



### Is the new Lawson stronger?

"Absolutely! Lawson is doing the right things. We see [Lawson senior executives] more often at our user groups, meeting clients, sharing your vision and making positive changes."

**Mariela Reyes**  
Co-Chair, Lawson Global User Group

### Is the new Lawson listening?

"We have to listen to our customers; we have to be different from Oracle and SAP by showing that we care what customers think about how we can make Lawson better. The user groups give us an excellent channel for constructive dialogue."

**Travis White**  
Lawson SVP of Marketing and Strategy

### Is the new Lawson delivering?

"We have focused on turning our promises into reality. In the past year, we have delivered a steady stream of new products, expanded our professional services portfolio, and increased our support options with Lawson Total Care."

**Harry Debes**  
Lawson CEO

## Inside This Issue

Product Feature	2
Customers	2
CEO Message	3
Quiz Time	4

## Happy Birthday! New Lawson Marks One-Year Anniversary

### Harry Debes, President and CEO

Bring out the cake, light the candles and let's sing "Happy Birthday!" As of April 25, 2007, Lawson celebrated its one-year anniversary as a new company. The combination of Lawson Software and Intenia International AB has created a strong, global leader in the enterprise software market that today serves more than 4,000 customers around the world. Just as we said we would – the new Lawson has become a viable and compelling alternative to the much larger and less customer-focused enterprise software providers.

[Continued on page 3 >](#)

## Party On! More than 150 New Customers Choose Lawson

Do we have enough birthday cake? More than 150 companies and organizations from around the world selected the new Lawson in the past year. Customers like Rossignol in France, Zeppelin Baumaschinen in Germany, Coop TRONDOS in Norway, Seco Tools in Sweden, Monkhill Confectionery in the United Kingdom, Aurora Health Care, Jack in the Box Inc., and Tacoma Public Schools in the United States, Koramsa in Guatemala, Rembrandt Suits in Australia, and Kansai Paint in Singapore.

[Continued on page 2 >](#)

## Icing on the Cake: Lawson M3 7.1 Applications Now Available

### Product Spotlight

Just in time for Lawson's anniversary, Lawson M3 7.1 applications for manufacturing, distribution and maintenance companies are now available. Highlights include:

**Smart Client** – an easily deployed and managed client application that allows user-specific customization and personalization to put the right tools and information on every user's screen. The new user interface can incorporate features such as documents, two- and three-dimensional graphics, and video. Because of its intuitive design, Smart Client can help companies achieve greater data discipline by ensuring users work with data in the correct manner.

[Continued on page 2 >](#)

# Lawson M3 7.1 Applications Now Available

## Product Feature (cont. from page 1)

**Supply Chain Orders** – links the various orders within a supply chain to provide greater visibility into the entire supply chain, enabling greater flexibility to successfully react to changes in orders. As an example, it allows automated adjustments throughout the supply chain if a delivery date or quantity change is made.

The application also provides enhancements to better meet a company's global capable-to-promise needs, saving time and imparting critical intelligence to provide customers with realistic delivery dates.

**Fashion Production Planning** – delivers improved supply chain visibility and quicker information access to fashion manufacturers. The new Fashion Planning Workbench helps improve management of capacity and delivery performance by simulating production capability at one or a number of sites.

Delman Lee, director of technology at Hong Kong-based TAL, one of the world's largest apparel manufacturers says: "We work with very complex supply chains where any delay can hamper our ability to meet our delivery deadlines. With Fashion Planning Workbench, we can easily make changes to order entries and quickly determine where to move orders between facilities."

**Demand Planner** – helps improve forecasting results and avoid depleted or excessive inventory which leads to poor customer service and increased operating costs.

Ryan Schader, vice president of business development for Jelly Belly, a well-known confectionery manufacturer, says: "Manufacturing a Jelly Belly jelly bean can take up to 21 days and



we can face hefty penalties for late or incomplete shipments. We're working extensively with Lawson on exception management, product classification and sales outlier handling and are confident these components will help us provide an even higher level of customer service."

**Sales and Marketing Automation** – helps companies become more strategic about sales and marketing through greater visibility into the overall process. For example, it can help customers track marketing activities and qualified leads and manage marketing promotions. It also has an intuitive user interface to make it simpler to access and use the right information and accurately enter order information while in the field.

# 150-Plus New Customers Added in Past Year



## Customers (cont. from page 1)

"These are strong wins for Lawson because they come in direct competition with the BigCo enterprise software providers," said Travis White, senior vice president of marketing for Lawson. "Simpler Is Better has been our message to our customers and to our prospects, and I believe new customers are choosing Lawson because we are easier to work with, we have great products, we are easier to install, and our total cost of ownership is lower. We also see existing customers adding more products from us because we have made a concerted effort in our past year to deliver a significant number of new products to the market."

White adds that the new Lawson has also been very active with its 42 user groups around the world. As the Lawson executive representative to these groups, White said he personally conducts periodic one-to-one interviews with group members to determine how Lawson is doing.

