



### **CUE Power Training**

In addition to the hundreds of sessions offered during CUE, why not come a little early and speed up your learning with Power Training courses from Lawson Learning?

Power Training is an optional program offered exclusively to customers who are registered for CUE.

You'll save time and money by choosing the faster pace of Power Training courses, and still gain all the expert knowledge and information you expect from a Lawson Learning experience.

Time is running out, so register now to secure a spot for what promises to be the best-ever Lawson user exchange (<http://www.cueinfo.com>).

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## **Viva Las Vegas: CUE 08 Right Around the Corner**

### **CUE Runs March 17-20**

Where can you go to see Elvis, interact with industry experts and learn more about your Lawson software? At the 2008 Lawson Conference & User Exchange (CUE) – scheduled March 17-20 at the Venetian Hotel in Las Vegas.

Normally, visitors are advised to follow the adage: "What happens in Vegas stays in Vegas." But with CUE, what happens in Vegas should go home with you, because industry experts will answer your most burning questions to help maximize your Lawson investment.

You can investigate what it takes to design an upgrade and plan what's best for your company. And product and technology sessions are developed with both new and seasoned users in mind – many led by fellow customers so you can hear first-hand about their experiences. Not to mention, you get the chance to hear about Lawson products and services on the horizon.

### **Networking Opportunities Abound**

CUE is an excellent opportunity to learn more about Lawson Global User Groups and Lawson M3 User Groups. Both of these groups are made up of customers just like you, with each member a key liaison between his or her company and Lawson. To learn more about the value of joining a group in your area, attend the Global User Group session, scheduled Tuesday, March 18 from 5 to 6 p.m. at the Venetian.

## **With Lawson Professional Services, the Choice Is Yours**

### **Lawson Added a Number of New Options in 2007**

Lawson recognizes that not all customers' needs are equal. This is why Lawson Professional Services provides a full array of services to help you implement your new software, upgrade to new applications and technology, and optimize day-to-day system management.

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# Have You Met Lars Lawson?

Many companies can list their core values and cite numerous real-world instances of when their employees have modeled those behaviors. Lawson does this too but has recently added another way to show its values in action.

Say hello to Lars Lawson, a cartoon character who has now appeared in two animated videos that essentially tell variations of the same story – how Lars solves the Customer's problem involving a cute, slightly mischievous little pink cat.

"Lawson is all about 'Simpler Is Better,'" said Travis White, Lawson senior vice president of marketing. "And Lars has to solve the problem using a Simpler Is Better approach that also delivers a superior customer experience. That is, an experience that respects the Customer and more importantly, preserves the Customer's critical asset – the Pink Cat!"

The problem presented in Lars' debut video was how to rescue the Pink Cat from a tree. The problem in video No. 2 was how to keep the Pink Cat out of a tree – in this case, a Christmas tree and specifically its ornaments.

Lars' first video – which was placed on YouTube and on [www.lawson.com](http://www.lawson.com) – won a Gold Award from the Integrated TV & Video Association out of more than 1,000 submissions. White says the next video involving Lars, the Customer and the Pink Cat will appear at the CUE 08 in Las Vegas in March. Rumor is that Lars himself will also make an appearance, signing



autographs, shaking hands and mixing it up with Lawson customers in the exhibit hall and other areas at the beautiful Venetian hotel.

"Lars has been well-received," said White. "The videos have been a fun, low-cost way for us to draw some attention to Lawson and what we stand for. We plan to do a few each year. In fact, if any of our customers have an idea for an upcoming Lars video, we welcome you to send your idea to [newsletters@lawson.com](mailto:newsletters@lawson.com) and we'll take a look."

Simple story guidelines: The Pink Cat has presented a problem to the Customer. The Customer yells for help. Lars arrives and solves the problem in a Simpler Is Better manner.

## Lawson Opportunity Analyzer



Because strategic planning is a must for successful businesses, it is crucial that line of business (LOB) executives lift their gazes and recognize the needs of the organization as a whole.

However, these executives have a tendency to focus so much on processes within their own areas that they fail to understand the importance of synchronizing multiple activities from different departments – the only way to realize the overall goal of increasing the profitability of the enterprise.

According to Enrico Camerinelli, chief analyst, European Supply Chain Council, "Corporate performance hinges on the line of business executives' ability to convert board strategies into actionable (targeted and measurable) initiatives.

The execution of these initiatives requires looking holistically at end-to-end processes, moving away from a narrow, silo-like perspective."

To achieve success with strategic planning and execution, the value of information technology cannot be underestimated, and Lawson believes corporate and IT executives must collaborate and communicate effectively. In addition, organizations need some kind of technology compass to guide the delivery of corporate value and help them identify an appropriate enterprise strategy. Lawson Opportunity Analyzer provides that guidance.

