moving on to hardware and support; InterForm's recommendation of Zebra printers is of paramount significance.

## Results

Being a Zebra ISV partner, InterForm can offer an even higher level of customer support to its clients, enjoying benefits such as direct contact to the Zebra developers, the possibility to test individual customer cases in the Zebra test lab, Zebra support for choosing the right printer and access to a buy-back programme. Working with Zebra, InterForm can proactively develop and release innovative software updates even faster. Its niche technical experience has also led InterForm to be invited to join the Zebra EMEA Technical Advisory Council, where it has a voice with regards to future product features and roadmaps.

InterForm customers enjoy exceptionally efficient, high quality prints and reduced maintenance; as the software is server based, customers can replace a printer and have it fully configured in minutes, for example. Already offering advanced functionality built into its software to work specifically with Zebra printers and to accommodate very demanding and complex customer requirements, InterForm will continue to develop its output management solutions working closely with the Zebra engineering team.

"Our development is driven by three components: customer feedback, technology changes and good ideas. However, for our solutions to be an end-to-end success, we need best-in-class technology in the mix – that's where the Zebra Technologies printers come in. We are also delighted to be a Zebra ISV partner now; we have fast access to any new developments and, should our own in-house team not be able to solve a printing issue, the direct contact with the Zebra Development team is indispensable. And our solution is a long-term one; a customer I visited recently has just reached 70 million prints with InterForm and Zebra over the last ten years: first-hand proof that our solution works."

**Peter Sørensen, CEO, InterForm A/S**

For more information, please visit: [Zebra](#), the [Zebra Developer Portal](#), or [InterForm](#)