"We have to listen to our customers; we have to be different from Oracle and SAP by showing that we care what customers think about how we can make Lawson better. The user groups give us an excellent channel for constructive dialogue," he said. "In fact, we had Mariela Reyes, co-chair of the Lawson Global User Group, join CEO Harry Debes on the main stage at our annual user conference this year to review whether the new Lawson is living up to its promises."



photographers name

# Anniversary Achievement: Lawson Helps 400-Plus Customers Go Live

## Harry Debes, President and CEO (cont. from page 1)

Overall, there has been a very positive reaction from our customers to the new Lawson. And it is always easy to determine your reaction because you tend to vote with your wallets and with your activity or presence in user groups. Here's what I have seen:

- In the past year, Lawson has added more than 150 new customers.
- In addition, more than 750 existing Lawson customers have deepened their relationship with the new Lawson by purchasing additional products.
- Approximately 400 Lawson customers have gone "live" on Lawson software, using Lawson Professional Services to do so.
- And more than 4,500 Lawson users attended our annual user conference in the United States, while an additional 1,000 of you attended Lawson's "What's Next Tour" held in Europe and the Asia-Pacific region.

You, our customers, have given us a strong vote of confidence during our first year, and for that, we are very appreciative.

We in turn have focused on turning our promises into reality. In the past year, we have delivered a steady stream of new products, expanded our professional services portfolio, and increased our support options with Lawson Total Care.

With our expanded services portfolio, we are well-equipped to handle migrations when you are ready to step up to the latest Lawson technology and applications releases. And ongoing support from Lawson Total Care – Bronze, Silver, Gold or Platinum – supports you regardless of your needs, from basic to the most demanding.

We have also focused on making Lawson, as a company, operationally efficient and effective, so we remain strong and

healthy and are here to serve you.

Just to note: Lawson will deliver approximately two dozen new products in our first year – including the biggest release ever of the former Movex product line, which is now called Lawson M3 7.1 and includes the new Smart Client interface.

At our annual user conference this year, I asked Mariela Reyes, co-chair of the Lawson Global User Group, to join me in my main stage presentation. In front of a large audience, I asked Mariela if she felt that a stronger Lawson was helping to make our customers stronger.

Her answer: "Absolutely! Lawson is doing the right things. We see you and your team more often at our user groups, meeting clients, sharing your vision and making positive changes. This is not to say that everything is perfect, because we have work ahead of us, but rest assured: The Global User Group will certainly let you know!"

With that said, yes, we have come a long way in our first year. We are proud of our achievements and very appreciative of your confidence in us. But there's more work to do, and we look forward to serving you, our customers, in our second year as an even stronger company!



Harry Debes,  
President and CEO

**Headquarters:****USA**

380 St. Peter Street  
St. Paul, MN 55102-1302  
Tel +1 651 767 7000  
info@lawson.com

**Regional Offices:****Americas**

Brazil, Chile, Canada,  
Mexico, Honduras,  
United States, Venezuela

**United States**

Tel +1 651 767 7000  
infous@lawson.com

**Asia**

China, Hong Kong,  
India, Indonesia, Japan,  
Korea, Malaysia,  
Philippines, Singapore,  
Taiwan, Thailand, Vietnam

**Singapore**

Tel +65 6788 8769  
Fax +65 6788 8757  
infoasia@lawson.com

**Australia & Oceania**

Australia, New Zealand

**Australia**

Tel +61 2 8437 5600  
Fax +61 2 8437 5699  
infoanz@lawson.com

**Northern Europe**

Denmark, Estonia, Finland,  
Norway, Sweden

**Sweden**

Tel +46 8 5552 5000  
Fax +46 8 5552 5999  
inforndic@lawson.com

**Northwestern Europe**

Belgium, The Netherlands,  
Ireland, South Africa,  
United Kingdom

**United Kingdom**

Tel +44 1344 360273  
Fax +44 1344 868351  
inforw@lawson.com

**Central Europe**

Austria, Czech Republic,  
Germany, Hungary,  
Poland, Slovakia,  
Switzerland

**Germany**

Tel +49 2103 89060  
Fax +49 2103 8906 199  
infoce@lawson.com

**Southern Europe**

France, Israel, Italy,  
Portugal, Spain

**France**

Tel +33 1 34 20 80 00  
Fax +33 1 40 39 25 07  
infosof@lawson.com

[www.lawson.com](http://www.lawson.com)

# Take the Anniversary Quiz and You May Win an iPod Shuffle!

Go to [www.lawson.com/anniversary](http://www.lawson.com/anniversary) to enter your answers and the prize drawing. Also see [www.lawson.com/rules](http://www.lawson.com/rules) for the rules and restrictions.

**Approximately how many customers does Lawson have worldwide?**

- A. 1,000
- B. 4,000
- C. 8,000
- D. 15,000

**Which of the following is a product release of the new Lawson?**

- A. Lawson M3 7.1 Applications (with Smart Client interface)
- B. QuickStep Fashion
- C. Lawson Performance Management for Healthcare
- D. Lawson S3 9 for System i
- E. All of the above

**Where is the newest Lawson-owned global solution center?**

- A. Stockholm
- B. St. Paul
- C. Manila

**Which statement reflects Lawson's long-term focus?**

- A. "Simpler Is Better"
- B. "It is Simple to be Better"
- C. "Better Is Simpler"
- D. "You Better be Simple"

**Penguins from the San Diego zoo appeared on the main stage with Lawson CEO Harry Debes at the 2007 Lawson user conference.**

- True
- False

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