### How It Works

Opportunity Analyzer is one of the first strategic enterprise performance management tools that enables you to set practical business performance targets. With Opportunity Analyzer you can identify, in advance, quantified financial and non-financial gains before committing capital expenditure to new business process improvement projects. It provides you with a comprehensive business review within four to six weeks and can be used in conjunction with any enterprise system.

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## With Lawson Professional Services, the Choice Is Yours

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Because Lawson is committed to helping you get the most from your investment, Lawson Professional Services offers you the greatest freedom of choice and most value per dollar spent. During 2007, Lawson introduced several new services to broaden the selection we offer our customers. These include:

- Lawson SteppingUp solutions – options for migrating to Lawson System Foundation 9.0 and Lawson M3 7.1 applications.
- More than 600 customers are now live or in the process of implementing System Foundation 9.0 and more than 100 are in the process of migrating to Lawson M3 7.1.
- Lawson Learning Accelerator – a learning tool that helps speed user adoption by providing simulations of your Lawson applications to users so they can learn at their own pace and in their own learning style.
- 55 customers have purchased Learning Accelerator licenses and many have engaged Lawson Professional Services for installation and training services to make the most of their investments.
- Lawson Total Care Gold and Platinum – application management and hosting solutions that help you focus on your core business and enable Lawson to provide high value service for managing Lawson applications. More than 50 global customers now use Total Care Gold and seven Americas customers use Platinum. The program launches in Europe in 2008!

### New Lower Cost Alternatives

We continue to focus on providing value-based options in order to lower your total cost of ownership. “We are committed to delivering value to our customers and offering lower-cost solution alternatives,” says Jim Anderson, executive vice president, Lawson

Professional Services.

In fact, Lawson Professional Services has introduced more than a dozen new lower cost, high value services to give our customers the freedom to select what’s right for their business.

For example, many customers prefer the high-touch, hands-on approach that traditional implementation services provide, while others take advantage of remote delivery through one of our Global Solution Centers, typically delivered at 30 percent less cost.

Often customers choose one of these lower-cost options when stepping up to the latest product release. For example, a customer may choose to have its own IT staff certified on installation, a lower cost option already chosen by 15 clients, or it may choose to utilize specially designed Global Solution Centers to handle system migration.

Once a company has purchased business software applications, the first thing it wants to do is get its employees up to speed quickly. Research has shown that the key to successful implementation of new software is instituting a comprehensive training program. Because different people learn in different ways, Lawson Learning offers something for everyone, such as remote training in virtual v-Labs, online learning libraries for on-demand training or net change training that focuses solely on system changes.

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# Lawson Opportunity Analyzer: A Compass in the Planning Maze

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Lawson works with you using Opportunity Analyzer to take you from business case and initial strategy to final software selection and implementation.

Here are the typical steps:

- **Kick-Off** – During kick-off, the company identifies key stakeholders for the project, and Lawson senior Opportunity Analyzer consultants identify the work to be accomplished.
- **Map** – Here the Lawson team examines the key issues to be tackled, for example declining customer satisfaction, and make assignments to complete the primary matrices, organized by key indices (such as product area, sales channel, company function). The matrices will be entered into the Process Driven Profitability (PDP) model, which begins to identify the impact of key strategic issues.
- **Target** – This exercise allows the team to examine key performance indicator (KPI) groups, select KPIs, and examine key business process activities and best practices. Scenario planning here leads to the plan workshop.
- **Plan** – Here Lawson examines the PDP results of all scenarios. The team must decide which scenarios to implement. **Conclude** – The results are presented to all stakeholders in the organization.

**Turn Objectives into Targets**

Opportunity Analyzer has been developed for specific industries such as food and beverage, fashion, distribution and wholesale, service and complex manufacturing. It can be used in conjunction with any enterprise system (including, of course, the Lawson M3 Enterprise Management System).

This strategic tool – which is part of the Lawson Enterprise Performance Management (EPM) business improvement methodology – addresses head-on the most important issues faced by senior business managers, turning strategic business objectives into detailed operational targets.

Information concerning the Lawson product roadmap is provided in this newsletter. This information outlines the current Lawson product vision and is not a promise by Lawson to develop, deliver or market any specific product, functionality or service. Lawson reserves the right to change its future products or services offerings, including products referred to in this newsletter, at any time, without obligation to notify anyone of those changes. Lawson, Lawson Software and the Lawson logo are trademarks of Lawson Software, Inc. Other products or services names mentioned may be trademarks of Lawson or the respective owners of those trademarks. Copyright ©2007 Lawson Software, Inc. All rights reserved. EEO/AA